

A MOST LIVABLE COMMUNITY

DESERT HIGHLANDS

After one visit, you will understand why the club has been named a "Top 100" design by Golf Digest for the past 25 years.

SCOTTSDALE, ARIZONA: In 1983, Lyle Anderson, considered by many in golf as the "father of the private club community industry" opened Desert Highlands with a Jack Nicklaus Signature golf course. His concept was new. At the time, few private clubs "bundled" real estate, golf, and social activities together. Golfers would drive from their home, play golf, and drive home. Anderson's all-inclusive model was a gated, private equity club wherein real estate was a requirement for entry into the club. His business model was a smashing success and has been emulated over 2,000 times around the country.

"When I first walked the base of Pinnacle Peak with Lyle, I knew we had the potential to create a very special place," recalled Jack Nicklaus. "I looked Lyle straight in the eye and said, 'If you let me do this, it will be the finest golf course in the Southwest.' Good people, combined with the aesthetics of nature and architecture, and the commitment to excellence, converged at Desert Highlands to make it such a desirable place to live and play golf," said Nicklaus.

"I remember when Desert Highlands was being developed. There was a lot of buzz at the time," commented Carey Fassler, director of marketing. "The club is in such a magnificent setting, located in the shadow of Scottsdale's landmark mountain, Pinnacle Peak. Lyle Anderson, had the opportunity to 'cherry pick' the best site in the area."

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— JACK NICKLAUS



Today, Desert Highlands sits on 850 acres and features a Jack Nicklaus Signature golf course; a creative four acre, 18-hole, par 41 putting course; a modern clubhouse; the 7,000 square-foot Pavilion Fitness Center; three and one-half miles of jogging trails; and a pool that is kept at a comfortable 83 degrees year-round.

Although the club celebrated its 25th anniversary a couple of years ago, the community feels fresh. The painstaking planning paid off. When you drive in, you have a feeling everything just fits. The club has continued to reinvest in its infrastructure so it comes as no surprise that *Golf Digest* has selected Desert Highlands as one of America's "Top 100 Golf Courses" since 1984.

COMMUNING WITH NATURE

The area around Pinnacle Peak has a rich history. Archaeologists have found evidence of at least two ancient cultures who settled in the area as many as 8,000 years ago. In order to preserve the lay of the land, Anderson and Nicklaus established a voluntary, precedent setting program to preserve and transplant saguaros and other native vegetation. You might find it of interest that when you transplant a cactus, you must position it in the same direction...cactus can actually get a sunburn!

On Thanksgiving weekend in 1983, the world got "desert golf fever" as it watched Arnold Palmer,

Gary Player, Jack Nicklaus, and Tom Watson compete in the inaugural Skins Game at Desert Highlands. Player was the big winner, hauling in \$170,000, followed by Palmer at \$140,000 (more than he had won in all his Masters, U.S. Open, and British Open victories combined).

THE RIGHT FORMULA

"My mom and dad decided to move to Desert Highlands in 1994," remembered David Medalie, new member at Desert Highlands. "At first, they planned to live at the club only part-time. After one season, they changed their minds and decided to reside permanently in Scottsdale. The lifestyle is just that good," said Medalie. "Some of our fondest memories were spent at the club. We celebrated dad's 80th birthday at Desert Highlands and the whole family wore hats with his favorite witty sayings. Hardly a day went by without him uttering 'don't settle on mediocrity' or 'just another easy day in paradise.'"

"When David's dad passed away," said Debbie Medalie, "it wasn't long after that we decided to continue the family traditions at Desert Highlands. The club has the right formula for success. For example, all membership initiation fees go into a capital construction account. This guarantees our facilities will stay up to date and modern," continued Debbie. "The staff training is excellent—formal yet friendly. You feel welcomed wherever you go. The club's management does a wonderful job communicating with the membership. The web site is always up to date and they are transparent about the club's financial health."

FINANCIALLY STRONG

"We have one board controlling all aspects of the community—from golf, fitness, HOA, and security," explained Terra Waldron, general manager at Desert Highlands. "At most clubs, the HOA is a free-standing committee. This can create infighting and class warfare within a community. Here, we are all pro-

"Desert Highlands has the right formula for success."

—DEBBIE MEDALIE, MEMBER



The Medalie family at Mr. Medalie's 80th birthday party.

tecting the value and integrity of the club. One board creates stability, good governance, and it is much easier to create a strategic plan," continued Waldron. "We have never had an assessment to fund an operational deficit. A couple of our newest members are CFOs of big companies. They reviewed our books and decided to join the club. This has validated our position as a financially conservative and solid club." ■

For more information, please call Director of Marketing Carey Fassler at (480) 419-3745, or visit their web site at deserthighlandsscottsdale.com.

