

A GOOD READ

GolfNewsTM magazine

WHERE TO PLAY
DESERT
GOLF COURSES

Map and Guide



GOLFNEWSMAG.COM

AVONDALE GOLF CLUB

Extraordinary Golf Experience

BEYOND THE COURSE
*Daly, Great-Grandma,
MJ & Bullet Trains*

Dogs, Doglegs and
Your Heart

Country Club Living

REAL ESTATE

Finest Realtors Representing
Finest Properties



Avondale Golf Club

EXTRAORDINARY GOLF EXPERIENCE

By: Dan Poppers

What are the salient features of an extraordinary private golf club experience? To borrow from a legendary phrase, “Criteria for an extraordinary private golf club experience are in the eyes of the beholder.” In essence, members and prospective members views will differ on what is most important. Yet certain distinctive qualities must be present. Avondale Golf Club in Palm Desert, California, has them all.

GOLF COURSE — UNIQUE AMONG COURSES IN THE DESERT

Golf courses are like fingerprints — no two are alike. Some are fantastic; some sub-par. Fundamental to an extraordinary private golf club experience is the quality of the golf course.

Designed by golf legend Jimmy Hines in 1969, the par-72, 6,728-yard championship Avondale course is in a beautiful setting in the heart of the valley with course conditions of the highest caliber. What sets Avondale apart from most other desert golf courses is the array of mature *non-Palm* trees lining the fairways.

“We have an ‘old-school’ golf course with tall oak trees and unique pine trees, not symmetrical, look-alike palms you see dominating

many other desert golf courses,” said General Manager and COO Mark Scheibach. “We have our share of indigenous palms, but they are more subtle and blend with the oak and pine trees. We have a more Mid-west, Pacific-northwest golf course.

When people come and play, they love the golf course. A perfect example of this is when Joe Gingerich and Alexis Mimes, members since 2009, visited Avondale for the first time: “We were drawn to the breathtaking golf course which was lush and lined with mature trees offering shade and comfort from the desert sun. The course is fun yet challenging, always leaving us looking forward to the next round.”

MEMBERS AND THE CLUB — FAMILY ATMOSPHERE

Avondale has passionate, supportive members, loyal to the club, close knit as if a family.

“When I first arrived at Avondale I immediately realized the members are the most passionate people about their club that I had ever

(continued on page 20)



(continued from on page 6)

experienced,” said Scheibach. In his previous job as senior vice-president at Kitson & Partners, Scheibach oversaw eleven different golf clubs, some private, some public, some resort. Because of Scheibach’s vast experience with a variety of clubs, his unequivocal assertion that Avondale ranks as having the most passionate members is meaningful.

Virtually all golf clubs claim to be friendly. The friendliness at Avondale is authentic. “We are a casual, friendly environment that’s not stuffy,” said Scheibach. “We have all the bells and whistles that private equity clubs offer — gourmet dinners, themed parties, and the likes. What Avondale is on a day in and day out basis is a great golf experience where people have a lot of fun.

“There is a unique camaraderie at Avondale — a close-knit family

club, not in the sense of bringing little kids. We’re a membership that has the *qualities* of a family — where warm and caring relationships are formed with a passion and commitment to the club and each other.” One reason Jon and Donna Woodson joined was because of the close-knit aspect of the club: “We joined Avondale 15 years ago. Avondale has always had an embracing quality. We have developed lifetime friendships that transcend the times we are not here.”

TRADITIONAL GOLF EXPERIENCE — UNDER FOUR HOURS AND YOU ALWAYS GET A GAME

“There are two traditional experiences at this club that are very, very important that we take pride in — you can *always* get a game and pace of play is very important. There are *no* four-hour rounds here,” emphasized Scheibach. “It’s always less than four hours. It doesn’t matter if it’s Ladies’ Club, Men’s Club, Saturday, Tuesday, Friday. The reason is



the members monitor themselves. Less than four-hour rounds is what our members are accustomed to; it's what they want. It's the standard they've set. We think that's a huge, huge positive in the club. They are here to play golf. That's why our name is Avondale Golf Club. We are a golf club not a country club, nor do you find Spa in our name."

You always get a game at Avondale. A group called the Warm Up plays at 9:45 AM everyday. They randomly select different four-somes each day. Other daily groups include The Wizards at 8:30 AM and the Noon Game played at 12. Some members play six

days a week in several different groups. "It's special from this standpoint: prospective members always feel so welcome here because they are playing with different people everyday," said Scheibach. "So, to meet people, it is the easiest way to get acclimated to a club."

STABILITY — COMMUNITY LOYALTY

Recognizing the importance of the club and golf course as amenities that solidify value to their homes, the Avondale residential community recently made an on-going financial commitment assuring the club will flourish now and far into the future.

Avondale homeowners, after a five-month due diligence process, voted to increase their monthly HOA dues by \$118 per month, all of which goes directly to the Golf Club. It's a win-win situation because in return the residents get enhancements to their social membership, increased access to the golf course, special complimentary mixers, and other benefits. At a time when many private clubs are facing financial challenges, Scheibach proudly emphasizes, "We are a *completely stable* member-owned private club."

SOCIAL LIFE — FLOURISHES

The full-calendar social life at Avondale flourishes offering weekly buffets to monthly live entertainment to Saturday night plated wine-pairing dinners, and a host of other events. Avondale's unique third-story LookOut — with nearly 360-degree panoramic views — is a place where members gather, have a drink, and enjoy seeing majestic views of the valley and adjoining mountains.

Many Avondale members are dog lovers and enjoy a unique "social venue" for owners and their dogs. "We have a dog park here," noted Scheibach. "One member bought a lot here specifically for that purpose, decided it to the club and the club maintains the park."

TRIAL MEMBERSHIP — GOLFING COUPLES' DREAM OPPORTUNITY

"When we found ourselves looking for something more than the public/semi-private golf experience, we checked out a few private clubs, but felt like outsiders at those clubs," said Jim and Sharon Bentzen. "Then we checked out Avondale. We called and set up a round of golf to check out the facility. Avondale is what we were looking for — a 'golf club.' Within a couple of months, we knew nearly every member of the club. Joining Avondale was the best decision we could have made, and after 24 years, we're still here and loving it."

The Avondale flexible Trial Membership makes it easy for a prospective member to check out Avondale Golf Club. You can choose any month(s) you want to play and for only \$1450 a month *per couple* (not per person) and a one-time-only application fee of \$1000, you join Avondale with full privileges as a non-equity member.

A non-equity trial membership has many advantages: green, cart, and range fees are included; no minimum food, beverage, or golf shop fees required; and you're not subject to any assessments. *This is a highly attractive opportunity at minimum risk to emerge yourself and take in the extraordinary golf club experience at Avondale — there's no downside, all upside!*

"I always put myself in the place of a prospective member," concluded Scheibach. "If I am a prospective member of a club, I want to feel the club is a home. I want to feel welcomed. I don't want to worry about whom I am going to meet, how can I meet and make friends, or how am I going to get a game. All that is taken care of at Avondale. Beginning in 1969 to this very day, for you to have an exceptional golf experience at Avondale is and forever will be our commitment."

For more information on Avondale's Trial Membership and other types of memberships, call Mark Scheibach at 760.345.2727 Ext. 222.