

DIAMANTE

A TESTAMENT OF DISCIPLINE

The trio behind the success of the most important new golf development in 2014.

CABO SAN LUCAS, MEXICO: International sports media will be abuzz during the next 60 days over the opening of Diamante's Tiger Woods Design golf course.

Its grand opening will be particularly heartening for three individuals: Ken Jowdy, the developer; Modu Seye, director of fitness; and Tiger Woods, world-renowned professional golfer making his golf course design debut.

"Although Tiger's course will be a major attraction," promised Jowdy, "Diamante is more than golf. The depth of our family amenities is among the best in Los Cabos. In addition to our Woods and Love III courses, Diamante has a 1.5-mile white sand beach, a 10-acre saltwater lagoon, a kids' camp, multiple restaurants, and a sports activity center. Our members' spa will open next year."

Through determination and resolve, Jowdy helped make Diamante a reality. "It was not easy," expressed Jowdy. "We launched this community in difficult economic times and it was simply the faith and discipline of everyone involved with this project that kept us going."

BELIEVE IN YOURSELF, GOOD THINGS HAPPEN

Modu Seye, director of wellness at Diamante, has seen the best and worst in life. His father died of cancer on the day he was born. Raised by his mother in Senegal, West Africa, the family struggled to make ends meet.



After immigrating to America and receiving his MBA, Seye followed his passion and became a fitness trainer.

"When you follow your dreams, work hard, and do something you love, anything is possible," said Seye. "Discipline can open doors you only dream of. I've been for-

DIAMANTE is one of this decade's most ambitious golf developments. Its **DUNES COURSE**, designed by Davis Love III, opened in 2009 and is ranked by *Golf Magazine* the 52nd best course in the world. When Tiger's **EL CARDONAL COURSE** opens in December, Diamante will feature oceanfront golf courses designed by two of this generation's best Tour players.



The 14-acre practice facility, at the Dunes Course, has four hitting bays separated by large stone formations for privacy.



The Crystal Lagoon at Diamante is a 10-acre, man-made, swimmable saltwater pool.

tunate to train NFL players and celebrities over the years."

Seye's credentials were a good match for Diamante. "The chance to lead the club's fitness regime was a once in a lifetime opportunity," declared Seye. "Our wellness program is the most progressive in Cabo.

"I'm a proponent of functional training. Exercises that help you in your daily activities are a priority. I avoid use of one directional movements that isolate a single muscle," said Seye. "I start by teaching proper form and exercises that use your body weight as resistance. A healthier you is similar to building a house. You must have a strong foundation."

STEADFASTNESS OF PURPOSE

Tiger's aim is to bring the same drive and dedication to golf course design as he has to playing the game during his storied career. He left Stanford University in 1996 to turn pro and, that year at the age of 20, he won twice on tour and netted \$940,000. His success earned him the *Sports Illustrated* Sportsman of the Year and PGA TOUR Rookie of the Year awards.

In the last 20 years, Tiger has won 105 tournaments, including 14 majors, and \$132 million in career earnings.

Utilizing his worldwide experience, Tiger Woods Design was launched to establish his mark as a golf course architect. "I've always loved the old, traditional layouts by MacKenzie, Ross, and Tillinghast," said Tiger. "My course

at Diamante makes you think. You must weigh risks and make smart choices. Proper strategy provides the best opportunity to score. The biggest compliment I can receive, after you play my course, is that you want to play it again. That's what El Cardonal is all about."

PERSISTENCE PAYS DIVIDENDS

Ken Jowdy's ambitious vision has paid off. During one of the most tumultuous real estate periods of our generation, Diamante became reality.

Diamante's residence club membership matches your lifestyle. Categories start at one week of usage per year in a two-bedroom condominium, located directly above the clubhouse. The striking architecture is a blend of designs from Sardinia, Italy, and hues of blue, green, orange, and red found in authentic Mexican haciendas. "Our goal is to do everything possible to make you feel that buying at Diamante is one of the best decisions you have ever made," detailed Jowdy. "It is a business plan that has served us well." ■

Diamante is strategically located 50 minutes from the Los Cabos Airport and four miles west of Cabo San Lucas.

For information on residence club membership programs and real estate opportunities, visit DiamanteCaboSanLucas.com.

NAMING TIGER: Earl Woods, Tiger's father, a former Green Beret, served two tours in the Vietnam War and was awarded a Vietnamese Silver Star for bravery. Earl was assigned as an advisor to Lt. Colonel Nguyen Phong, a deputy province chief in command during the Vietnam War. They developed a deep respect for one another. Earl had Nguyen's back, and Nguyen had Earl's back. Earl's nickname was Woody, and Nguyen's nickname was Tiger. After the Vietnam War, Earl tried unsuccessfully to locate Nguyen (he starved to death in a "re-education" camp).

In honor of Nguyen, who fearlessly protected him in battle, Earl named his first son "Tiger."