

“THE NUMBER OF NEW COURSES BUILT SINCE 2000 HAS OUTSTRIPPED ORGANIC DEMAND.

We are all aware of the impact this has had on the golf industry. Supply and demand will eventually come into balance. A greater challenge will be to appeal to younger generations. Millennials are less outdoorsy and more connected to the virtual world than the physical world.”

– TONY JAMES, PRESIDENT/COO, BLACKSTONE AND CO-OWNER OF TRUE NORTH GOLF CLUB

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“THE UNITED STATES IS GROWING ALMOST AS FAST AS CHINA.

Our economy and standard of living are the envy of the world. We are adaptable, face our problems, and deal with them. The recovery has been slow. That’s why we still have such trepidation. I expect economic indicators will show several more years of steady, if not unspectacular, growth.”

– TONY JAMES

True North Golf Club is rated in the top one percent of golf clubs in Michigan by Golf Digest

A BIG TIME COURSE FOR A BIG TIME LAKE

NORTHERN MICHIGAN comes alive with outdoor activities between Memorial Day and Labor Day. The lake is humming with boats and downtown is bustling. During season, the value of True North Golf Club becomes apparent. It offers pristine conditions in a low volume, exclusive setting with a no-tee-time policy during the best time of year.

HARBOR SPRINGS, MICHIGAN: The Race to Mackinac has been a sailing tradition in the Midwest for more than a century. Unpredictable weather and fickle winds on Lake Michigan make the 289 nautical mile race from Chicago, Illinois, to Mackinac Island, Michigan, a supreme test. Many a sailor will attest that the race is fun, but *serious* fun.

“My daughter Lindsey attended Northwestern University in Illinois and competed on the sailing team,” explained Fritz Duda, co-owner of True North Golf Club. “When she decided to enter The Race to Mackinac, my wife and I decided to root for her at the finish line. My friends had been encouraging me for years to visit Northern Michigan, so I was looking forward to the trip.

“We arrived early and I inquired about the best golf course in the area,” said Duda. “Everyone suggested True North Golf Club.”

Fritz was taken with the golf experience.

“The club was for sale, so my good friend, Tony James, and I made an offer, negotiated, and soon became owners of what I consider one of the finest private golf courses in the country,” happily detailed Duda.

True North Golf Club is located 15 minutes from the quaint town of Harbor Springs and Little Traverse Bay.

It is a private, debt free club with a respected Jim Engh designed golf course; a caddie program; a distinctive, 6,000 square-foot timber framed clubhouse; and five stylish member cottages.

Regional membership (those with property in the area) are priced at \$35,000 with annual dues of \$3,600. National Memberships are priced at \$17,500 with annual dues of \$2,450.

“True North provides the luxury of a summer home

without the need to purchase a multi-million dollar house,” said Duda. “As a member, you are welcome to stay in one of our four-bedroom cottages for a very reasonably priced \$175 per night.”

BUCOLIC SETTING

Harbor Springs is often referred to as the “Village of Pinehurst” on the water. True North Golf Club would hold its own against the iconic Pinehurst #2.

“I walked the land around True North for days on end,” explained Jim Engh. “I’ll note ‘hot spots’ that can create dramatic view corridors. Usually, I find four or five ‘hot spots.’ At True North, I found nine!”

“It’s such a beautiful place with topography that allowed me to be creative and hardwood forests that act as a lush backdrop. The course is intriguing and will make you wanting more,” said Engh.

Dramatic elevation changes are prevalent throughout the course and uneven lies are common around the greens. Engh’s signature muscle bunkers (the mounds and

contours of the sand traps form the shape of biceps) strategically guard many approach shots.

IN SOLID HANDS

“When Fritz approached me about purchasing True North, I was one step ahead of the curve,” said Tony James. “I owned a vacation home in Harbor Springs and was intimately aware of its small town appeal. When I tell my New York City associates at Blackstone that I vacation in Michigan, they are flabbergasted. To most Northeasterners, Michigan equals Detroit. They are unfamiliar with how wonderful Northern Michigan is during the summer. Since it is on the western edge of the Eastern Time Zone, it is daylight until almost 11 P.M.”

Recent developments at True North include a new short game practice area and several new cottages. “We not only maintain the club, we improve it,” said James. ■

For more information on True North Golf Club, please visit TrueNorthGolf.com or call (231) 526-3300.

JIM ENGH has been awarded the golf industry’s highest honor of “America’s Best New Course” by *Golf Digest* four times, including an unprecedented string of three in a row.