



THE GOLF CLUB AT BLACK ROCK

Life Lived Well

Of the millions of acres spanning the Western United States, none are perhaps more ideal for outdoor recreation than those of Coeur d'Alene.

COEUR D'ALENE, IDAHO: Some Ancient Greek philosophers agreed that the heart links our strongest emotions. Four hundred years before the birth of Christ, Plato argued for the dominant role of the heart in love. Aristotle expanded the role of the heart even further, granting it supremacy in all human processes.

Playing on the town name, The Golf Club at Black Rock named its new kids camp—Camp Coeur—meaning *the heart* in French. “The name is fitting,” explained Randee Rasor, director of member services at Black Rock. “After all, our offspring are the heart of our legacy. Like many private clubs, our community was an adult, highly seasonal getaway. As trends changed, so did Black Rock. Many of our adults-only social events now have a family under-

current. Ultimately, those who live together play together. As our demographics trend younger in their family legacy, instead of the *ending* chapter, it's a *beginning* chapter.

“Two of our primary management objectives are to create *consistent* and *inclusive* events for our membership. For example, we have reduced the number of summertime Food & Beverage Events,” conveyed Rasor. “Although popular, seating could accommodate less than 30 members at a time. Now, we have enhanced our happy hours and redirected our focus on getting back to the basics of quality over quantity. The format change allows us to accommodate all members versus a subset.” ■

For more information, please visit BlackRockIdaho.com.



Above photo: The second clubhouse at Black Rock (now under construction) is called The View. It will feature modern architecture, a casual vibe, and 180-degree views of Lake Coeur d'Alene. Bottom photo: Lake Coeur d'Alene is riddled with bays where you are guaranteed to find that perfect spot. Black Rock's full-service marina features 130 boat slips, a fuel dock, guest docking, and a convenience store. It's also home to Shooters Bar & Grill.



“Deep blue lake waters are a striking contrast to the lush green grass and flashes of bright white bunkers. The back nine is like an old vinyl album where you favor a cluster of songs.” — Jim Engh, golf course architect

