



# Bounty of the County

*A day at Mayacama provides a sense of normalcy in an abnormal world.*

SONOMA COUNTY, CALIFORNIA: American settlers, in the 1860s, discovered they could grow virtually any crop in the fertile valleys surrounding the town of Healdsburg. The bottom dropped out of the town's flourishing wine industry with Prohibition and the passage of the Volstead Act in 1919. During the 1920s, most vineyards were pulled up and replanted with fruit trees, especially prunes and apples. When Prohibition was repealed more than a decade later, viticulture started its strong comeback.

"Our region has been booming for decades," stated Jonathan Wilhelm, managing partner at Mayacama. "The opening of the Montage Resort will likely continue to drive affluent wine connoisseurs to the area, similar to how the opening of an Auberge Resort ignited growth in Napa Valley."

## *THE "STUDENT UNION" OF WINE COUNTRY*

Mayacama, a private club with a Nicklaus Signature design, is located in the heart of Pinot Noir country. In a nod to the region's heritage, its clubhouse offers more wine lockers than golf lockers. Its brand is internationally recog-

nized with members residing from Hong Kong to London.

"Our growth at Mayacama has followed in lockstep with Sonoma's growing influence in the wine industry," continued Wilhelm. "Our membership offering includes a special category called Vintner Memberships that currently has a waiting list to join. As more of our members choose the region as their primary home, our social programming continues to evolve with a strong family component. The club isn't a two-dimensional experience solely focusing on golf and wine."

## *PRIVATE PAIRING OF WINE AND GOLF*

Mayacama offers a limited number of national memberships. "Although I may be biased, nothing compares to the wine country lifestyle," concluded Wilhelm. "Where else but at Mayacama can you rub shoulders with Jesse Katz, cofounder of Aperture Cellars and the first winemaker ever to be included in the Forbes '30 Under 30' list of entrepreneurs." ■

*For more information on membership, visit [Mayacama.com](http://Mayacama.com).*

"My greatest joy is bringing together the intricacies of space, place, and time—in essence, the terroir—that make an exceptional bottle of wine."

— JESSE KATZ

Mayacama's ownership group purchased The Honor Mansion in Healdsburg and is in the midst of a total renovation of the well-known landmark.

"The boutique hotel will soon be an extension of the Mayacama lifestyle. We recently opened an on-site 17,000 square-foot putting green called The Corkscrew. It will be a social gathering spot similar in nature to The Punchbowl at Bandon Dunes in Oregon."

— JONATHAN WILHELM

"Mayacama embraces everything special about the area, from the club's vintner program to the wine cave just off the 18th green. It's in a magnificent setting tucked into a box canyon in the golden hills of 'Old California.'"

— JACK NICKLAUS