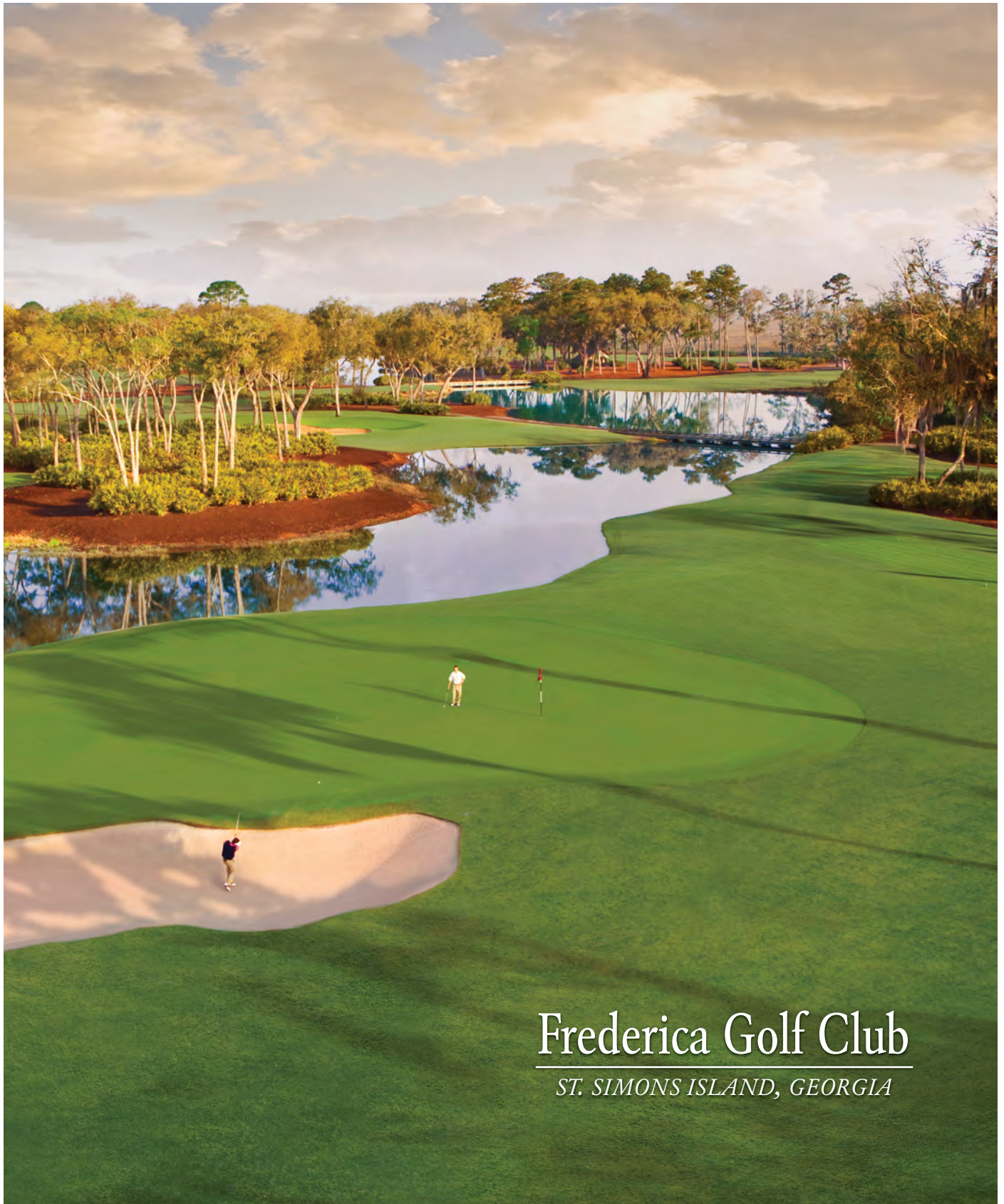


EXECUTIVE GOLFER®

Complimentary take home copy courtesy of your club professional • executivegolfermagazine.com • August 2011



Frederica Golf Club

ST. SIMONS ISLAND, GEORGIA



FREDERICA GOLF CLUB ...

A Classic Low Country Retreat

“As you pass the giant oak trees lining the entranceway, you become excited. You know you have crossed into a very special place.”

—Tom Fazio, Golf Course Architect

By Mark Pazdur, Publisher

ST. SIMONS ISLAND, GEORGIA: After a scenic drive over the tidal marshes of coastal Georgia and through the oyster-shell covered entranceway at Frederica Golf Club, what struck me most was the prominent American flag positioned between the clubhouse, practice facility, and first tee. During my day with Wayne and Marti Huizenga, the first question I posed to them was, “Why is the American flag placed in the center of the club facilities?”

Their response was quick and direct. “We are proud to be Americans. As trite as it may sound, our flag has been through a lot for us to have the freedoms we enjoy. We are lucky to call America home.”

Wayne Huizenga is an American business success story. He built four Fortune 500 companies and owned three professional sports teams. Today, at 73, Mr. Huizenga is partner in a company that owns and operates 34 hotels, is chairman of Swisher Corporation (a NASDAQ registrant with 1,000 employees and 43,000 commercial accounts) and oversees his Huizenga Holdings investment portfolio.

Last fall, Wayne and his wife Marti purchased Frederica Golf Club located on a barrier island in coastal Georgia.

“The Jones family built Frederica,” explained Mr. Huizenga. “I give them credit for what they accomplished. Everything was done to the absolute finest standards. During construction, they strategically moved 1,500 mature live oaks to enhance other parts of the property. That is not an easy task.

“The economy hit this area particularly hard and the community ended up in the hands of the bank.

“In my decades of business, I have dealt with a countless number of banks,” said Mr. Huizenga. “The level of professionalism that I encountered with Wells Fargo was refreshing. The bank executives checked out our golf community ownership history [The Huizengas co-own Diamond Creek in North Carolina, and built The Floridian in South Florida]. At the end of the day, Wells Fargo determined we offered the resources and enthusiasm to operate Frederica. We own all the amenities and have entered into

a relationship with Wells Fargo to sell the real estate. It is a terrific relationship. I feel fortunate to be able to stabilize and re-energize this very special place.”

AN UNTOUCHED FEEL

“Our first trip to Frederica Golf Club was almost five years ago,” remembered Mrs. Huizenga. “The only thing out here was the Tom Fazio golf course. Both of us fell in love with the natural feel; it almost felt as if it had been ‘untouched.’”

Frederica Golf Club is a private 2,500-acre golf community located on the northern part of St. Simons Island, Georgia, amidst a maritime forest of pine and moss-covered live oak trees. “We have almost 400 acres of lakes on the property,” explained Mr. Huizenga. “The scale of the community is large. Our course has wide fairways, but to compensate, Fazio made the course play a little longer. It just seems to fit.”

“It is as good a golf course as you can get. I consider it a one-of-a-kind experience,” said Tom Fazio, golf course architect. “Describing Frederica is difficult. It is a community you have to see in person. Its distinctive, traditional ‘old style’ feel is hard to put into words.”

WAYNE IS MANAGEMENT; MARTI IS LABOR

“When the decision was made to purchase the club, we considered it an astute business move,” said Mrs.

Huizenga. “But what Wayne and I discovered is it was so much more. The Southern elegance just astounds me. When word started to spread of the acquisition, I received flowers and dog biscuits for our animals [Marti is a huge critter lover]. The level of hospitality is the best I have ever experienced. When I drive through the gates, I can feel my blood pressure go down [Marti’s hand motions from her forehead to her waist]. I can’t believe it has taken me this long to find the place where I feel we belong.

“My husband and I make a good team. He likes the hunt of the deal and to see the completed outcome. I love the nuts and bolts and playing in the sawdust,” smiled Mrs. Huizenga. “We have completed five guest cottages [to supplement our existing four-bedroom member guest house] and several spec homes are on the drawing board. It has been a busy year.”

ATLANTA IN SHORTS

“The subtle beauty of the Low Country hooks you,” explained Bill Peacher, president of Frederica Realty. “The marshes teem with wildlife and the striking colors change from a lush green to a golden brown as you transition between seasons. Our lifestyle is a little more relaxed and informal compared to the big cities along the East Coast. Almost 30 percent of the members who own property at Frederica are from the Atlanta metro

“I am dedicated to positioning Frederica as the preeminent club in the Southeast. Offering a national membership program with no initiation fee won’t last forever.”

— WAYNE HUIZENGA



area. There is an inside joke that we are considered ‘Atlanta in shorts.’ It isn’t hard to adjust to our more comfortable way of life. After you indulge in a traditional ‘Low Country Boil’ [the main ingredients are oysters, shrimp, corn and potatoes], you will come to appreciate what makes our culture so enticing.

“We have done our homework,” said Peacher. “When comparing our pricing to our competitors in the market, we provide superior value. Our stable ownership with Mr. Huizenga at the helm, no transient resort play, convenient location, and well built amenities make us the best choice in the Low Country. We provide a certainty for your real estate dollar in an uncertain market.”

SIX DUES PAYING MEMBERS PLAYED IN THE MASTERS AND U.S. OPEN THIS YEAR

Many of Frederica Golf Club’s members belong to more than one club (including Pine Valley, Augusta National, Seminole, Peachtree Golf Club, and East Lake). The practice facilities are so extensive that the community has also attracted seven Tour players as members. Zach Johnson, Jonathan Byrd, Davis Love III, Brandt Snedeker, Lucas Glover, Matt Kuchar, and Chris Kirk call Frederica home.

“What other club in the country has six dues paying members who played in this year’s Masters and U.S.

Open?” inquired Steve Archer, director of golf. “I think that is a validation to the outstanding golf experience we offer.”

“I am not surprised many of today’s greatest Tour players choose Frederica. The practice facilities are one of the best in the country,” expressed Fazio.

The practice facilities include a double-sided driving range, a large short game area, and two putting greens. “In the weeks leading up to the Masters, we even set aside an area with fresh pine straw to simulate the ‘off fairway’ playing conditions at Augusta National,” said Archer.

Zach Johnson, the 2007 Masters champion and a member at Frederica, explained, “My family lived in Orlando for a decade. To me, it is a big, impersonal, corporate city. My wife and I wanted a small town that offered quality schools and a good church to raise our children in. St. Simons Island is the perfect location and Frederica is the perfect club.

“I have never seen practice facilities this deep. There is a variation of every possible playing condition,” continued Johnson. “The Fazio-designed golf course is member friendly and hitting the fairways isn’t the challenge. It is your approach shots to the green that you really have to think about.”

“Marti and I are not single digit handicappers [both play to a 16],” said Mr. Huizenga. “To us, the wide fair-



Men's locker room



Ladies' locker room



The Grill Room

“I can’t believe it has taken me this long to find the place where I feel we belong.”

— MARTI HUIZENGA

ways make it a more pleasant experience. It gives you a boost of confidence when you step up to the tee box.”

TRIBUTE TO THE AREA’S HISTORY

“St. Simons Island is rich in historical significance,” reported Archer. “Our club is named after Fort Frederica, located west of our property.

“In the mid-1700s, the English controlled Georgia and the Spanish controlled Florida. During the Battle of Bloody Marsh in 1742, Fort Frederica played a pivotal role in allowing a force of British infantry, including Scottish Highlanders, local militia and Indian allies to defeat the Spanish and maintain control of the area. Our club’s logo is the British and Scottish flags, representing the history of our land.”

FIELD TO TABLE

Connor Rankin is Frederica’s nationally recognized executive chef. Last year, Rankin’s shrimp and grits recipe was published in *Golf Digest*.

“It is a members’ favorite,” described Rankin. “The ingredients are Georgia shrimp, sweet bell peppers, Vidalia onions, andouille sausage, and red-eye gravy. For you ‘northerners’ who don’t know what grits are, it is a coarse, ground up corn.

“I’ve always had a garden. It is in my DNA,” teased Rankin. “Under the direction of Mrs. H, we have planted a one-acre sustainable garden wherein we grow 10 different vegetables, including heirloom tomatoes and sweet corn. It brings ‘field to table’ to a new level. The food isn’t just grown locally, it is grown right here on property. I believe the food experience is just as important, if not more important, than the golf experience at Frederica.

“My greatest challenge is to rotate the menu every week to keep it fresh. I want our members to be excited to try new dishes. Pork is big in the South, so I am constantly experimenting with different ways to prepare the meat. My favorite is to simply grill a bone-in Berkshire pork chop and drizzle it with a little olive oil and fresh herbs. Then I apply a maple glaze and serve it with a whole grain Dijon mustard sauce.

“Our kitchen also is known for its smoked dishes,” continued Rankin. “I like to use pecan wood because it provides a robust, nutty flavor to the meat.

“I encourage you to substitute different ingredients when you are cooking at home. The next time your recipe requires onion, substitute 50 percent of the onion with fennel. It adds a subtle sweetness and another layer of flavor. Simply julienne the fennel across the striations and mix together for a slightly different taste.” (continued)



The Boathouse



“Frederica Golf Club is as good a golf course as you can get. It is a one-of-a-kind experience.” — TOM FAZIO

FISHING IS BIG AT FREDERICA

A quarter mile from the clubhouse sits The Boathouse, an attractive building constructed out of reclaimed, 100-year-

old sunken logs from a Louisiana bayou.

The Boathouse is the launching point to access the system of clear, contiguous lakes dotting the community. Its large, screened-in porch and distressed wood picnic tables make for a popular location for special occasion events.

The club stocks necessary bait and tackle supplies and has an extensive assortment of watercraft including two Minn Kota bass fishing boats; two electric, mahogany Elco boats; six cedar canoes; and one 30-foot party boat. For the landlubber, there are six Townie Cruisers (with wicker baskets attached on front) to ride the numerous trails around the community.

“Catching a five to seven pound bass is common,” said Teddy Elrod, wildlife recreation manager at Frederica. “Our lakes are stocked with over 4,000 female largemouth bass to provide a true ‘trophy’ fishing experience. Mrs. Huizenga likes to joke that we don’t want

male fish in the lake because then the females would have to cater to them all the time. In reality, we only stock one sex to ensure a healthy population.

“The tidal influence allows wildlife to thrive. Migratory birds by the tens of thousands visit as a stopping point on their journey up and down the Eastern Seaboard,” continued Elrod.

“This Easter, we had our whole family on the lake for a fishing tournament,” reminisced Mr. Huizenga. “It was great fun. Our environment encourages you to spend time outside.”

Other amenities at Frederica include a pool, lounge chairs, and fire pit overlooking the lake; a fitness center with Paramount exercise equipment; two Har-Tru tennis courts; and a four stable, 64-stall equestrian facility with training paddocks and trails.

JUST THE RIGHT SIZE

The 35,000 square-foot clubhouse is traditional and elegant. The exterior reflects the old building materials used in the Low Country. Oyster shells—called “tabby”—were pressed into the soft cement when the clubhouse was being built. It is an architecture style unique to the area.

“I think our clubhouse is just right,” said Mike Lake, clubhouse manager. “The club’s colonial-style brick

“St. Simons Island is the perfect location and Frederica is the perfect club.”

— ZACH JOHNSON, MEMBER, FREDERICA GOLF CLUB, AND 2007 MASTERS CHAMPION



driveway, mature landscaping, and warm and inviting interior design make for the perfect place to socialize. It is a comfortable place to enjoy people and we realize today’s lifestyle demands. We have installed two, private offices with high-speed Internet access so you can stay in touch. Our locker rooms are spacious and have comfy leather couches to relax and enjoy the game on TV.

“We are always planning fun events for the membership,” explained Lake.

“We recently hosted our inaugural High Country/Low Country Invitational. It was a two-day competition between our members and the members of our sister club, Diamond Creek in Banner Elk, North Carolina. Chef Rankin cooked up a big batch of crab cakes for the celebration.

“In August, our members will trek up to Diamond Creek for a rematch,” said Lake.

LIVE THE FREDERICA LIFESTYLE

Mr. Huizenga, for a limited time, is extending an invitation for you to join Frederica Golf Club for no initiation fee. Dues are \$14,400/year. “As a member at our club, you can experience the best the Low Country has to offer. Offering a national membership program with no initiation fee won’t last forever,” concluded Huizenga. ■

Getting to Frederica Golf Club: On St. Simons Island, Georgia, between Jacksonville and Savannah. Brunswick Municipal Airport, serviced by Delta, is 20 minutes away, and Malcolm McKinnon Private Airport is 10 minutes away.

For information visit fredericaliving.com; for sales information, call Bill Peacher, President, or Angela Harrison, Vice President, Frederica Realty at (912) 634-1500. Or, please e-mail Bill Peacher at bpeacher@fredericarealty.com.

WAYNE HUIZENGA’S TAKE ON AMERICA’S ECONOMY

“TARP did have a purpose and was helpful in avoiding an even deeper economic recession. President Obama has been a negative for American business. I can’t forgive him for ringing up \$1 trillion dollars in debt in his first year in office. The money was thrown away.

“The national economy and golf economy are improving, albeit slowly. I think the recovery is sustainable. However, we may experience some ‘bumps’ along the way. Although the growth is not as strong as in the past, slow and steady is a good environment to start a new business venture.

“It is critical to hire competent people. Even if you have to pay a little more, in the long run, it will pay big dividends. Without qualified people, you can’t build a growing business.”

— WAYNE HUIZENGA