

CURATING *Personalization*

The Golf Club at Black Rock is set in the land of lakes and pines.

COEUR D'ALENE, IDAHO: Introductory meetings always present a challenge. Do you address the person casually by first name or more formally by their last name? Should you make a compliment on their attire or interject humor? No two situations are alike.

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*. Completed amenities include a stunning Jim Engh golf course; the nearby full-service marina; a 31,000 square-foot golf clubhouse; and The Corral, a 7,000 square-foot event center. Now under construction is a family-oriented clubhouse with phenomenal lake views.

CROSSING THE THRESHOLD OF MEMBERSHIP

"Our mission is to create an experience of a lifetime—every summer!" explained Randee Goodwin, director of member services. "That experience starts with personalization. At Black Rock, our membership is names, not numbers. We keep notes on preferences and habits. For example, let's say you order a coffee each morning before heading to the first tee. Our staff will anticipate the request and ask, 'Would you like your regular morning coffee with two sugars?' The impact is immediate and almost always favorable."

It's a two-way street of members introducing themselves to staff and vice versa. "As a rule, we always start the salutation with a member by their last name unless they explicitly ask us to be more informal," continued Goodwin.

The Golf Club at Black Rock has made great strides to transform from a golf-centric community to family inclusiveness.

"Changes have been profound," stated Goodwin. "Kids will enjoy hours of play on our floating obstacle course on the lake; teenagers, who aren't quite old enough to have a driver's license, will relish their dedicated space to hang out with friends over a smoothie in the new clubhouse; and our adult members congregate during happy hour at the pool bar [our version of Black Rock's watering hole]." ■

For membership information, please visit BlackRockIdaho.com.



“Nothing is contrived. I already had long-range views, beautiful trees, and wonderful land contours to work with. The back nine is like an old vinyl album where you favor a cluster of songs. I feel that holes 10 through 14 are my favorite stretch of holes in my portfolio of courses.”

— JIM ENGH, GOLF COURSE ARCHITECT

