

STONE EAGLE

A VANTAGE POINT UNLIKE ANY OTHER

“I’VE BEEN LABELED AS A CONTROVERSIAL DESIGNER. BUT SO WERE MY HEROES IN THE BUSINESS, ALISTER MACKENZIE AND PETE DYE.” — TOM DOAK

The private club offers a pure golf experience high above the Coachella Valley floor.

PALM DESERT, CALIFORNIA: Americans can be fickle. After all, President Obama was reelected with only 50.4 percent of the popular vote. “That’s what makes our country so great,” said Rob Blackburn, general manager and director of golf at Stone Eagle Golf Club. “Our freedom allows choice.”

Several years ago, Stone Eagle decided to eliminate its initiation fee and move to a yearly dues-only structure, a decision that just made sense after the ownership change and state of the economy at the time.

“Prospective members are still cautious of making a large, long-term investment in an initiation fee,” insisted Blackburn. “Our membership program is transparent and straightforward. You pay dues on a yearly basis with no long-term commitment. There is no real estate purchase required, no initiation fee, no monthly dues, no assessments, and no food and beverage minimum.

“If your lifestyle changes, you aren’t responsible for your membership until the club resells it as in a traditional club. This gives you peace of mind and allows

greater flexibility. You are a member here because you *want* to be, not because you are *forced* to be.”

The past two years, 94 percent of the members renewed their dues. “This validates the experience at Stone Eagle. The low churn rate shows our members are happy and satisfied!” stated Blackburn.

A NON-TRADITIONAL SETTING

Stone Eagle is a private golf club with a Tom Doak golf course built into a hillside cleft within the San Jacinto National Monument. It earned the prestigious *Golf Digest* award, “Best New Private Course” in 2006.

“Our course features Doak’s signature undulating greens and organic designs,” described Blackburn.

“Courses that are built into a hillside tend to run side to side across the slopes. At Stone Eagle, many of our holes run up and down following the natural lay of the land. The elevation changes create stunning visuals. I compare them to a painter’s canvas,” explained Blackburn. “The striking color contrast of crisp blue sky, emerald

STONE EAGLE has 30 professional caddies rotating in season.

green grass, and natural desert browns create a true masterpiece. As you climb in elevation from our practice facility to the first tee, the course opens in front of you with long-range views of the Valley floor below. Our course is anything but an old, flat design.”

A SMARTER CHOICE

Stone Eagle is enjoying strong membership growth nearing its membership cap of 225.

“We have exceeded budget goals and rounds are up. At 225 members, the economics of our club work well,” reported Blackburn. “We are able to protect our no tee time policy with about 10,000 rounds played per year.”

FINDING YOUR SOUL

“Our culture is different,” claimed Nick Coussoulis, chairman of Stone Eagle. “We don’t have a pool, tennis courts, or a fitness center. We are pure golf. To ensure our privacy, we purchased 400 acres surrounding our course to prevent real estate encroachment. A day of golf at

“YOUR PERFORMANCE, FROM 100 YARDS IN, DICTATES YOUR SCORING. THE GREENS ARE LARGE AND ITS COMMON TO FACE AN UNEVEN LIE. IT IS IMPORTANT TO WATCH YOUR STANCE. CONSIDER NARROWING YOUR FEET A BIT TO KEEP YOUR BALANCE.”

— DAVE STOCKTON, 25 COMBINED WINS ON THE PGA TOUR AND CHAMPIONS TOUR

“OUR STRONG FINANCIALS ALLOW US TO ENHANCE OUR INDUSTRY LEADING GOLF EXPERIENCE. THE OWNERS HAVE COMMITTED TO A \$5 MILLION INVESTMENT IN **THE AERIE,** OUR MEMBERS-ONLY RESTAURANT.”

— NICK COUSSOULIS, CHAIRMAN, STONE EAGLE

Stone Eagle will knock your socks off. It’s that good.”

Membership includes many complimentary benefits other clubs charge for.

“You can put your wallet away after you pay your yearly dues. We don’t nickel and dime you to death. Unlimited use of carts, bottled water, golf balls, bag storage, and lockers are included,” commented Coussoulis.

“A trip to the mountains has always been an escape from the frantic everyday pace of life. At Stone Eagle, our relaxed atmosphere allows you to breathe, relax, and find your soul.” ■

Annual dues at Stone Eagle are \$18,000 per year.

For more detailed information on Stone Eagle, please visit their website, StoneEagleClub.com.

For more membership information, please contact Justin Amelung at JAmelung@StoneEagleGolf.com, or you may phone (760) 250-1723.