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Pine Lake Country Club reopens after \$15 million in renovations

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Thursday, March 12, 2009 at 4:36 p.m.

Press Release:

March 12, 2009, Myrtle Beach, S.C. – Burroughs & Chapin Company, Inc. introduced the new Pine Lakes Country Club today after a 20-month, \$15 million project restored the golf course and clubhouse to its former status and early 20th century grandeur as a premier golf resort. Pine Lakes officially opens to the public on Saturday, March 14th but today's event provided a sneak glimpse of the course and the clubhouse to South Carolina dignitaries and media members.



The Pine Lakes renovation began in November 2006 with the vision of restoring the golf course as closely as possible to architect Robert White's original 1927 specifications for the course, then known as the Ocean Forest Country Club. White designed 18 of the 27 Ocean Forest holes, and it is believed by golf historians that he also designed the third set of nine holes, that was later closed in 1946 for real estate development. Over the next 50 years, White's original nine holes remained intact (holes 10-18) while the front nine holes were redesigned by numerous golf course architects.

Nationally-known golf restoration architect Craig Schreiner, who had previously collaborated with 1994 British Open champion Nick Price on another Burroughs & Chapin course in 2005, The Members Club at Grande Dunes in Myrtle Beach, was chosen to direct the course restoration and blend the two routings of the remaining front and back nine holes. Schreiner established continuity between White's remaining holes, where two holes were eliminated for a new entry into Pine Lakes, and replaced them with his own newly-created two holes, thereby offering golfers with an authentic visit back to early 20th century Scottish golf.

Schreiner preserved 16 of Pine Lakes' original 18 corridors. Following instructions from Burroughs & Chapin Golf Management, Schreiner designed Pine Lakes Country Club in a strategic golf architecture style similar to White's philosophy; the more risks taken by the golfer, the better the scoring opportunities. Schreiner and his staff made many improvements to enhance the playability and enjoyment for golfers of all skill levels. Because of Burroughs & Chapin's desire to make the turf more environmentally friendly, the owner and architect incorporated planting SeaDwarf® Seashore Paspalum grass; utilizing environmentally-friendly irrigation; enlarging tee box areas; and adding native waste areas, similar to White's original drawings.

Six pioneers were inducted into the first class of the Myrtle Beach Golf Hall of Fame as part of the grand opening press conference:

W. Cecil Brandon brought worldwide recognition to the Myrtle Beach area and to the state of South Carolina. One of the founding fathers of Myrtle Beach Golf Holiday, Brandon has long been credited as the one of the masterminds behind Myrtle Beach's booming golf industry. He worked closely with the PGA TOUR to build the Tournament Players Club of Myrtle Beach and helped bring the PGA Senior TOUR Championship to the Grand Strand.

Clay Brittain, Jr. played an instrumental role in uniting the golf and tourism industries in Myrtle Beach. Brittain was an important partner in

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the birth of Myrtle Beach Golf Holiday in 1967. In 1971, he founded the Myrtle Beach National Company and developed it into one of the largest golf course and accommodations ownership groups in the Southeast.

Carolyn Cassidy Cudone will long be remembered as the pioneer of the Myrtle Beach Junior Golf Association. Cudone was the driving force behind the area's original junior golf program for more than 20 years. Thanks to her insight and hard work, more than 15 Grand Strand area junior golfers earned college golf scholarships during this time.

Jimmy D'Angelo's marketing acumen helped brand Myrtle Beach as a major golf destination. His brainchild, the 1954 testimonial dinner for course architect Robert Trent Jones, quickly developed into the annual Golf Writers Association of America Championship, a media tournament tradition held before The Masters that ensured Myrtle Beach an audience with the golf media industry.

General James F. Hackler, Jr. revolutionized the Myrtle Beach golf industry by combining tee times and accommodations to form the first golf package. He was also instrumental in the 1972 opening of Bay Tree Golf Plantation, Myrtle Beach's first three-course facility, and helped bring the 1977 LPGA Championship to Bay Tree, attracting national media to the Grand Strand area.

Robert White was the original architect of Myrtle Beach's first golf course, the Ocean Forest Country Club, that opened in that 1927, and is now known as Pine Lakes Country Club. He was chosen as the first president of the United States Professional Golf Association of America when it was founded in 1916 and he served in the position until 1920.



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