

# "WELCOME TO MY HOMETOWN"

*Brandel Chamblee, popular Golf Channel analyst, discusses his secret weapon, the pitfalls of live television, and his favorite haunts in Scottsdale.*

By Mark Pazdur, Publisher

SCOTTSDALE, ARIZONA: For 10 years, *Golf Channel* viewers have enjoyed Brandel Chamblee's insight into what makes PGA TOUR players tick.

After a 15-year career on the PGA TOUR, Chamblee finished in the top-100 money list for seven consecutive years with



Brandel Chamblee  
Analyst, *Golf Channel*

over \$4 million in earnings. He made the full-time transition to the broadcast booth in 2004.

"The days can be long and gratifying," chimed Chamblee. "It's not uncommon for me to put in a 12-hour day to produce a 30-minute show in the studio. My homework never stops. Juggling my parental duties and work responsibilities requires planning. I put in at least 10 hours of research before each program. My secret weapon for information is a private, password protected website the PGA TOUR manages. It delineates thousands of stats I find useful in my analysis of players.

"For example, a review of Sergio Garcia's game reveals his expert long ball off the tee and a sharp short game. But, his birdie percentage on par-5s is poor. This tells me a lot about him as a player. He takes unnecessary risks. While he has matured on the Tour over the years, he still doesn't display prudence in course management."

Chamblee stresses the importance of keeping his viewpoint relevant, fresh, and to the point.

"When producing a live show, things happen quickly. I often remind myself of the famous quote: 'If I had more time, I would have written you a shorter note.' It reinforces me to keep my commentary short and crisp. But, every so often, I catch myself using my favorite fallback phrases," chuckled Chamblee. "My

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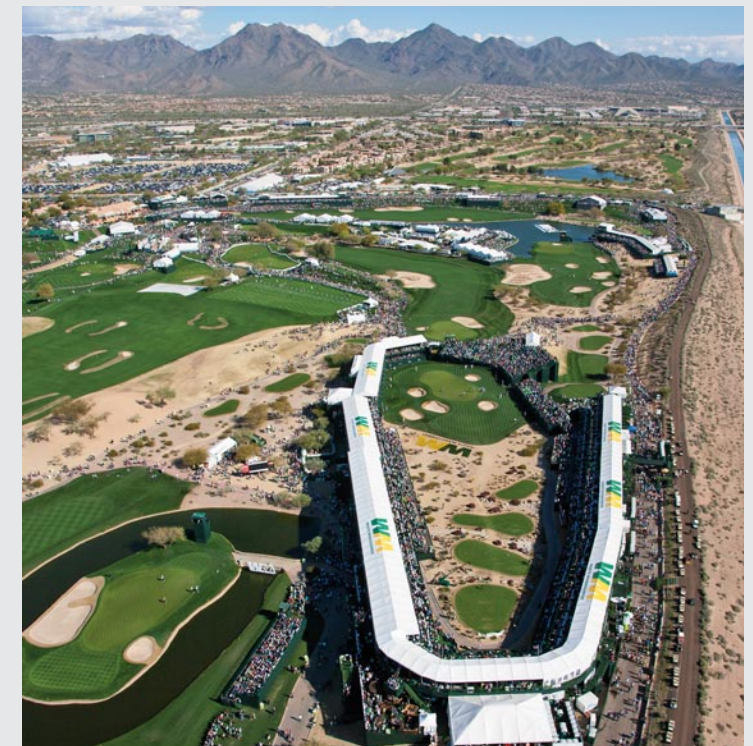
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**THE WASTE MANAGEMENT PHOENIX OPEN** at TPC Scottsdale is one of the most popular Tour events. The Thunderbirds, a major charitable organization in Scottsdale, started the tournament 76 years ago. This year, on Saturday of tournament week, over 170,000 fans filled the gallery.



Known for its enthusiastic crowds and energetic atmosphere, the 16th Hole at the TPC Scottsdale, is one of the most iconic venues in golf.

pet clichés include 'extrapolate, going way back, best golfer on the planet, and lay down the shaft.' For some reason, these catchy words have a 'good ring in my ear.' I must work diligently to say the same thing, but in different ways."

#### LIVE MEANS LIVE

"Most of our broadcasts are completed without a hitch," stated Chamblee. "But not all. Live television is like an X-ray machine. It exposes you—for the good and for the bad.

"During the PGA Championship at Oakland Hills, the crew installed a temporary air conditioner in our broadcast booth," recalled Chamblee. "Two minutes before we were set to go live, I switched on the air conditioner and a pile of sawdust, underneath the unit, was sucked up and blew directly into my eyes. Every



**“GOLFERS ARE** spoiled with a choice of terrific courses in and around Scottsdale. Their quality, year-round conditioning, and weather is perfect. Scottsdale’s lovely blue skies and thin air remind me of playing conditions in my hometown of Johannesburg, South Africa.

**“OUR NATIONAL** Els for Autism Golf Challenge has raised over \$6.5 million. Troon North is one of the more popular tournament venues and sells out year after year.

**“AFTER GOLF,** there is so much to see and do around the city. Scottsdale is a great vacation destination.” – ERNIE ELS

time I blinked, my eyes hurt. I knew I was scratching my corneas. During commercial breaks, I would wash my eyes with water for some relief. I can only imagine what viewers thought of my red, tear-filled eyes during our two-hour telecast. After the show, paramedics rushed me to the hospital to have splinters picked out, one by one.”

**PERSPECTIVE ON GOLF**

The *Golf Channel* has grown impressively during Chamblee’s tenure.

“Our company has more viewers, more original programming, and became more corporate. The culture is electric and amped up,” explained Chamblee. “As our channel continues to grow, I expect our global footprint to expand—particularly in Asia. Over the next ten years, the PGA TOUR will resemble the LPGA Tour today. There will be more top players from Asia on the leaderboard. It will be a direct reflection on the game’s global growth.”

Chamblee was frank about golf’s identity crises. “Many are unrealistic about the growth rate our sport should achieve. They compare numbers when affluence in our country was much higher. The fact is more adults play golf than any other sport. Most sports are childhood activities. Golf is not just a sport. It’s a lifestyle. Many who entered the periphery of the game are dropping out. No matter what we do, most of these players cannot be retained.

“The good news is there are great ideas to motivate the next generation. Topgolf recently opened a facility in Scottsdale, where most nights require a wait. This tells me golf has a bright future,” said Chamblee. *(continued)*



**COOL CLUBS**

While in Scottsdale, consider a Cool Clubs fitting session. Choose from several fitting types to help you play better golf. Its system evaluates 12,000 possible head and shaft combinations to determine what will work best for your swing. Over 75 LPGA, PGA, and Champions Tour players utilize Cool Clubs’ expertise. For more information visit [CoolClubs.com](http://CoolClubs.com).



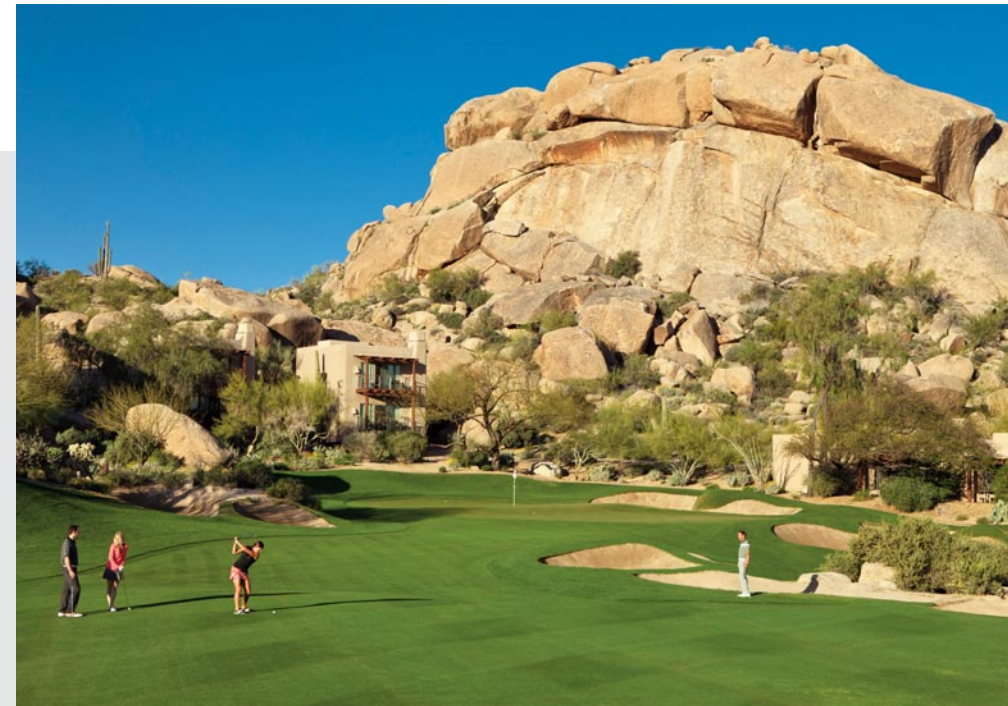
Barrett-Jackson Classic Car Auction, a winter event in Scottsdale

**DID YOU KNOW?**

- There are more than 200 golf courses in the Valley of the Sun • Fifteen of the 30 MLB’s teams train in the Valley
- Popular winter events include the Barrett-Jackson Car Collector Auction, the Fiesta Bowl, and the Waste Management Phoenix Open

**THE BOULDERS RESORT... WHERE A SMILE COMES EASY**

*Its new Ultimate Golf Experience includes a round with their “Top 100” Golf Digest teaching professional.*



car garage; to their five-bedroom Villa Retreat with two complete kitchens and its own infinity pool. Other amenities

HOW OLD ARE THE IMPOSING GRANITE BOULDERS surrounding the appropriately named “The Boulders” resort?

“Incredibly, there were forests still on parts of Antarctica when our boulders formed,” said Tom McCahan, director of club operations at The Boulders, a Waldorf Astoria Resort. “The 12 million-year-old boulders are a signature feature both on and off the course. You will be surprised by the lushness of our landscape. We are not raw desert. In any direction, you will see stately, 100-year-old saguaro cacti and vivid wildflowers.”

**STUNNING SURROUNDINGS**

The Boulders is located at the most northerly end of Scottsdale Road. For 13 consecutive years, it has been a “Gold List” recipient from the readers of *Condé Nast Traveler*. “The award is a reflection of our service standards and distinctive amenities,” explained McCahan. “We vet our staff carefully and take good care of them. This positive attitude enhances your experience. Our smiles are genuine.”

The pet-friendly resort offers several different types of accommodations. Choose from one-bedroom Casitas with wood burning fireplaces; Executive Suites with a boardroom table and seating for six; three-bedroom Haciendas, offering a private two-

include 12,000 square feet of meeting space, a Waldorf Astoria Spa with 24 treatment rooms, four swimming pools, a terraced tennis garden with eight courts, and two Jay Morrish designed courses.

“The South Course plays up to the boulder outcroppings and our North Course is known for its wider fairways and deep sandy wash waste areas,” described McCahan. “We have one local rule on the tee sheet called the Coyote Rule. If you suspect a coyote stole your golf ball, you can drop a new one with no penalty!” teased McCahan.

“We have introduced our Ultimate Golf Experience,” said McCahan. “Your foursome will receive a pre-round warmup stretch exercise by one of our spa therapists; you will be chaperoned during your entire round by Donald Crawley, a *Golf Digest* ‘Top 100’ instructor; a professional caddie will accompany you; unlimited use of our beverage cart is included; and while you enjoy a post round BBQ, scotch, and cigar dinner, we will present you with a logoed dozen golf balls, shirt, and cap to remember your day by. We even block several tee times before and behind your group to buffer your foursome from other players.”

For more information on the Ultimate Golf Experience and other seasonal golf packages, call (888) 579-2631 or visit [TheBoulders.com](http://TheBoulders.com).

**“THE COMBO OF WHAT** you can do day and night in Scottsdale is unrivaled. It's paradise. From attending a **spring training MLB game** to watching an **equestrian show at West World** to visiting the **Butterfly Museum**, Scottsdale is a perfect vacation destination.” – BRANDEL CHAMBLEE



**SCOTTSDALE, A TRANSFORMATION TOWN**

Chamblee frequently travels between his hometown of Scottsdale, Arizona, and the East Coast to work in the *Golf Channel's* main studio in Orlando, Florida.

“I like to sit in a window seat on an airplane,” said Chamblee. “Between e-mails and research, I gaze at the landscape below. About two hours into a flight, as the terrain becomes rugged and arid, I get enthusiastic about going home. As we descend over Camelback Mountain on final approach, an almost childhood excitement overcomes me. I don't think there is a better place for a vacation or to live full-time.

“Scottsdale is transformative. It changes you. It is an honest town with like-minded people. The streets are clean, nicely landscaped, and the sidewalks are wide and trash free. The atmosphere encourages you to be outdoors and play,” said Chamblee. “There are hundreds of trails—from beginner to expert—to explore. I encourage you to tackle Camelback in the heart of Scottsdale. The views are worth it. And, the setting of towering saguaro cacti and colorful wildflowers scattered on rocky, uneven mountains is invigorating. It lights me up like a jolt of caffeine.

“First-time visitors to my town will be surprised at how much fun women can have. Scottsdale isn't only a men's golf mecca. New boutique shops, top-rated spas, and phenomenal restaurants are enticing diversions for non-golfers. Scottsdale can give New York City and San Francisco a run for their money as the culinary capital of America. On just about every street corner you have a choice of two or three eclectic bistros and cantinas. Within a few square mile areas you have hundreds of outstanding dining options.”

**A GOLFER'S SHANGRI-LA**

Three-time All-American at the University of Texas, Chamblee knows about playing in the heat.

“We are entering the ideal time of year to play golf in

Scottsdale. The temperature is warm, the chance of rain is remote, the courses are in great shape, humidity is low, and you don't have to worry about bugs and mosquitos,” advised Chamblee. “When I played college golf, we had to contend with wind blowing off the prairie. Wind makes you a tougher competitor, but it is tiring to play in and often not fun. In Scottsdale, the breeze is thankfully negligible.”

While not a big gambler, Chamblee enjoys a friendly

**TOPGOLF FACILITY IN SCOTTSDALE**



PHOTO BY BEN & KELLY PHOTOGRAPHY

wager on the course. “My friends and I bet for dinner and a bottle of wine. The wager can get your attention,” cautioned Chamblee, “depending on the wine list.” ■

*Scottsdale is a 15-minute drive from Phoenix Sky Harbor International Airport (PHX). American and Southwest Airlines both have hubs at PHX, keeping fares below other big-city markets, a plus if you are considering a corporate meeting.*

*Climate: Scottsdale averages 330 days of sunshine and just under 10 inches of rain per year. August is the rainiest month.*

*For more information on special packages and upcoming events, call (800) 782-1117 or visit ExperienceScottsdale.com.*

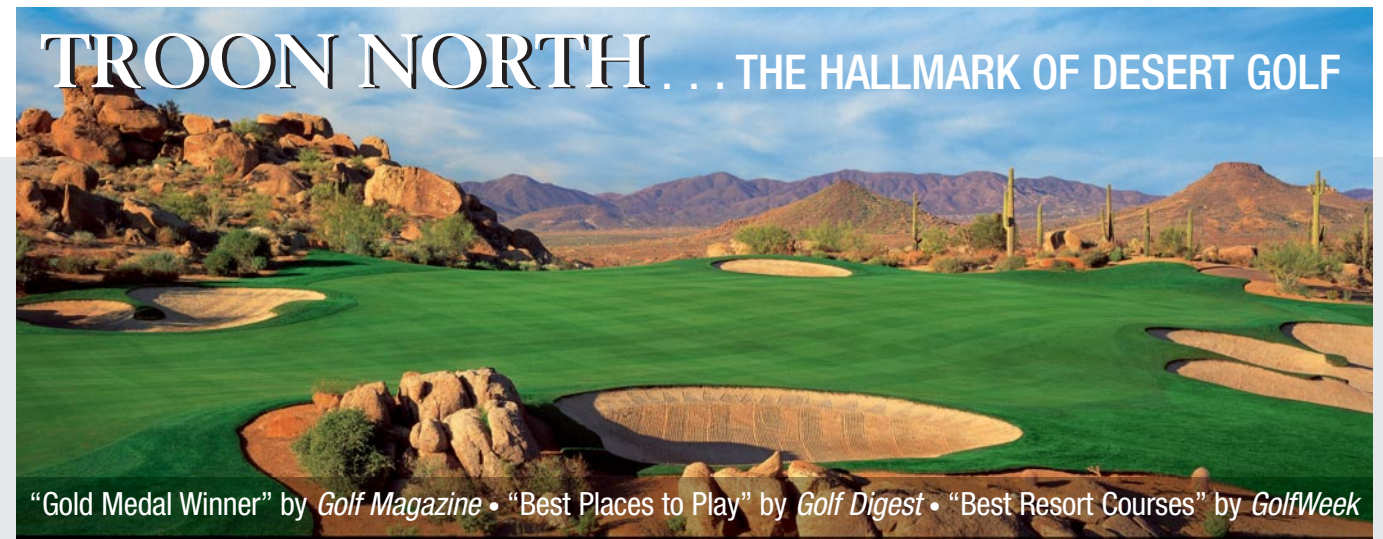
**BRANDEL'S DINING PICKS IN SCOTTSDALE**

- ZINC BISTRO: Try the flatiron steak
- THE MISSION: Best margarita in town
- VIRTU: Always something unusual on the menu
- LOS OLIVOS: Family owned/operated for generations
- ISABELLA'S: Great Italian, the place to be seen outside Grayhawk Golf Club



**“OUR GOLF SCENE** is second to none. The lushness of Scottsdale's golf courses provides wonderful contrast to our Sonoran Desert landscape. During your vacation, visit the **McDowell Sonoran Preserve**. Its new trailheads at Tom's Thumb and Brown's Ranch provide access to explore our beautiful desert.

– JIM LANE, MAYOR OF SCOTTSDALE



TROON NORTH, with its two Tom Weiskopf designs, has long been considered one of the finest daily fee golf facilities in Scottsdale. As the flagship property for Troon Golf, the leading high-end golf management company with operations in 23 countries, Troon North has a reputation for prime conditions and attention to detail.

This year, the National Golf Course Owners Association awarded Troon North its prestigious Jemsek Award, recognizing one course each year for its service standards and worldwide appeal.

“We really try to go the extra mile,” explained Mike Friend, director of sales. “You are greeted with a smile, but often our standards will surprise you.

“Recently, one of our assistants jumped into their car and traveled to Walgreens to purchase batteries for a guest's range

finder that lost power. That is the Troon North service difference.”

*The Monument Course* features undulating fairways, elevation change, and is more forgiving off the tee.

*The Pinnacle Course* is more challenging, has several forced carries, and tighter fairways.

“If you closed your eyes and envisioned what an authentic Sonoran Desert golf course would look like, Troon North is it,” described Friend. “Our giant saguaro cacti and rock outcroppings are visually stunning. When you stand on the 3rd tee box on the Monument Course and stare at the massive, three-story boulder splitting the fairway in two, you can't help but be impressed.”

*For more information on tee times, visit TroonNorthGolf.com.*



“Jack Knife” in Old Town Scottsdale