

The Greenbrier

The Renaissance at America's Resort Continues



“What the resort lost over the past couple of decades was energy.

We have changed that.” — JIM JUSTICE, OWNER

“Jim Justice set out to do something special and he exceeded it. He does everything first class.” —JACK NICKLAUS

BY MARK PAZDUR, PUBLISHER



WHITE SULPHUR SPRINGS, WEST VIRGINIA: Ben Affleck's comment during his first visit to The Greenbrier during the grand opening of its casino captures the emotion most visitors experience at the resort. "My wife, Jennifer [Garner], is from West Virginia and she keeps telling me how beautiful The Greenbrier is. It doesn't really hit you until you get here," said a passionate Affleck.

The resort is grand. It has over 680 oversized guest rooms, unusual architecture and décor, two shopping galleries, 12 different dining options, an eight-lane bowling alley, indoor pool, hair salon, a 300-seat movie theater... and I haven't even mentioned the dozens of outdoor activities available to experience. Two years ago, CSX, who had owned and managed the resort for almost 100 years, decided to sell.

"My mom and dad were always honored that The Greenbrier was in their home state of West Virginia," said Mr. Jim Justice, owner of The Greenbrier. "CSX Corporation deserves a lot of credit. They took care of The Greenbrier and its people for a century," continued Justice. "I have a huge responsibility to be the next caretaker of this American Treasure. I am extremely competitive. I have a business plan for The Greenbrier. Yes, I want to restore its reputation. Yes, I want to protect the employees' livelihood. But, I also want to make it profitable. I think our strategic game plan will accomplish all these goals.



(Top, from left) Cutting the ribbon are Jane Seymour, KY Governor Steve Beshear, Barbara Eden, WV First Lady Gayle Manchin and Governor Joe Manchin, Jim Justice, Brooke Shields, Cathy Justice, Jessica Simpson, Tom Watson, Debbie Reynolds, and James Justice III. (Center left) Cathy and Jim Justice with son Jay and daughter Jill. Arriving guests: (insets) Ben Affleck; Lionel Richie entertains; (above left) Jessica Simpson, Jennifer Garner and Brooke Shields; and (right) Jack and Barbara Nicklaus, Lee Trevino, and Hilary and Tom Watson.

“What the resort lost over the past couple of decades is energy, energy, and to hammer the point home...energy. We have changed that. I think the combination of our unmatched amenities, history, and service will bring The Greenbrier back to the forefront of great resorts, and restore its profitability,” said a determined Justice.

THE GRAND OPENING OF THE CASINO CLUB

“The Greenbrier was arguably the best resort in America at one time. No other resort can lay claim

to hosting more presidents, dignitaries, or kings,” proudly stated Jeff Kmiec, managing director of The Greenbrier. “Few golf clubs can match our history of hosting a Ryder Cup, the Solheim Cup, and now, The Greenbrier Classic. Over the last decade, the resort business has become more and more competitive. You have a lot of great options and The Greenbrier had lost some of its luster. During the past 12 months, through the vision, management, and resources of our coach—Jim Justice—we are back! There has been sweeping change at the resort,” continued Kmiec. “In July, we opened our newest and grandest amenity—The Casino Club. Although it was more expensive, the decision was made to build the casino underground. We have a proud heritage of being a family resort and we didn’t want you to have to walk through a casino to get to your room.”



STUART APPLEBY, THE INAUGURAL WINNER OF THE GREENBRIER CLASSIC, IS PICTURED WITH JIM JUSTICE, HOLDING THE TOURNAMENT TROPHY. HE SHOT A HISTORIC 59 IN THE FINAL ROUND.

“Golf is always a delightful experience and I know The Greenbrier will be quite an experience.” — CHARLES BARKLEY



The opening night of the casino was a black-tie gala celebration with many celebrities in attendance, including Ben Affleck and Jennifer Garner; Jessica Simpson; Brooke Shields; Raquel Welch; Jane Seymour; Shaquille O’Neal; Elliott Gould; Lionel Richie, who entertained for the evening; Michael Buffer; Barbara Eden; Debbie

“I’ve been coming here for years. I played in the Ryder Cup in 1979. It is the best resort in the country. It has a great staff, a great owner, and you can’t get any better than that.” — LEE TREVINO

Reynolds; Jim Calhoun; Ann Magnuson; Christine Ebersole; and Carleton Varney. Also attending were Jack Nicklaus; Lee Trevino; Tom Watson, The Greenbrier’s Golf Professional Emeritus; West Virginia Governor and Mrs. Joe Manchin; and Kentucky Governor and Mrs. Steve Beshear. The celebrities were chauffeured to the resort in 1950s era convertibles. That was followed by a red carpet walk, photo op, and gourmet dinner.

Before the intimate Lionel Richie concert began, Jim Justice took the stage to welcome everyone. “Tonight I have a great feeling of accomplishment,” said Justice. “It has been a most excellent journey. I want to thank everyone who works here and I especially want to thank my lovely wife, Cathy, for everything you do for me.” Mr. Justice then introduced West Virginia Governor Joe Manchin.

“Thank you, Jim, for all you do for West Virginia,” commented the Governor.

And, just before Lionel took the stage, Justice surprised Jessica Simpson by having her come up on stage—everyone sang happy birthday to her (she turned 30).



“The Greenbrier is an ‘unbelievable land.’ The resort is so lovely and my kids are in heaven.” — BROOKE SHIELDS



(LEFT) THE PRIME 44 WEST STEAKHOUSE, HONORING BASKETBALL LEGEND JERRY WEST. (ABOVE) EXECUTIVE CHEF RICHARD ROSENDALE IN THE KITCHEN AT PRIME 44 WEST.



The highlight of the concert was when Brooke Shields joined Lionel Richie to sing *Endless Love*. After the hour long concert wrapped up, everyone headed to The Casino Club for the official ribbon-cutting ceremony to take their chances with ‘lady luck.’ “Our casino is another amenity you can enjoy. There is always something to do at The Greenbrier,” said Kmiec.

A TOURNAMENT 232 YEARS IN THE MAKING

The Greenbrier Classic was played

on The Old White Golf Course July 29-August 1. Stuart Appleby, the inaugural winner of the tournament, shot a 59 in the final round to become the fifth player on the PGA Tour to shoot the magical number.

“This is an extraordinary event,” said Erik Compton, first round leader of the tournament. “The whole place is awesome—even the grounds are immaculate.” Erik, a recipient of two heart transplants, played on a sponsor’s exemption and was the feel-good story of the week.

“The Old White is the oldest, most historic course to host a PGA Tour event,” explained Tournament Director Tim McNeely. “Arnold Palmer earned his first professional check here [in 1955]. The tournament allowed television viewers from all over the world to see West Virginia through ‘this little window’ called The Greenbrier. The success of the tournament has allowed Old White Charities the financial resources to fund various projects in the state.”



“I honeymooned at The Greenbrier in 1955 with Eddie Fisher. It is a thrill to be back. The resort is just as beautiful as I remember, but now it has much more excitement.” — DEBBIE REYNOLDS



FRESH “FARM TO TABLE” FOOD

“I was an entrepreneur running two fine dining restaurants in Ohio,” recalled Executive Chef Rich Rosendale. “When I heard about the renaissance taking place at The Greenbrier, I thought this was a once in a career opportunity to be a ‘part of something special.’ The energy at the resort is contagious. Many fine resorts use prepackaged sauces in their recipes. Not here,” boasted Rosendale. “In our summer season, we use 500 pounds of veal bones to make our soup/sauce stock. The depth of flavor is incredible. I promise you will notice the difference.

“Our Greenbrier Farm takes ‘farm to the table’ to the next level,” explained Rosendale. “It is not a garden, we have a full scale 40-acre production farm. We grow 23 varieties of vegetables and over 3,000 tomato plants are nurtured. Everything is naturally grown, no chemicals are used, and we have a knowledgeable staff with 32 years of experience raising nearly all the produce we use in all of the resort’s restaurants. We can and preserve many of our vegetables. In our main kitchen, we have what we call our ‘root room’ to store everything from squash, potatoes, and turnips.

“We have 130 chefs on staff to serve you,” said Rosendale. “It is a big operation, but our attention to detail is paramount to our culinary team. For example, we had a family stay with us over the Christmas holiday. They were repeat

“I am having a blast. The Greenbrier is so gorgeous! I can’t describe the resort in one word. It is relaxing, rejuvenating, and I think it is a great place for a family reunion.” — JESSICA SIMPSON



guests and I knew their favorite dinner was Dover Sole à la Meuniere and Sea Scallops Rossini. The problem was it is a seasonal menu item. I had fresh Dover sole flown in, printed up a special menu, and prepared the dinner. That is the level of service you can expect at The Greenbrier.

“Every day we have two cooking demonstrations in our Greenbrier Gourmet Store,” said Rosendale. “We highlight fresh and easy meals you can prepare for your family in less than 30 minutes. My best cooking tip is to grow your own family garden. No matter the size, it allows you to spend time with your family and it teaches good cooking habits using healthy ingredients.”



LIVING AMIDST YEARS OF RICH HISTORY

“The Greenbrier Sporting Club is our private, equity-based residential community on the 7,000-acre estate of the resort,” explained John Klemish, Broker In Charge. “The Sporting Club offers you, your family, and future generations a special opportunity to live the legacy of luxury every day. Only Sporting Club members can enjoy full use of The Greenbrier’s offerings as well as exclusive, member-only amenities such as The Snead Golf Course, designed by Tom Fazio; a private 32,000 square-foot Members’ Lodge; a full-service equestrian facility with a 24-stall barn, spacious tack rooms, and an outdoor riding ring; three private Har-Tru tennis courts; and three miles of private access to trout streams,” remarked Klemish. “After a day of fun outside [the state’s slogan is Wild and Wonderful West Virginia] relax in our members only spa. I believe our community is the ultimate luxury home destination in the mid-Atlantic.”



THE SNEAD GOLF COURSE



“I am going to hide out here for the next 65 years. This place is amazing.” — LIONEL RICHIE

HIDDEN IN PLAIN SIGHT—PROJECT GREEK ISLAND

Planned by the Eisenhower Administration between 1958 and 1961, the top secret Greenbrier Bunker was built underneath the hotel as a refuge to accommodate both the U.S. Senate and House of Representatives in the event of a nuclear war or national emergency. One of the code names of the facility was “Project Greek Island.” During the life of the facility, the bunker’s communication equipment was continually updated (a clock displaying Bagdad, Iraq, time was added during the Gulf War in 1991) and maintained in a state of constant readiness by a small cadre of government employees working as Forsythe Associates.



The closest the bunker ever came to being activated was the Cuban Missile Crisis in 1962. The secrecy of the location was maintained for more than 30 years. In 1992



“This is my first trip to The Greenbrier. I had always heard about the history of the resort, but I had no idea just how much history was here. The resort is great fun.” — BARBARA NICKLAUS



The Washington Post published a story exposing the bunker. The day after the story broke, the facility began to be phased out.

“There had always been local gossip that there was something for the President at The Greenbrier,” said Linda Walls, manager of bunker tours. “I have worked at the resort since 1978 and had my suspicions, but I had no idea how extensive the bunker was. When *The Post* exposed the bunker, everyone at the resort and, for that matter, everyone in White Sulphur Springs felt betrayed. We are proud of what The Greenbrier did for our country’s security. We are a patriotic town. It was a disservice to the United States that *The Post* reporter did what he did.

“The bunker was ‘hidden’ in plain sight,” continued Walls. “The ‘cover’ was the addition of the West Virginia Wing of the hotel in 1958. Few questioned why the foundation was buried 720 feet into the hillside and the walls were reinforced with three- to five-foot thick reinforced concrete. Many parts of the bunker were used for conventions and parties for decades, only a few doors were permanently locked. The resort’s ‘television repair shop’ was located in an office at the entrance of the bunker. Over the years, when the resort would have to cut back staff, the television repair department never had a reduction. We would often wonder why. When the bunker was exposed, we learned the department was actually government employees maintaining and protecting the bunker.”

FROM GOLF TO WINTER SLEIGH RIDES

“The Greenbrier has a rich golf history,” said Robert Harris, director of sports. “The Old White Course opened in 1914 and was named after the hotel ‘The Old White.’ It was torn down to make way for an expansion of The Greenbrier. In 1922, the Women’s National Championship was held on The Old White. Most of the women thought it was hard. So, C.B. Macdonald and Seth Raynor were commissioned to design the second course, The Greenbrier Course, and to soften The Old White. The Lakeside Course, designed by Dick Wilson, was added in 1962 while the Greenbrier Bunker was being built. The fill material from the excavation of the bunker was used for the course,” said Harris. “There is speculation that Wilson was hired as the architect because his Army expertise was in camouflaging airfields. In 1976 the resort was awarded the 1979 Ryder Cup and Jack Nicklaus was brought in to remodel The Greenbrier Course. In 1999 Robert Cupp was hired to renovate the Lakeside Course [renamed it the Meadows Course] and create our Golf Academy facility.

“All three of our golf courses offer a different golf experience,” explained Harris. “The Greenbrier Course is ‘air golf.’ You need to fly the ball in. The greens are protected by penalizing bunkers, and it is likely weaker players will find the course to be difficult. It is a real tournament course.



LINDA WALLS, MANAGER OF THE GREENBRIER BUNKER TOURS, STANDS AT THE MAIN 30-TON STEEL DOOR LEADING INTO THE BUNKER WHICH IS LOCATED UNDERNEATH THE HOTEL. (ABOVE) THE BUNKER SECURITY ROOM.

"The Old White Course is simple strategy. Ball placement is important for your shot angle to the green. Many holes have a Scottish feel with tall fescue grasses on the faces of bunkers. And finally, our Meadows Course is an open parkland course with vistas of mountains all around you. A higher handicap will enjoy this course the most," said Harris.

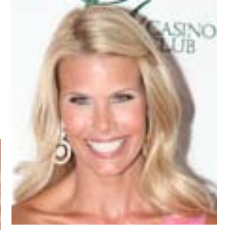
"In season, we have a caddie program over 160 strong. I would encourage you to carve out time during your stay to play all three of our historic courses."

Other adventures at The Greenbrier include having one of the resort's four fishing guides teach you to fly cast; play tennis on the 10 tennis courts (five are located indoors); target practice with sporting clays and learn the British School of Shooting techniques; and take an adrenaline rushing, off-road driving class on the "rock crawl" course. And, if you still have time, try ziplines, falconry, whitewater rafting, or slow down with a carriage ride through The Old White historic grounds.

PROVIDING THAT INTIMATE EXPERIENCE

"Today, more than ever, it is critical to reward yourself and 'celebrate' your employees," said Jeremy Critchfield, vice president of Food and Beverage. "From an eight-person boardroom meeting to a group of 1,500, The Greenbrier can provide the perfect setting. Our more popular big group event themes are Mardi Gras and MASH; the smaller groups enjoy our 80s night and Gone with the Wind functions. You understand the importance of taking care of your customers. In turn, we know how important it is to take care of your employees."

"The Greenbrier is truly breathtaking. It is a must to come back to." — BETH OSTROSKY



Getting to The Greenbrier: Continental has twice-daily flights from Cleveland Hopkins (CLE), and Delta offers daily service from Atlanta (ATL) and La Guardia (LGA) into Greenbrier Valley Airport (LWB)—20 minutes from the resort. Other options: consider flying into Richmond, Virginia (a three-hour drive), or Washington Dulles (a four-hour drive).



"The Greenbrier is most excellent, like my good friend Jim Justice." — SHAQUILLE O'NEAL

*For more information on The Greenbrier, visit their website: greenbrier.com or phone (800) 453-4858.
For more information on The Greenbrier Sporting Club, please visit thegreenbriersportingclub.com or call (888) 741-8989.*

Experiences At The Greenbrier

Enjoy a chilled glass of Chalk Hill, The Greenbrier's premium signature Chardonnay at Sam Snead's at the Golf Club.

Attend a hands-on cooking class at the Culinary Arts Center located inside The Greenbrier Bunker.

Imbibe with an original Mint Julep, created at The Greenbrier 60 years before being adapted at Churchill Downs.

Hook a 3 lb. brown trout in Howard's Creek. Birdie the short par 3, 18th hole, on Old White in front of the clubhouse.

Visit The Candy Maker store and sample a spiced mango with ginger chocolate.

Taste Cathy Justice's cornbread at Prime 44 West steakhouse. The family recipe took first place honors at the State Fair 29 years ago.

Experience a Peach Cobbler Delight Manicure at The Greenbrier Spa.

Visit Virtu, a hand-blown glass store in the Art Colony. Since the 1930s, the Art Colony, a row of cottages adjacent to the hotel, has given artists and craftsman a place to display and sell their wares.