

Something Good Is Going On Here

A McConnell National Membership provides private club access in Tennessee and across the Carolinas.

RALEIGH, NORTH CAROLINA: The research triangle of the Tar Heel state encompasses Raleigh, Durham, and Chapel Hill, and highly regarded North Carolina State, Duke, and University of North Carolina.

Donald Ross designed the Raleigh Country Club in 1948. As growth pushed new businesses and subdivisions away from downtown, the club's influence lessened. At the dawn of the new millennia, the club found itself in deep financial difficulties.

"Our central location, only three miles from city center, had developers watering at the mouth to bulldoze our course and turn it into single family homes," explained Christian Anastasiadis, COO of McConnell Golf. "The future was uncertain. It would have been a travesty to have Donald Ross's last design vanish. I am a believer that everything falls into place for a reason.

"Ultimately, John McConnell became the white knight to purchase the club, committed millions of dollars in improvements, and restored Raleigh Country Club into a financially healthy business," said Christian.

DUPLICATING SUCCESS

With the turnaround success fresh in McConnell's mind, in short order he purchased Treyburn Country Club.

"It was member owned and showed its age," said Christian. "The attitude in 2005 was very different than today. Sky was the limit. Although we realize each club has its own strengths and weaknesses, we felt we could duplicate the success from Raleigh."

McConnell Golf currently owns 10 private golf clubs across the Carolinas and one in Tennessee, has 4,000 members within the portfolio, and membership sales are up 30 percent in the last two years.

"We have a distinct vision for the game of golf and services required at a private club. We are passionate about our brand and about delivering the unique McConnell Golf experience from the moment a member or guest steps foot onto our properties," expressed Christian.

THE MCCONNELL NATIONAL

McConnell Golf recently announced a new national membership program that permits access to all ten of its private clubs. "Our national program is attractively priced for those who frequently travel to the Carolinas or to Knoxville, the location of our newest club addition," said Christian. "The program offers a consistent private club experience from the coast to the mountains. If you travel to the Carolinas for a vacation at Pawleys Island, have a student attending a North Carolina university, or conduct business in Charlotte, we have you covered." ■

For more information on McConnell Golf, please visit McConnellGolf.com.

For more details on the McConnell national membership program, please e-mail Lauri Stephens at membership@mcconnellgolf.com.



A MCCONNELL GOLF NATIONAL MEMBERSHIP

One Membership • 10 Private Clubs • 11 Properties • 12 Golf Courses
Designs by Palmer • Fazio • Ross • Norman • Irwin • Dye • Maples