



## In A Happy Place

*Tom Weiskopf discusses sloppy play, the impact of Tiger Woods, the short par-4, and the enthralling beauty of Seven Canyons.*

SEDONA, ARIZONA: Fresh from a bird hunting expedition in Montana, Tom Weiskopf, 16-time winner and four-time runner-up in the Masters, was hot under the collar. “Tim Finchem, Commission of the PGA TOUR, has done an incredible job building the Tour into the envy of professional sports,” declared Weiskopf. “I am worried that the recent ‘slap on the hand’ of only a six month suspension on one of golf’s brightest stars for his inappropriate behavior sends the wrong message. The fumble by the NFL with Ray Rice should be a wake-up call. There should be a ‘fear of God’ in Tour players to keep them on the straight and narrow.”

### *A SWING TO DIE FOR*

Weiskopf’s swing was known for its mixture of grace and power. “I had guts, strength, control, and finesse,” recalled Weiskopf. “But, I could become flustered and sometimes it showed. I wasn’t as driven as I should have been early in my playing career. When I realized what it takes to play the game properly, it was too late. I wanted to play perfectly. Even when I shot seven under, I thought I played sloppily. I couldn’t stand mediocrity and I wore it on my sleeve.”

His best year was 1973 when he won four tournaments in an eight-week stretch, including the British Open. “My dad passed away that year,” recalled Weiskopf with melancholy. “I played for him. I was finally patient. I was so focused during the British Open at Troon, I used a one-iron eleven times to victory.”

After retiring from professional golf, Weiskopf’s career in golf course design blossomed.

“I was a golf analyst for CBS Sports and ESPN,” said Weiskopf, “But, I knew golf course design was my true

calling. When I’m out hunting or surveying a site for a golf course, I’m in a happy place.”

Over the past three decades, Weiskopf has designed 67 golf courses. “My first one was Troon North in Scottsdale. I was humbled when it was awarded ‘Best New Private Club’ by *Golf Digest*.

“Most industries have radically changed since Troon North opened in 1986,” commented Weiskopf. “Golf



Tom Weiskopf

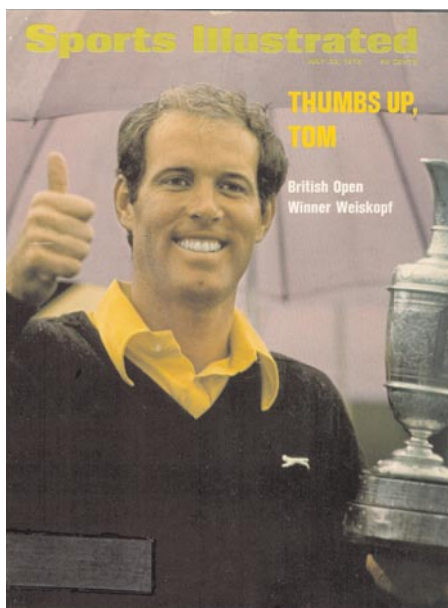
course design bucks that trend. It is more evolutionary than revolutionary. Most golf architects still produce hand-drawn blueprints. It is all about the land plan. Quality in, quality out.”

Weiskopf’s passion for design is as strong as ever.

“Real estate was the driving force behind most private golf clubs built this century. The industry overbuilt and we are slowly healing from our excesses,” said Weiskopf.

**“WHEN THE OLD COURSE AT ST. ANDREWS WAS ESTABLISHED IN 1552, PRIMITIVE GOLF EQUIPMENT PREVENTED PLAYERS FROM REACHING SEVERAL OF ITS PAR 4s THAT ARE REACHABLE TODAY. THREE ‘SHORT 4s’ NOW PLAY A PIVOTAL ROLE WHEN THE BRITISH OPEN IS HELD AT ST. ANDREWS.” –TOM WEISKOPF**

**“SEVEN CANYONS GOLF CLUB, IN SEDONA, ARIZONA, IS ARRESTING. YOU WON’T FORGET IT. I CONSIDER IT IRREPLACEABLE REAL ESTATE.” –TOM WEISKOPF**



Tom Weiskopf at Seven Canyons

(Above) Tom Weiskopf, featured on the July 1973 cover of *Sports Illustrated* after winning the British Open. (Far right) *Golf Digest* featured Weiskopf in their September 1977 issue. Off the course, his passion is fishing.

“Before the recession, I would consistently receive one prospective call per month requesting a proposal. In the last four years, I have received two. Most of my work centers on redesigns and renovations right now,” said Weiskopf. “I feel like an actor who has won an Oscar and is waiting for his next role to come along.”

**PARITY IN GOLF**

“Compared to my best playing days, there are two times to three times the number of players that can win any given tournament. You might consider this to be a plus or a minus. I will let you decide,” said Weiskopf. “Golf equipment has created a parity between marginal Tour players and superstars. In the 1970s, it could take Tour players a full year to ‘find’ a set a clubs that felt right. Now, with the aid of computers, Tour players can have a perfectly



matched set in two and one-half hours.

“I don’t think the length of a course should be the determining factor in playability. It should be strategy. During my first year on Tour, nine of the top 10 ranked courses in the world [including Merion and Olympic Club] were under 6,900 yards. (continued)

**“THE DEPTH OF TALENT ON THE PGA TOUR IS IMPRESSIVE. TIGER WOODS IS STILL THE BENCHMARK. FANS WANT TO SEE HOW A FIELD FAIRS AGAINST HIM. WITHOUT TIGER ON THE LEADERBOARD, TOURNAMENT RATINGS SUFFER.” –TOM WEISKOPF**





**“THE GOLF INDUSTRY CONTINUES TO FIND ITS FOOTING. MEMBERSHIP MODELS ARE BEING REINVENTED. AT SEVEN CANYONS, WE NOW OFFER A CORPORATE MEMBERSHIP THAT ALLOWS UP TO FOUR INDIVIDUALS TO HAVE ACCESS TO THE CLUB.”** – DAVE BISBEE, DIRECTOR OF GOLF

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**“I SPEND A GOOD PART OF EACH DAY COMMUNICATING WITH OUR GUESTS. IT’S SOMETHING I NEVER TIRE OF, ENSURING THEY HAVE A UNIQUE AND MEMORABLE STAY.”**  
– BRUCE GROSBETY, MANAGING DIRECTOR, ENCHANTMENT RESORT

“If there is a trademark in my designs, it is the drivable par-4. I came to appreciate how a drivable par-4 can quickly change the competitive landscape during the British Open at St. Andrews in 1970. There is so much freedom off the tee at the Old Course, especially on holes 9, 10, and 18—all short par-4s. It can be a game changer. I consider it the ultimate risk, reward combination,” conveyed Weiskopf. “I thought, if I ever get in the design business, I’m going to explore the drivable par-4.”

#### *AN UNPARALLELED SETTING FOR GOLF*

Alister MacKenzie had an outsized influence on Weiskopf’s design philosophy. “He designed the Scarlet Course at Ohio State, my alma mater,” said Weiskopf. “I consider him the master of concealment and deception. He concealed pins behind bunkers by flashing the sand up, and created deception by using big valleys in front of the greens. It isn’t about designing the longest course possible.

“The sheer beauty of Seven Canyons Golf Club in Sedona, Arizona, is arresting. You won’t forget it,” smiled Weiskopf. “It is that good. I consider it irreplaceable real

estate. It was a project that required constant vigilance. Receiving the necessary permits to build Seven Canyons was arduous. By the time we obtained the green light to start shaping the fairways, we were three months behind schedule. The city gave us a hard deadline of how many days we could work the land. Since we started late, we were behind the eight-ball.

“It was one of my most exciting design experiences, right up there with Loch Lomond in Scotland, where I lived on property for two years,” said Weiskopf.

“The end result is a quality course reminiscent of classic courses built at the turn of the century. The small greens mitigate the shorter holes, requiring strategy and forethought before you pull out your driver.”

#### *GOLF IN A NATIONAL PARK SETTING*

Last year, Enchantment Resort added Seven Canyons as part of its exclusive offerings.

“Seven Canyons is one of the highest rated courses in the West,” lauded Dave Bisbee, director of golf at Seven Canyons. “The original developer learned that what works





**“ENCHANTMENT RESORT IS ABOUT ONE OF A KIND EXPERIENCES AND ADVENTURES. OUR EXCLUSIVE ACCESS TO SEVEN CANYONS GOLF AND MII AMO, A DESTINATION SPA, ARE TWO EXAMPLES OF HOW WE CAN DELIVER EXTRAORDINARY MOMENTS TO OUR GUESTS.”** – MARK GRENOBLE, PRESIDENT, ENCHANTMENT GROUP

**A NEW CLUBHOUSE AT SEVEN CANYONS, DESIGNED BY DOUGLAS FREDRIKSON ARCHITECTS, WILL COMPLEMENT THE VILLAS AND FRACTIONAL RESIDENCES. RECLAIMED ANTIQUE WOOD BEAMS AND NATIVE STONE WILL ENHANCE ITS RUSTIC FEEL.**

well in an Excel spreadsheet doesn't necessarily equate in real life. When the prospect arose to add the course to our roster of amenities, we knew it was an opportunity that doesn't come around often. A quality golf amenity is a critical component for any resort.

“There is no shortage of outstanding golf courses in Arizona. You don't have to look far for your golf fix in our state. But, none offer the setting of Seven Canyons. The awesomeness of nature surrounds the course. You feel as though you are playing in the middle of a red rock cathedral. Any direction you look, jagged cliff faces are right in front of you. It is remarkable that Weiskopf had this opportunity to design what is a really good golf course that isn't 'beat-you-up long,’” said Bisbee.

You've heard the phrase *destination golf course*. At Seven Canyons, they have a *destination practice park*.

“Our practice facility and performance center are removed from the main clubhouse facilities,” described Bisbee. “They are actually in their own box canyon where you can spend hours hitting balls amid Sedona's picturesque landscape.”

#### *DIFFERENT JOURNEYS*

Native American tribes consider Boynton Canyon, in the high country of Arizona, to be a significant part of their history. Ancient tribes regarded the canyon, surrounded on three sides by thousand-foot-high vermilion cliffs, as their Garden of Eden.

“You'll be moved by surroundings created millions of years ago,” said Bruce Grosbety, managing director at Enchantment Resort. “I can't count the number of times someone has asked, 'does it *really* look like that?' Our photography is indeed eye dazzling, but you can't fully appreciate the grandeur of the red rocks of Sedona until you visit.”

Enchantment Resort is a luxury hotel located in Boynton Canyon, just two hours south of the Grand Canyon. The resort is an appealing vacation destination for a myriad of reasons.

“Many of our guests are here to focus on their overall wellness, whether physical, emotional, or spiritual,” said Grosbety. “We are a popular resort for a well-deserved break to recharge the batteries.” *(continued)*

**MII AMO** services are not offered to the general public. Only registered guests of Enchantment Resort and Mii amo and members of Seven Canyons have access.



**OVER A DOZEN SPA TREATMENTS, MANY INSPIRED BY NATIVE AMERICAN RITUALS, HAVE BEEN CRAFTED BY MII AMO THERAPISTS.**

**A 15-MINUTE MORNING RITUAL IN THE CRYSTAL GROTTO AT MII AMO ALLOWS YOU TO MEDITATE, CLEAR YOUR HEAD, AND SET YOUR INTENTIONS FOR THE DAY.**

“All accommodations are in casitas, no long corridors or elevators. Some are complete with kitchens and private pools. Each week, we have more than 100 guest events and classes on the calendar that are not run-of-the-mill activities. Our Native American-inspired Solstice celebrations and stargazing are perennial favorites,” said Grosbety.

#### *GREAT PRIDE IN WHAT WE DO*

Mii amo, a destination spa, is actually a boutique resort within a resort. Set within the same canyon as the larger resort, its 16 luxurious guest rooms are connected to its world-class, 24,000 square-foot spa.

Chris Bird, general manager of Mii amo, has a history in the business. “I started working as a teenager in the dining room at Canyon Ranch,” recalled Bird. “The name Mii amo is from a Native American dialect that signifies ‘a passage or journey in one’s life.’ Many come here to mark their ‘big 0 birthdays’—the 30th, 40th, or 50th, etc.

“Wellness and renewal are a part of Sedona’s history,” said Bird. “Last year, we were honored as the No. 2 spa in the world by *Travel+Leisure*. I consider this quite an accomplishment for an independent property.”

A visit to Mii amo is a paramount experience. “Our

packages are for three, four, or seven nights and include all meals and two treatments per day,” said Bird. “Service is highly personalized, starting with your morning coffee. We greet you by name and focus on your total wellness.

“The Mii amo Café offers intelligent cuisine with an ever-changing eclectic menu that stresses proper portions and nutrition,” said Bird. “I promise you won’t go hungry. In some ways, the ‘old’ spa mantra was ‘if it is pleasant, it must not be good for you.’ You were often deprived of niceties you enjoy on vacation. If you yearned for an alcoholic beverage, you had to sneak it in. At Mii amo, we believe your stay should deliver your every desire.” ■

*For information on special stay and play packages at Enchantment Resort, visit [EnchantmentResort.com](http://EnchantmentResort.com).*

*For information on the Mii amo spa packages, please visit [Miiamo.com](http://Miiamo.com).*

*For information on membership and fractional residence opportunities at Seven Canyons Golf Club, please visit [SevenCanyons.com](http://SevenCanyons.com).*

**“A STAY AT MII AMO IS A GUIDED DISCOVERY. OUR WHOLE STAFF IS INVOLVED IN YOUR JOURNEY. AFTER CHECK-IN, WE HOST A COMMUNAL WELCOME DINNER WITH OUR MANAGER. OUR GOAL IS TO MAKE YOU FEEL COMFORTABLE, SECURE, AND AT EASE. WE ARE HERE TO PLEASE.” – CHRIS BIRD, GENERAL MANAGER, MII AMO**