



The Jim Engh course is a story of two tales. Several holes feature ridges and sharp drop-offs, while others play through a prairie plain with generous fairways.

An Afternoon Stretch

“The Golf Club at Black Rock has bobsled-run fairways and rollicking putting surfaces framed by squiggly bunkers.” — GOLF DIGEST

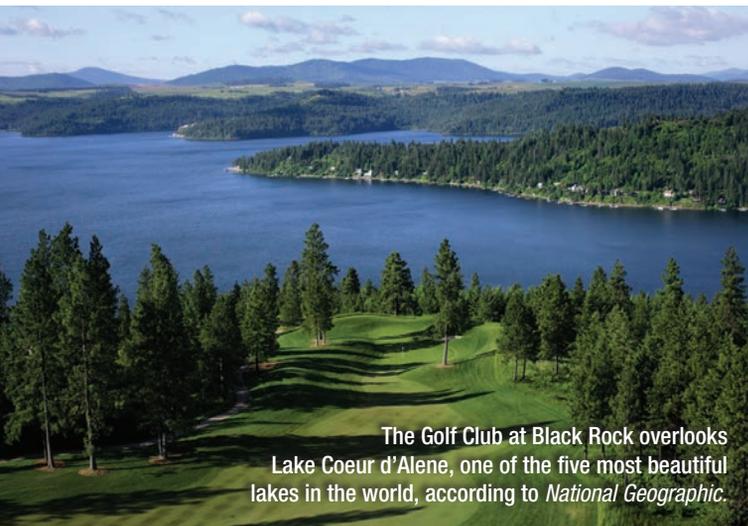
COEUR D’ALENE, IDAHO: Stretching, both on and off the course, will improve your circulation and, in doing so, lead to better heart health and cardiovascular function. A natural response to emotional stress is for the muscles in your body to tense up. This is because the human body still reacts to stress in the same way it did during the Paleolithic Age.

Stretching is essential to a well-rounded lifestyle. An example: *Men’s Journal* mentions stretching four times in its “100 Ways to Live to 100.”

AN AFTERNOON STRETCH

The Golf Club at Black Rock is named for its rugged outcroppings of black basalt that jut up throughout the property. Its steep crags, sunken marshes, and precipitous bluffs are eye-catching and bring new meaning to “keep your eye on the ball.”

“Most afternoons, I hop in a cart for a quick drive around the course to critique conditions,” said Shatana Pole, general manager at The Golf Club at Black Rock. “It’s my version of an afternoon stretch during the work-day! I consider it a primary responsibility to maintain our



The Golf Club at Black Rock overlooks Lake Coeur d’Alene, one of the five most beautiful lakes in the world, according to *National Geographic*.



reputation as one of America's best. Our private community was named 'Best New Private Course' in 2003 and we have remained on *Golf Digest's* 'Top-100 Golf Courses' since opening."

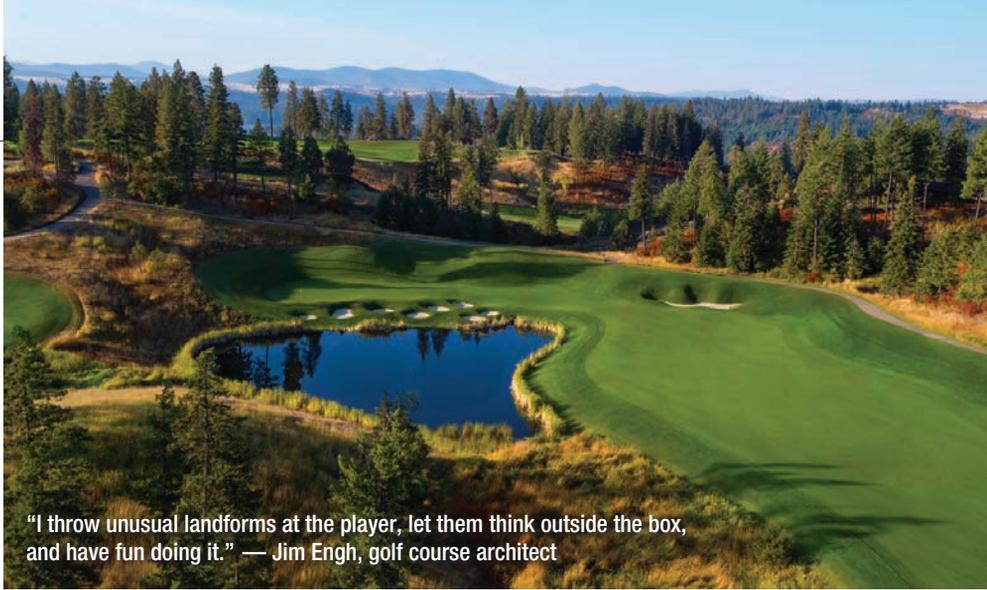
FROM FAIRWAY TO FISHING

With 135 miles of scenic shoreline to discover along Lake Coeur d'Alene, The Golf Club at Black Rock is a boat lover's paradise wherein access begins at The Marina at Black Rock. "Our full-service marina is located on Rockford Bay and features 130 boat slips, a fuel dock, convenience store, and full-service restaurant," detailed Shatana. "Shooters Bar & Grill provides a lively environment and escape from the sun.

"We also offer a private beach club with a shoreline as long as one of our par-4s [with 402 yards of warm sand to curl your toes in]. In less time than it takes to finish a cup of coffee, you can be from the first tee to lounging on a comfy chaise."

EVOLVING TRENDS

In recent years, the median age of a member at Black Rock has trended downward from 58 years old to 54 years old. "What has been even more profound is the increase in families with children," stated Shatana. "Our club's owner



"I throw unusual landforms at the player, let them think outside the box, and have fun doing it." — Jim Engh, golf course architect

has 14 grandchildren, so creating a relaxed setting with engaging programming is a priority in our planning.

"Our \$9 million family center is now under construction. Once complete, it will offer some of the best views of the lake and activities that appeal to a broad spectrum of ages," continued Shatana. "I think the little ones will especially enjoy the stainless steel outdoor pool. In addition to being aesthetically beautiful, its design will allow us to keep the pool open longer for season. Once the cool weather settles in, it isn't necessary to drain water to prevent pipes from freezing up.

"We allocate initiation fees for member amenities and capital projects. With sales strong, good things are in store for Black Rock's future." ■

For an additional peek at the beauty of Black Rock, please visit BlackRockIdaho.com.



It's not uncommon to see deer, wild turkey, and osprey share the wetlands, rock cliffs, dense forests, and rolling meadows surrounding the course. Resident elk seem to foretell when fairways have had their final mow of the fall season. The herd, up to 50 strong, call Black Rock home each winter.

During the inaugural Member/Guest Tournament, a giant cannon was rented to mark start of play. The discharge was so powerful, it knocked the golf staff to the ground and cracked the cart path!

"I believe there is always a solution. Last year, our Member/Guest was oversubscribed, so we converted the tournament to a Member Invitation allowing two-person teams to be either a member and a guest or two members. This permitted us to better meet supply/demand at one of our marque extravaganzas of the year."
— SHATANA POLE, GENERAL MANAGER

The underpinnings of The Golf Club at Black Rock can be traced back over two million years ago during the last Ice Age. The resulting floods shaped the topography and created the fertile land in Eastern Washington and Idaho. Today, Lake Coeur d'Alene, primarily fed by two rivers, is 26 miles long, offering 135 miles of shoreline, with a summer surface water temperature of 68 degrees.