

Up Close & Personal

From One Generation To Another

Family owned and world renowned, *Kiawah Island Golf Resort* and *The Sea Pines Resort* offer the best of Southern hospitality.

By Mark Pazdur, Publisher

KIAWAH ISLAND, SOUTH CAROLINA: As owners of Kiawah Island Golf Resort and The Sea Pines Resort, the Goodwin Family has a knack for Southern hospitality and a great love for golf.

"I tried to purchase Sea Pines from Charles Fraser, the developer who transformed the sparsely populated sea island into a world-class resort community," recalled Bill Goodwin. "Unfortunately, we couldn't come to terms and after a golf outing at Kiawah Island [just after the 1991 Ryder Cup], we turned our attention north."

With the economy in recession, cash was important. "Kiawah Island Golf Resort was for sale and through a series of transactions, we acquired its three existing courses and the old Inn," said Bill. "Nine months later, we acquired the famed Ocean Course, designed by Pete Dye."



All 18 holes on the Ocean Course at Kiawah Island Golf Resort offer panoramic views of the Atlantic Ocean.

A CALCULATED RISK-TAKER

Growing up from modest means, William H. (Bill) Goodwin Jr., credits his parents for his success. "We were reasonably religious and they taught me the importance of hard work and giving back," said Bill.

Married for 52 years, Bill and his wife Alice are significant supporters of cancer research with a primary focus on translational research and getting improved drugs from the laboratory into clinical trials.

After a brief period in the military, paying most of his way through college, and achieving an MBA from UVA's Darden School of Business, Bill Goodwin settled in at IBM. "I had a heck of a time there!" said Bill. "It's a great company that provided endless opportunities. But, I've always had an entrepreneurial spirit."

With their third child on the way, Bill

"THE OCEAN COURSE AT KIAWAH made its mark in golf during the 1991 Ryder Cup nicknamed 'War by the Shore.' I am proud to announce that we will host the 2021 PGA Championship on the Ocean Course. Planning a tournament of this magnitude on a barrier island isn't without challenge. With two-lane roads snaking on and off island, logistics to manage 40,000 spectators requires a special skill set." – BILL GOODWIN



THE SANCTUARY at Kiawah Island Golf Resort resembles an old Southern estate. Its stately lobby features tobacco-stained walnut floors, handcrafted rugs, intimate seating areas, and limestone fireplaces. For more information, please visit KiawahResort.com.



"ANY TRUE LINKS COURSE walks and swims. What I mean by that is the wind and ocean have a profound influence on the course, both in playability and maintenance. When the wind blows, bunkers change and the golf course continuously moves around." – PETE DYE

asked Alice for permission to set out on his own and open a business. "She was my biggest supporter. We saved enough money to provide a six-month cushion. I figured if I couldn't make it, I could always find a job," said Bill.

"Starting any business is risky. The odds must be in your favor and necessary due diligence will minimize potential downside. I decided to build on what I knew. I've always been good with numbers, so my first business was financing large corporate IBM computer systems." Bill's success with his first business was just the beginning of the asset portfolio he would build for his family in the coming years.

BIGGER AND BETTER

Kiawah Island Golf Resort includes five golf courses, 24 tennis courts, and 10 miles of sandy shoreline. In

addition to 255 spacious rooms at The Sanctuary, Kiawah also has 500 rental villas, ranging from one to eight bedrooms.

The Sanctuary, a AAA Five-Diamond and Forbes Five-Star hotel, opened in 2004.

"Maximizing ocean views from the rooms was a priority. We wanted to evoke the charm of Charleston and create a gracious atmosphere," said Bill.

"We are always looking to improve our service and have recently announced plans to further enhance our world-class amenities," continued Bill. "Our modernization plans

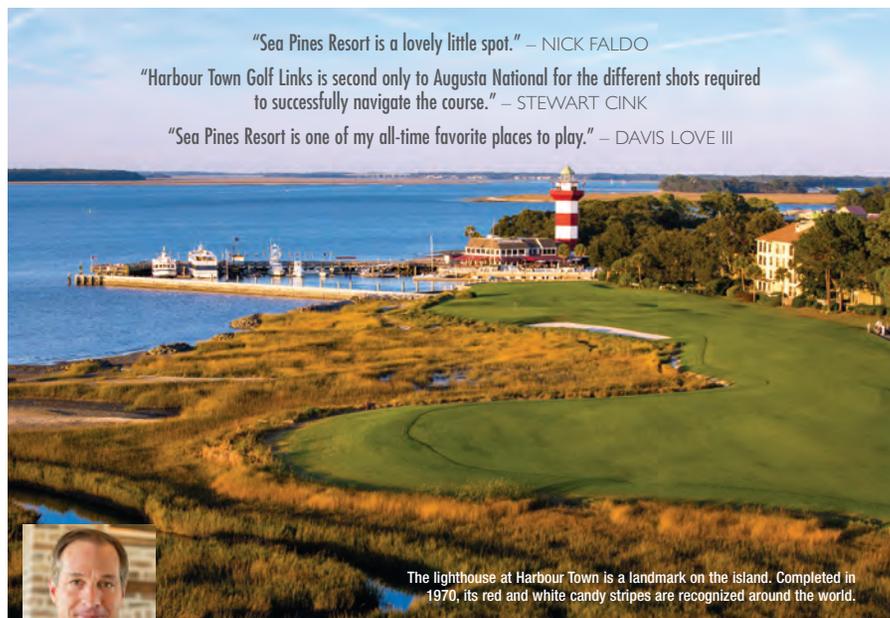


Sunrise at Osprey Point Course, Kiawah Island Golf Resort



Sunset at Turtle Point Course, Kiawah Island Golf Resort

DID YOU KNOW? Kiawah Island has a 10-mile-long sandy beach that runs east to west, allowing you to watch the sunrise and the sunset over the ocean.



“Sea Pines Resort is a lovely little spot.” – NICK FALDO
 “Harbour Town Golf Links is second only to Augusta National for the different shots required to successfully navigate the course.” – STEWART CINK
 “Sea Pines Resort is one of my all-time favorite places to play.” – DAVIS LOVE III



The lighthouse at Harbour Town is a landmark on the island. Completed in 1970, its red and white candy stripes are recognized around the world.

“ON AN ISLAND WHERE GOLF IS KING, Harbour Town Golf Links is true royalty. It’s classic, timeless, and a true shotmakers course.” – MATTHEW GOODWIN

include a new 150-room oceanfront hotel [built to the same standards as The Sanctuary, but with a more relaxed feel], larger conference facilities, a new clubhouse at Cougar Point Golf Course, rental cottages at the Ocean Course, and a non-denominational chapel at The Sanctuary.”

SUCCESS AT HAND

At the southernmost tip of Hilton Head Island sits The Sea Pines Resort, a 5,400-acre community with three championship golf courses, five miles of beaches, two full-service marinas, a 21-court tennis facility, and the 60-room Inn & Club at Harbour Town.

Thirty-two years after Bill first tried to acquire Sea Pines, success was at hand in 2005. “I always try to do

what’s right,” said Bill. “I think I’ve kept that promise with our investments, and my son Matthew wanted to oversee the future growth at Sea Pines.”

“Little has been left untouched,” explained Matthew Goodwin, chairman of The Sea Pines Resort. “The Inn was refreshed and rebranded as the Inn & Club at Harbour Town, and our beach club was completely rebuilt to offer a larger, upgraded facility. Critics took notice and *Travel+Leisure* ranked the Inn & Club in the ‘Top 100 Hotels in the World.’ But, our most significant investments have centered on golf.”

Guests have access to three golf courses, including Harbour Town Golf Links (Pete Dye), Heron Point (Pete Dye), and Atlantic Dunes (Davis Love III).

“Harbour Town Golf Links, host of the RBC Heritage,

KIAWAH ISLAND HAS BEEN NAMED the No. 1 Tennis Resort in the World and the No. 1 Best Tennis Instruction by tennisresortsonline.com for three consecutive years.



Heron Point Course by Pete Dye



Sea Pines Beach Club



Atlantic Dunes by Davis Love III

WHEN PETE DYE was commissioned to build Harbour Town Golf Links, it was a race to the finish to complete the course and clubhouse for the first PGA TOUR Heritage Classic held in 1969. Press material promoting the inaugural tournament conspicuously left out the name of the course—just in case Harbour Town was not fully grown in and would have to be moved to another on-island course.

For more information, please visit seapines.com.

receives the most press,” continued Matthew. “On an island where golf is king, Harbour Town is true royalty. The course was named No. 2, second only to Augusta National, by PGA TOUR players in a *Golf World* survey critiquing the top golf courses on Tour. It’s classic, timeless, and a true shotmakers course.

“Although not as well recognized, our other Dye course, Heron Point [opened in 2014], is a worthy competitor. The design is cerebral, requiring you to think before every shot.”

The newest course, Atlantic Dunes, opened in 2016 with its seaside ambience and Lowcountry feel. “Davis Love III was a natural choice as designer,” commented Matthew.

“He won the RBC Heritage an impressive five times! Holes incorporate elements of the surrounding beachfront, along with the area’s bounty of sea grasses, native pines, and oaks lining the fairways. It’s fun, non-intimidating to play, and was recently named NGCOA [National Golf Course Owners Association] ‘Course of the Year.’”

PASSING THE BATON

As Bill has begun to play a less active role, his children have become increasingly involved and are not only active in the management of their diverse holdings, but also with their family foundation. Together they continue the family legacy of Southern charm and generosity. ■