



NEWS RELEASE

For More Information, Contact:

Cheryl Harden or Erin Barrett, Brandon Advertising and Public Relations, (843) 916-2000

charden@brandonadvertising.com, ebarrett@brandonadvertising.com

or visit brandonpr.com

PINE LAKES COUNTRY CLUB REOPENS AFTER 20-MONTH, \$15 MILLION RESTORATION PROJECT

Myrtle Beach, S.C.'s First Golf Course was the Destination of Choice for Golfers and Families

March 12, 2009, Myrtle Beach, S.C. – Burroughs & Chapin Company, Inc. introduced the new Pine Lakes Country Club today after a 20-month, \$15 million project restored the golf course and clubhouse to its former status and early 20th century grandeur as a premier golf resort. Pine Lakes officially opens to the public on Saturday, March 14th but today's event provided a sneak glimpse of the course and the clubhouse to South Carolina dignitaries and media members.

The Pine Lakes renovation began in November 2006 with the vision of restoring the golf course as closely as possible to architect Robert White's original 1927 specifications for the course, then known as the Ocean Forest Country Club. White designed 18 of the 27 Ocean Forest holes, and it is believed by golf historians that he also designed the third set of nine holes, that was later closed in 1946 for real estate development. Over the next 50 years, White's original nine holes remained intact (holes 10-18) while the front nine holes were redesigned by numerous golf course architects.

Nationally-known golf restoration architect Craig Schreiner, who had previously collaborated with 1994 British Open champion Nick Price on another Burroughs & Chapin course in 2005, The Members Club at Grande Dunes in Myrtle Beach, was chosen to direct the course restoration and blend the two routings of the remaining front and back nine holes. Schreiner established continuity between White's remaining holes, where two holes were eliminated for a new entry into Pine Lakes, and replaced them with his own newly-created two holes, thereby offering golfers with an authentic visit back to early 20th century Scottish golf.

Schreiner preserved 16 of Pine Lakes' original 18 corridors. Following instructions from Burroughs & Chapin Golf Management, Schreiner designed Pine Lakes Country Club in a strategic golf architecture style similar to White's philosophy; the more risks taken by the golfer, the better the scoring opportunities.

Schreiner and his staff made many improvements to enhance the playability and enjoyment for golfers of all skill levels. Because of Burroughs & Chapin's desire to make the turf more environmentally

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friendly, the owner and architect incorporated planting SeaDwarf® Seashore Paspalum grass; utilizing environmentally-friendly irrigation; enlarging tee box areas; and adding native waste areas, similar to White's original drawings.

“My design challenge was integrating the nine newer holes with White's nine original holes,” said Schreiner. “This task was made easier by Burroughs & Chapin Golf Management's vision, which gave me the opportunity to reshape the entire golf course. The end result was improved consistency in the strategic play quality and the aesthetics of every hole, while preserving the historic-view corridors of those original 16 holes. Remarkably, the 80-year old clubhouse can be seen from all 16 of these holes; unlike most golf courses today.”

Throughout the restoration project, Burroughs & Chapin also envisioned conveying the grandeur and regal stature of the once-great Ocean Forest Hotel to the new Pine Lakes Clubhouse. Featuring a Dorothy Draper “Great Gatsby-esque” design, the clubhouse is an ideal setting for golfers to relax with a beverage after play, as well as hosting lavish weddings, receptions, birthday celebrations, holiday galas, family reunions and business or social functions.

An antebellum clubhouse designed by Henry Bacon McKoy after he completed the Lincoln Memorial, the design and integrity of the Pine Lakes Clubhouse was saved including the Snug Pub, the meeting place of the *Time Inc.* editors in 1954 when they visited Pine Lakes to play golf and plan for a new weekly sports publication, *Sports Illustrated*. The two magnificent Pine Lakes ballrooms, the site of countless weddings and parties since 1927, were restored and will again host a variety of social events. The rich history and tradition of Pine Lakes is now on display in the new History Hall, which features memorabilia and artifacts from the club's first days.

A new 6,000 square foot wing was added to the perimeter of the clubhouse to house the pro shop and locker rooms, the Robert White Pub, the grill kitchen, an outside patio, the cart barn and swimming pool. Just off the clubhouse is the Garden at Pine Lakes, a private area that will also be used for weddings and events, with the golf course as a backdrop. Recently established is the new Myrtle Beach Golf Hall of Fame that honors those that helped build Myrtle Beach into the “Golf Capital of the World”.

“Today's ceremony is truly an event that we have looked forward to for more than two years,” said Jim Rosenberg, president and CEO of Burroughs & Chapin Company, Inc. “Restoring and preserving Pine Lakes to its former glory days and history as a premier golf destination on the East Coast was important to Burroughs & Chapin as not only an investment for the future, but also as a place for many generations will enjoy. Pine Lakes not only holds a special place as a golf legend but also in sports history as the birthplace of *Sports Illustrated* and the Myrtle Beach community.”

About Pine Lakes Country Club

Pine Lakes Country Club, Myrtle Beach's first golf resort, has served as the epitome of the traditional golf resort since opening in 1927 as the Ocean Forest Golf Club. Designed by St. Andrews, Scotland native Robert White, Pine Lakes put Myrtle Beach on the map as the destination of choice for golfers and families. Pine Lakes Country Club is the birthplace of *Sports Illustrated* magazine after *Time Inc.* editors visited the club in 1954 to plan for their new weekly sports publication

Owned and operated by Burroughs & Chapin Company, Inc., Pine Lakes reopens March 14, 2009, after an extensive 20-month, \$15 million restoration project that transformed the course and clubhouse back to the status enjoyed in earlier days. The restoration of the course was directed by well-known golf

course architect Craig Schreiner who preserved many of the historical golf corridors that made Pine Lakes famous throughout the years. Pine Lakes Country Club is the home of the new Myrtle Beach Golf Hall of Fame that honors those that helped build Myrtle Beach into the “Golf Capital of the World”. For more information, visit PineLakes.com.

About Burroughs & Chapin Golf Management

Burroughs & Chapin Golf Management, created in 2001 to provide operations and marketing services to golf course properties, is the Grand Strand’s leading golf management company. Burroughs & Chapin Company has been an active member of the Myrtle Beach golf community for more than 40 years as the owner of Myrtlewood Golf Club, a 36-hole complex that opened in 1966. The company also developed and manages The Resort Club at Grande Dunes and The Members Club at Grande Dunes, an exclusive private club. The company manages Tidewater Golf Club, Farmstead Golf Links, Meadowlands Golf Club, and River Hills Country Club. The management group also handles all Grande Dunes amenities, Grande Dunes property management, Marina Inn at Grande Dunes, two Par 3 courses, five themed mini-golf courses and oversees The Ripken Baseball Experience in Myrtle Beach. For more information, visit BCGolfManagement.com.

About Burroughs & Chapin Company, Inc.

Burroughs & Chapin’s residential developments include the award-winning [Grande Dunes](#), a 2,200-acre four-star community stretching from the Atlantic Ocean to west across the Intracoastal Waterway. Burroughs & Chapin has created numerous commercial developments offering national and regional name brand shopping. These include [Broadway at the Beach](#) – an award-winning 350-acre festival shopping, entertainment and dining complex surrounding the 22-acre Lake Broadway; Coastal Grand Mall, a one million square foot regional shopping mall joint ventured with CBL & Associates Properties of Chattanooga, Tenn.; Seaboard Commons; South Strand Commons; Arcadian Shores Commons; and many “jewel box” centers.

A leader in golf and vacation packages, Burroughs & Chapin’s Myrtle Beach Trips offers visitors to Myrtle Beach and the Grand Strand the “one call” convenience of a direct connection to the most popular attractions in the area and packages them together in a variety of ways to suit different tastes and budgets. With one easy call to Myrtle Beach Trips at 1-800-819-2282, visitors can unlock all the thrills and excitement of many of America’s favorite family seaside destinations.

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