

Arizona Golfer Now In Its 17th Year of Publishing!

ARIZONA Golfer

September

ARIZONA'S GOLF NEWSPAPER

2008

64th AT&T Arizona Open at Desert Mountain's Apache Course, September 11-13



Notable past champions of the **AT&T Arizona Open** include Ronnie Black ('87), Danny Briggs ('93, '95, '97), Jim Carter ('89, '96), Todd Demsey ('98), Dale Douglas ('65), R.W. Eaks ('90) and Kermit Zarley ('64). From 1945 to 1959 the legendary Johnny Bulla won 14 consecutive Arizona Opens.

This year the 54-hole stroke play event offers a \$100,000 purse and is scheduled for September 11-13, 2008 at Desert Mountain's Apache Course. Records indicate that an amateur golfer has never won the championship.

But that might change.

AT&T, the title sponsor of the event for the last 11 years, has offered an exemption to Philip Francis. The longtime Desert Mountain resident was the 2006 American Junior Golf Association Boys Rolex Player of the Year and 2006 U.S. Junior Amateur Champion.

Francis, a UCLA sophomore, has played very well this summer. He shot a bogey-free 64 in the third round of the PGA Tour's John Deere Classic

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The Rim Golf Club helps define why we love Arizona...it's the perfect place!

If you've ever truly explored Arizona, you know that Payson is the gateway to eastern Arizona's high country. Most of us have driven to visit the quaint town for a getaway, on our way to the camping grounds of the Mogollon Rim or to fishing and skiing areas., however there's a new way of thinking of Payson with all its growth and thanks to The Rim Golf Community. This property defines what high country living should be throughout the United States, not just in Arizona. And, Arizona is so very proud to tout that The Rim belongs to us...it's simply the perfect place.

Located within a 90 minute drive north from Sky Harbor International Airport in Phoenix, and only 75 minutes from Scottsdale's famous amenities, The Rim Golf Community, just south of Hwy. 260, is surrounded by 2.9 million-acres of Tonto National Forest – home to the largest stand of Ponderosa pine trees in the U.S. The area's pristine natural setting

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COMPLIMENTARY ISSUE

Statewide
in Your Favorite Pro Shop

InSide



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Golf Lessons**

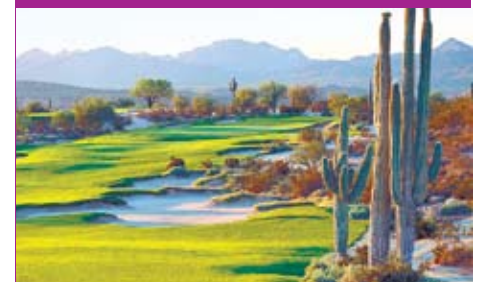
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**We-Ko-Pa's Cholla &
Saguaro "Top 100 Courses
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California's Central Coast: A golfing mecca and so much more

by Drew Wathey

Traveling along the awe-inspiring drive of the central coast of California en route to one of golf's storied parcels, Pebble Beach Golf Links, one is immediately captivated by the expanse coastline acreage and spectacular views of the Pacific Ocean. Unlimited vistas give way to bountiful wineries, an industry that has grown substantially over the past few years. As you head towards the fabled Monterey Peninsula, numerous attractions await you. The Hearst Castle, built by newspaper magnate William Randolph Hearst, sits high atop a rocky perch above the town of San Simeon. Built with famed San Francisco architect Julia Morgan, Hearst's vacation abode, took nearly 27 years to complete. Once finished in 1947, Hearst and Morgan's collaboration soon became one of the world's greatest showplaces. Hearst named his new estate "La Cuesta Encantada" - The Enchanted Hill and by 1947, featured 165 rooms and 127 acres of gardens, terraces, pools and walkways. Known to entertain dignitaries and celebrities of the era, it was not uncommon for Hearst's guest list to include the likes of Charlie Chaplin, Winston Churchill, Clark Gable and Cary Grant to name just a few. With over 270,000 acres, the land around the



Hearst Castle rivals few landowners today. With guided tours given throughout the year, a visit to one of this country's most spectacular edifices is surely a can't miss opportunity.

Further north is the cozy, quiet town of Carmel. An international haven for tourists, Carmel-by-the-Sea features charming boutiques and shops, artists' studios and galleries. From the Hog's Breath Inn, a restaurant owned by Clint

Eastwood to Kurt's Carmel Chop House, culinary delights are savored by everyone. Nestled in the downtown area is the Carmel Lodge, a 42-room hotel just two blocks from famed Ocean Avenue and an easy stroll to Carmel Beach. Managed by former Sheraton veteran hotelier, Audie Sherberg, the Carmel Lodge has experienced numerous renovations over the years in quest of hopefully attaining a Four Diamond or Four Star designation

soon. "We have undergone many soft-grade upgrades and have planned additional renovations in the future," said Sherberg. "Our property has enhanced the charm of Carmel with our improvements as we remain highly competitive with other properties in the area." In the heart of it all is the Carmel Lodge, a perfect respite for travelers.

For sea life enthusiasts, the Monterey Bay Aquarium has delighted visitors from around the world for nearly 25 years. Exploring the incredible beauty of the area from shallow tide pools to the enormous ocean, it's an experience unlike any other. A million gallon indoor ocean featuring sharks, sea turtles, tunas and barracudas, a towering three-story kelp forest along with up close and personal looks at more than 30,000 unique creatures, makes this visit a must-see for people of all ages. You can also spend time with playful sea otters and witness strange and delicate jellies.

As you wind your way around the 17-Mile Drive, which offers a glimpse into the lifestyles of the rich and richer, you quickly come upon the Monterey Peninsula, home to some of the world's most picturesque golf courses, most notably, Cypress Point, Spyglass Hill,

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Sleep America announces inaugural Adopt-A-Sheep promotion benefiting Children's Miracle Network

Sleep America is proud to partner with Serta for their Inaugural Adopt-A-Sheep promotion benefiting hospitals through Children's Miracle Network in Arizona, specifically, Phoenix Children's Hospital and Tucson Medical Center. The event kick off took place, July 9th at the Phoenix Children's Hospital and July 10th at the Tucson Medical Center unveiling the limited edition (1/16) sheep, the newest edition to the Serta counting sheep family. Sleep America President, Debbie Gaby was in attendance with the Serta mascot to take pictures with the children after an afternoon reading.

Gaby said, "I love these Serta counting sheep, but I love them even more knowing that every one we adopt out of our stores, directly benefits the children in our hospitals!"

The In-store promotion officially started August 1st and runs through September 30th, 2008. During this period, Sleep America will be adopting out Serta Counting Sheep, just like the ones you've seen on TV, for a minimum \$10 donation, 100% will go directly to support hospitals through Children's Miracle Network.

Erika Grasse, Director, Children's Miracle Network at Tucson Medical Center said, "We are extremely grateful for the new partnership with Sleep America and Serta for this amazing promotion to help provide funds for lifesaving equipment



and therapeutic programs for children in Southern Arizona."

Sleep America is the largest mattress retailer in Arizona. Founded in 1997 by Debbie Gaby and her husband, Len, Sleep America has more than 150 employees with 46 store locations statewide. This year, Sleep America proudly celebrates eleven successful years in business. For the Sleep America store nearest you call 1-888-94-SLEEP. For more information, contact Patty Barney at 602.442.6525 or visit www.sleepamerica.com.

2009 OB Sports Golf Card Las Vegas now on sale

Offers preferred benefits at Aliante, Angel Park and The Legacy Golf Club

The 2009 OB Sports Golf Card is now on sale. With its purchase, cardholders and their accompanied guests (three per day) save substantially on green fees at three popular local golf facilities – Aliante, Angel Park and The Legacy Golf Clubs. Clark County residents may purchase the OB Sports Golf Card for \$149. Residents outside of Clark County may purchase the card for \$249. Golfers who purchase in September will reap its benefits through December 2009; that's 16 months of savings.

The main, but not the only, attraction of the golf card is low year-round green fees ranging from \$35 to \$59 depending on the season, and cardholders are allowed to bring three guests per day who pay the same low green fees. This money-saving, frequent-player program is valid

at Aliante Golf Club in North Las Vegas, Angel Park Golf Club in Las Vegas and The Legacy Golf Club in Henderson. As part of the Travel Benefits, cardholders receive low rates at several other OB Sports-affiliated golf clubs throughout the United States

(see www.obsports.com/travel for a complete listing).

"We're just really pleased to have a successful frequent player program that has stood the test of time," said Phil Green, President of OB Sports Golf



Management. "One of the main attractions of the program leverages the fact that golf is a social sport. That's why the guests of the cardholders are able to bring their guests at the same rate they get. It's just easier to play golf when you can play alongside your golf buddies."

This year, as in years past, one lucky OB Sports cardholder will drive away in a new Toyota Camry. The names of 40 cardholders are drawn over a five-month period (eight per month from Aug. to Dec.). Then, in January, all 40 finalists gather at Angel Park Golf Club for a putting contest. Last

year Las Vegas resident, Weymon Moy drove off in a new Toyota Camry courtesy of Desert Toyota.

The 2008 OB Sports Golf Card may be purchased at each club or online: Aliante Golf Club 702.399.4888, www.aliantegolf.com; Angel Park Golf Club 702.254.4653, www.angelpark.com and The Legacy Golf Club 702.897.2187, www.thelegacygc.com/ www.thelegacygc.com/

In addition to the great savings in the Las Vegas area, cardholders receive reduced green fees at other OB Sports-affiliated golf clubs in Arizona, New Mexico, California, Wyoming, Texas, Oregon and Mississippi, plus many more.

For additional information on the travel benefits offered to OB Sports golf card holders, call any of the participating golf clubs or visit www.obsports.com/travel.

Tubac Golf Resort & Spa Golf School set for November 9th-12th

Tubac Golf Resort & Spa, located in southern Arizona in Tubac, Arizona has scheduled the Tubac Golf Resort & Spa Golf School for Sunday, November 9th through Wednesday, November 12th, 2008.

Tubac's Instruction professionals include: Don Sheen of Jacksonville Beach, FL; Dan Kauffmann of Green Valley, AZ; Gary March of Chicago, IL; Mike Moore of Jupiter, FL and Dean Gloy, Head PGA Professional at Tubac Golf Resort & Spa.

The Golf School includes three nights

stay in their luxurious hacienda suites, three days of instruction, computerized swing analysis with CD, green fees, cart fees, opening night dinner, breakfasts, lunches, refreshments, golf tournament, prizes, and closing dinner with cocktails. Cost per student is: Single Occupancy - \$1200; Double Occupancy - \$1900 and Commuter Rate - \$700.

The experienced instructors of Tubac Golf School provide golfers of all levels and abilities the opportunity to improve their

understanding, knowledge, mechanics and techniques in order to perform a better and more repeatable golf swing.

Elevate your proficiency and enjoyment of the game as you learn, practice and play in the World Class setting of Tubac Golf Resort & Spa.

To register or for more information, contact Director of Golf, Dennis Palmer at 520.398.3526 or visit dpalmer@tubacgolfresort.com.

For more information on Tubac Golf Resort & Spa, visit www.tubacgolfresort.com.

Antigua named official apparel sponsor of Frys.com Open

Frys.com Open Tournament Director Scott Reid announced that Antigua has been named the Official Apparel Sponsor for the Frys.com Open, to be played October 22-26, 2008, at Grayhawk Golf Club in Scottsdale.

As the exclusive apparel partner, Antigua will offer tournament branded merchandise to be sold in the Grayhawk Golf Shop, and also will provide uniforms for approximately 1,000 tournament volunteers.

"It is an honor to have Antigua join our family of sponsors for the Frys.com Open,"

FRYS.COM OPEN



ANTIGUA



Reid said. "It is great to see a local company like Antigua continue to support golf right in its own backyard."

The Frys.com Open is part of the PGA TOUR's Fall Series and will feature a full-field (132 players), four-day tournament with a \$5 million purse and \$900,000 payout to the winner. It will be played at Grayhawk Golf Club's Raptor Course, and the tournament will be televised all four days on

The Golf Channel. For more information, visit www.frysopengolf.com or call 866.638.1050.

California's Central Coast

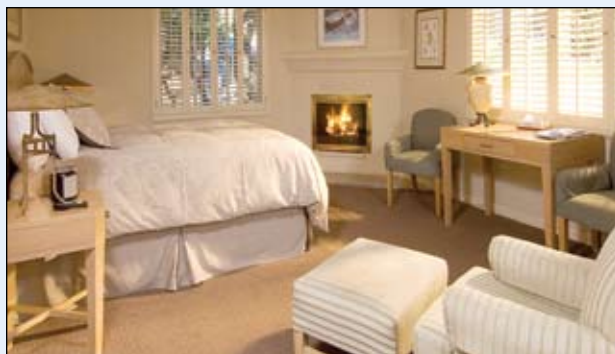
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Links at Spanish Bay and of course, Pebble Beach. Host of the annual PGA TOUR's AT&T National Pro-Am, Pebble Beach will be the site of the 2010 U.S. Open. Tiger Woods captured the Open the last time it was played here, back in 2000. "The whole area really comes alive whenever a major event comes to town and for the US Open in 2010, it will be no different," added Sherberg. "We'll be more than ready to shine an international spotlight on the area."

Golf, seafood and unmatched views of the world's most glorious scenery – the central coast of California and its neighboring attractions is truly a trip that everyone needs to make at least once in their life.



The million-gallon Outer Bay exhibit is home to sea turtles, sharks and schooling fishes, and the occasional white shark. © Monterey Bay Aquarium/Randy Wilder



Elevate your game and join the 2009 Mountain Club

Enroll in the Mountain Club now for just \$149 during the earlybird sale that ends September 30, 2008

Join the 2009 Mountain Club now and receive 16 months of savings...play Eagle Mountain Golf Club at preferred rates now through December 31, 2009!

By enrolling in the 2009 Mountain Club golfers and up to three (3) guests can play Eagle Mountain Golf Club at

preferred cardholder rates of just \$30 - \$98 (rates vary seasonally), plus a TON of other great benefits, from now through the end of 2009!

Call 480.816.1234 now to join or for more details.



The par 72 Apache Course, which has three par 3's, three par 4's and three par 5's on its back nine, is the fourth (of six) Jack Nicklaus Signature Courses at Desert Mountain. It will host the 64th AT&T Arizona Open September 11-13.

AT & T Open

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Julien Trudeau, 2007 Arizona Open Champion

of AT&T Mobility Arizona/New Mexico, thinks so. He said Francis deserves the exemption. "It's our honor to offer Philip

in July; the 19-year-old was tied for 11th with one round remaining, just four shots out of the lead. His final-round 75 at TPC Deere Run dropped him to T-34 at 7-under, but the tournament was still a step in the right direction.

Jeff McElfresh, vice president and general manager

an exemption to the AT&T Arizona Open," McElfresh said. "It will be a proud moment for us to watch him do well and help participate in his blossoming career. I think he'll make a run at it."

Francis said he has played in five or six AT&T Arizona Opens. Remarkably, he made the cut as a 13-year-old. "I've had a lot of top 10's in this event," Francis said. "A couple years ago I finished fifth. It's on my home course. If I play well I'll have a good chance to win."

Even though Francis struggled a bit as a freshman, the teenager finished 33rd at the NCAA Division I Men's Championship to help UCLA win the team title. Francis finished 10th at the prestigious Northeast Amateur earlier in the summer. He advanced to match play at the 2008 U.S. Amateur

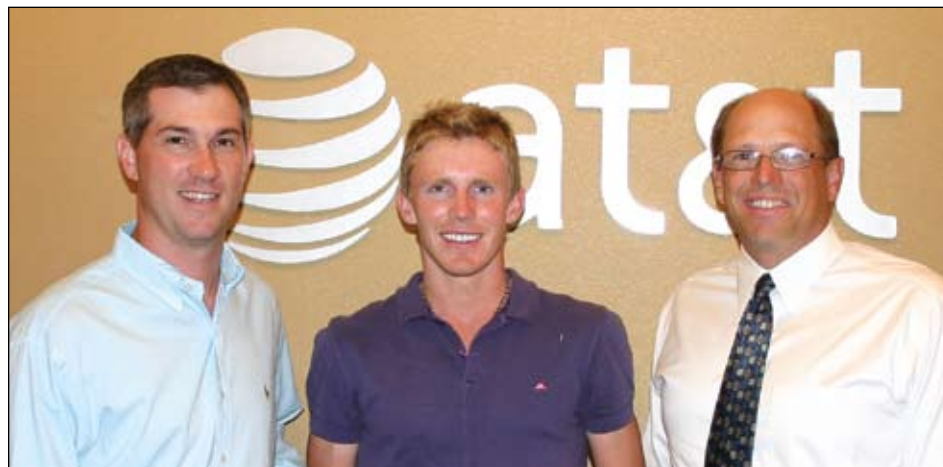
Championship at Pinehurst Resort & Country Club.

Will Francis be able to beat men like **Don Yrene**, director of golf at the Golf Club Scottsdale, and the 2007 Southwest Section PGA Player of the Year? Or, veteran section pro's like **Paul Trittler**, **Randy Wittig** and **William Dodd, Jr.**, all leaders of the Bridgestone Player of the Year standings in the regular division? **Casey Borque**, head golf professional at Moon Valley Country Club in Phoenix, won the Southwest Section Professional Championship at Superstition Mountain Golf and Country Club in August. Trittler was runner-up.

Another favorite is **Scott Frisch**. The

Also notable is the Southwest Section PGA conducts the event in a manner that allows it to contribute to the Phoenix Children's Hospital. In 2007, \$10,000 was donated to PCH. Mr. Hudek said he expects the amount to be the same this year.

The second longest-running professional event behind the PGA Tour's FBR Open in Scottsdale, the AT&T Arizona Open is also one of the most prestigious events of its kind in the United States. "That's primarily because of our players and our generous sponsors," Hudek said. "It always has one of the best fields and largest purses in the country and that's because of our players and the involvement of AT&T."



Jeff McElfresh, Vice President/General Manager of AT&T Mobility Arizona/New Mexico, Phillip Francis, 19 year old amateur from Scottsdale given an exemption for the AT&T Arizona Open, and Curt Hudek, Executive Director of the Southwest Section PGA.

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head golf professional at Desert Mountain's Apache and Outlaw Courses, Frisch bogeyed the 54th hole at Outlaw in 2006 to finish a stroke behind winner **Bret Guetz**. Redemption on his "other" home course would be nice. "I would hope so," Frisch said, "but you never know. Whoever is playing well at the time will be a favorite. A lot of it depends on the wind and who is hitting it straight."

With their finish at the Southwest Section Professional Championship, **Dean Vomacka**, **David Kluever**, **Jeff Yurkeiwicz** and **Chris Andresall** also qualified for the 2009 Professional National Championship at Twin Warriors Golf Club in Santa Ana Pueblo, N.M. And don't forget the defending champion. **Julien Trudeau** won the 2007 AT&T Arizona Open at The Golf Club Scottsdale.

The odds say Francis will be in contention. "AT&T is a longtime sponsor of the event," Francis said, "and it's a good opportunity for me to take advantage of this exemption." The winner, Francis knows, secures a spot in the 2009 FBR Open."

Curt Hudek, executive director of the Southwest Section PGA, said the organization is pleased to return to Desert Mountain. The par 72 Apache Course, which has three par 3's, three par 4's and three par 5's on its back nine, is the fourth (of six) Jack Nicklaus Signature Courses at Desert Mountain. "It's going to be a really good golf course for the AT&T Arizona Open format," Hudek said, "especially as far as entertaining our sponsors and conducting a single two-day Pro-am."

64th AT&T Arizona Open

- When: 54-hole stroke play event runs from September 11-13.
- Where: Apache Course at Desert Mountain Club, 11124 E. Prospect Point Drive, Scottsdale.
- The field: The 144-player field includes club professionals, mini-tour players, past champions and a number of amateurs who either qualified or were invited to play.
- Purse: \$100,000. The winner receives \$20,000
- Information: (480) 443-9002.

Past Champions: Arizona Open

2007	Julien Trudeau	1983	Mike Morley
2006	Bret Guetz	1982	Paul Purtzer
2005	Tom Stankowski	1981	Fred Marti
2004	Steve Schneiter	1980	Larry Webb
2003	Greg Bruckner	1979	Roy McMillin
2002	Greg Casagrande	1978	Bob Betley
2001	Rob Rashell	1977	Jeff Thomsen
2000	Jay Synkelma	1976	Bob Betley
1999	Mike Nicolette	1975	Bill Garrett
1998	Todd Demsey	1974	Jim Marshall
1997	Danny Briggs	1973	Steve Spray
1996	Jim Carter	1972	Bill Johnston
1995	Danny Briggs	1971	Paul Purtzer
1994	Van Batchelder	1970	Jim Marshall
1993	Danny Briggs	1969	Bob Augustine
1992	Scott Watkins	1968	Dick Turner
1991	Rick Cramer	1967	Bill Johnston
1990	R.W. Eaks	1966	Dick Turner
1989	Jim Carter	1965	Dale Douglas
1988	Larry Silveria	1964	Kermit Zarley
1987	Ronnie Black	1963	Larry Mancour
1986	Mike Morley	1962	R.H. Sikes
1985	Bill Garrett	1961	Bill Johnson
1984	Paul Nolen	1960	Al Mengert

From its inception in 1945 until 1959 John Bulla, an Arizona Golf Hall of Famer, won 14 Arizona Opens.

The Rim

Continued from page 1

is preserved for picnicking, camping, boating, fishing, hiking, skiing, horseback riding, hunting and a haven for all outdoor enthusiasts. With temperate climate set at an elevation of only 5,000 ft., the area provides a mild four-season climate with temperatures averaging 15 to 20 degrees cooler than the state's desert regions.

Payson has been noted as one of the healthiest places in the world to live, thanks to having one of the only three Pure Ozone Belts in the world. And, with their airport which includes a 5,550-foot runway, is ready-made for private aircraft.

The community sits below Arizona's Mogollon Rim—extending 200 miles.

This steep escarpment separates the Arizona northern plateau area from the lower desert of the state's central and southern regions. The views of mountain ranges amongst the forest are breathtaking.

The Rim Golf Club is a 555 acre gated retreat which offers homes and home sites along with a limited number of Equity Club Memberships. This exclusive mountain community is proud to be the home of the award winning Rim Club Golf course which is the ultimate collaboration of Tom Weiskopf and Jay Morrish. The par 71 course has been named the #1 Golf Course in the Southwest and #3 in the United States by *Golfweek* Magazine, three times in a row. The private equity club allows members to experience golf in its purest form.

The natural elevations and native vegetation enhance the strategic challenge of the hazards, with water coming into play on six holes. Best of all, the course continually frames the breathtaking beauty of the Rim Country with stunning views for the surrounding mountains and forest.

The natural elevations and native vegetation enhance the strategic challenge of the hazards, with water coming into play on six holes. Best of all, the course continually frames the breathtaking beauty of the Rim Country with stunning views for the surrounding mountains and forest.



Stretching to 7,193 yards from the tips, you have four tee boxes to choose from to fit your ability. This is a "Must Play" course and one you would thoroughly enjoy playing on a continuous basis. Challenging, yet often forgiving, and women friendly as well, and don't be surprised if you run across



“The rock formations around the 13th green are worth the trip by themselves.”

— Robert Stockley

a few elk watching on the sidelines during your round or hear them in the background. It's an awesome sound and experience to view.

The Rim Golf Club offers all the amenities you would expect at the finest private clubs throughout



the world and has already stood the test of time for excellence over years of visits. First Place winner for its Design Excellence, the welcoming clubhouse is a revival of a frontier land baron's manor. It is more of an enclave, with patio fountains and arcades taking you from one wing to the next. The detail is extraordinary, such as the mantle crafted from reclaimed Mississippi River timber or the art on the walls, commissioned specially for club. Intimate private sitting areas in the courtyards, lounge and dining areas mingle

with grandeur galleries that still retain their personal scale. The exceptional bar has a fifty foot window wall which opens onto the great slate porch. Dining and bar areas are surrounded by views of the Mogollon Rim and Stewart Mountains. Casual, yet

exquisite, with the ambiance of comfort, the clubhouse offers casual to fine cuisine served with the utmost service. An elegant dining experience is always assured from the 5 Star, 5 Diamond award winning chef and his incredible staff.

The Rim Golf Club offers 1/2 acre cottage, and 1 acre estate home sites in addition to builder homes and custom home opportunities. Home site prices start in the low to mid \$300's and they offer exclusive mountain retreat homes starting at \$1,295,000.

For more information on The Rim Golf Club and its home sites, visit www.therimgolfclub.com or call 800.311.5370.

The Rim's superior setting and year 'round golf experience makes this lifestyle attainable at a fraction of the investment required at some of the other popular Valley and mountain communities. The Rim Golf Club is the perfect choice for a primary residence or a family retreat in Arizona....experience the 'high country' at its finest.

The Rim Golf Club is part of the prestigious Crescent Resources, LLC real estate development group. Formed more than 33 years ago by Duke Energy, the company has land interests in eight states in the southeastern and southwestern United States.

“As you stand there on the green and listen to the breeze whistle through the pines and the water traveling down the spring that passes through this par four, there is no doubt in my mind why I love to play golf.”

— Mike Stockley

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