

A Location Unlike Any Other

*Of the millions of acres spanning
the Western United States,
none are perhaps more ideal for outdoor
recreation than those surrounding
The Golf Club at Black Rock.*



Members have access to a private beach; a kids' camp; the 7,000 square-foot event center; and the 31,000 square-foot clubhouse with a pool, spa, tennis courts, and fitness center.

COEUR D'ALENE, IDAHO: The first known recorded sound was Thomas Edison's voice, captured on the phonograph in 1877, reciting part of the famous nursery rhyme "Mary Had a Little Lamb." Over the next 150 years, recordings transitioned from records to cassette disks to digital streaming.

Incredibly, the comeback of vinyl record sales in America continued for the 15th consecutive year, with revenues exceeding \$1.0 billion in annual sales. Even more impressive, vinyl record sales represent 7 percent of total music revenues.

For the golf purist, the opportunity to play The Golf Club at Black Rock is "sweet music to the ears."

"We certainly aren't a 'one hit wonder,'" detailed Trevor Fox, director of golf at Black Rock. "Our exclusive community 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.' Our member amenities transition from land to direct lake access. We also provide a boat lover's paradise with a full-service, 130-slip marina and private beach club."

A HIT SOUNDTRACK OF LIFE

"Deep blue lake waters provide a striking contrast to the lush green grass and flashes of bright white bunkers. It's hard to believe, but photos really don't capture the essence of Black Rock," expressed Jim Engh, golf course architect. "I throw unusual landforms at the player, let them think outside the box, and have fun doing it. The back nine at Black Rock is like an old vinyl album where you favor a cluster of songs. I feel that numbers 10 through



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*.

Black Rock has positive cash flow, is debt free, and has increased its membership roster each year for the past decade. With a strong balance sheet, the club continues to add amenities and services with an emphasis on the family dynamic.

Accolades for respected designer Jim Engh impress even the most critical of golf course raters. Golf Digest proclaimed him its first "Architect of the Year" and Golf Magazine declared him "One of Three Key Architects of the New Millennium."

14 are my favorite stretch of holes in my portfolio."

"I can't argue with Mr. Engh's assessment," critiqued Fox. "The wall of waterfalls on hole No. 11 is visually stimulating. We have a total of seven waterfalls on the course that mimic the flow of water from season to season. Don't be surprised if the 'white noise' of rushing water drowns out a conversation with your foursome.

"During the first shoots of spring, surroundings become a vibrant green. As the more arid summer approaches, native grasses turn a golden brown, providing stark contrasts to the fairways. When crisp fall mornings arrive, vegetation starts to thin out, exposing natural earth tones. Our front nine's gentle terrain gives a taste of the lake. As you make the turn, the topography becomes much more rugged and mountainous.

"Two players can be feet apart in the fairway and play shots in completely different ways. The better your imagi-

nation, the more fun you are going to have," continued Fox. "I'm often asked, what is the most important club to have in your bag? It's a difficult question to answer. While wind direction changes playability from day to day, I think a strong putter is your best ally. Our undulating greens can prove vexing."

In summer, everyone seems to be Trevor's best friend. "I receive multiple calls each day during season with appeals for non-member play," explained Fox. "Everyone from PGA TOUR players [with names that you would recognize] to CEOs of hedge funds has requested a tee time. In order to protect our brand as one of America's most exclusive addresses in golf, my common refrain is unless you are a member or sponsored by a member, the answer is sorry with a polite no." ■

For more information, please visit BlackRockIdaho.com.

