

The Greenbrier Resort ... Celebrating Its Most Exhilarating



What fun! A Monte Carlo-style casino; PGA TOUR golf; professional boxing; a beauty pageant; star-studded concerts; and now, The Greenbrier Presidential Express.

By Mark Pazdur, Publisher

WHITE SULPHUR SPRINGS, WEST VIRGINIA: The answer to the question “What’s new at The Greenbrier?” seems to change just about every month.

Since Jim Justice purchased the resort two years ago, he has been on a mission to restore the energy the property lost over the last decade. Within a short 24-month period, he built an underground \$80 million, 103,000 square-foot, Monte Carlo-style casino and brought a PGA TOUR event to the resort—The Greenbrier Classic. Justice has established partnerships with Delta to offer non-stop service from Atlanta and JFK. And, he created The Windsor Club—26 rooms with smart room technology and VIP lounge access.

The resort has hosted concerts from The Black Eyed Peas to Keith Urban, beauty pageants (Mrs. America Pageant), and heavyweight boxing matches (Evander Holyfield and Sherman “Tank” Williams last January).

“Looking back, I guess we have been busy,” said Justice.

The 6,750-acre resort, a AAA Five Diamond Award winner, has classic Georgian architecture, four golf courses, a casino, 710 rooms, a luxurious spa, two shopping galleries, 12 different dining options, a 300-seat movie theater, an eight-lane bowling alley, an indoor tennis pavilion, a 40,000 square-foot spa, and more than 50 activities to enjoy.

Some of the more exotic experiences include a hands-on cooking class at the Culinary Arts Center located inside The Greenbrier Bunker (built underneath the hotel as an emergency relocation facility to accommodate Congress during the Cold War); learning the skill of falconry; or taking a horse-drawn carriage ride around the impeccably manicured grounds.

IF IT LOOKS RIGHT, IT IS RIGHT

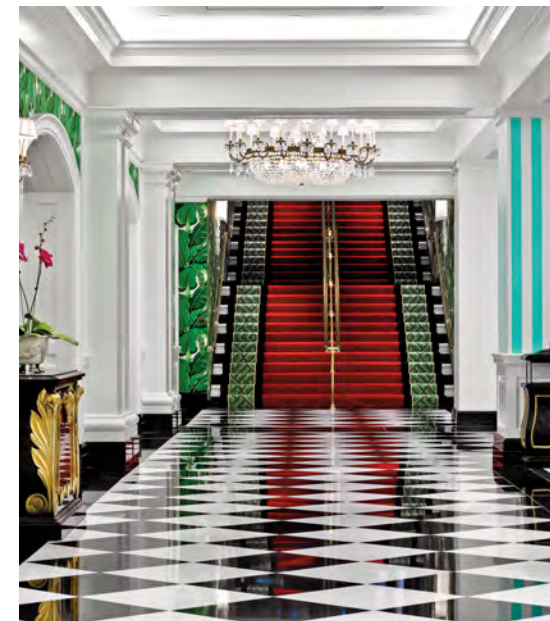
Dorothy Draper, the iconic interior designer, is responsible for The Greenbrier’s distinctive interiors. In 1923,

Year In Its 233-Year History



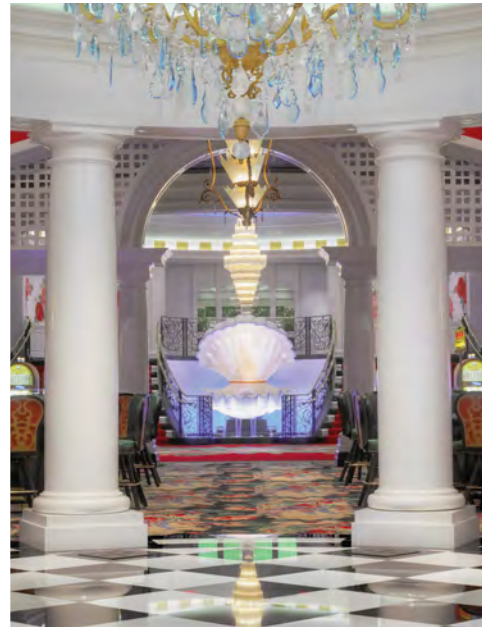
The 2011 Greenbrier Classic was played on The Old White TPC course. (Inset l-r) Sandy Cutler, Chairman/CEO, Eaton Corp.; Jennifer Stallings; West Virginia Governor Earl Ray Tomblin; 2011 winner Scott Stallings, holding trophy; CBS Sportscaster Jim Nantz; and Jim Justice.

“IT IS EXCITING FOR WEST VIRGINIA TO HAVE A TOURNAMENT LIKE THE GREENBRIER CLASSIC. I AM VERY EXCITED FOR JIM JUSTICE. HE HAS DONE SO MANY WONDERFUL THINGS FOR THE LOCAL COMMUNITY.” — JERRY WEST, NATIVE WEST VIRGINIAN





The Casino Club



“THE GREENBRIER DEFINES CLASS AND ELEGANCE. IT IS LIKE FANTASY ISLAND SURROUNDED BY THE BEAUTIFUL MOUNTAINS IN WEST VIRGINIA. JIM JUSTICE IS A VISIONARY—LOOKING FORWARD AND DRAWING IN THE IMPORTANT TRADITIONS OF THE PAST.” — JIM NANTZ, CBS COMMENTATOR

Draper established the first interior design company in the United States.

She became known for the use of vibrant colors in never-before-seen combinations, such as aubergine and pink with a splash of chartreuse and a touch of turquoise blue. In 1946, she was commissioned for a comprehensive interior redecoration of the hotel and remained the resort’s decorator well into the 1960s.

“There is only one Greenbrier in this world,” said Carleton Varney, president of Dorothy Draper and Company. “It is as magnificent as the White House, but with a touch of glamour. Dorothy Draper was much more than a decorator, she created a ‘look.’”

“I have always believed happy colors make for a happy home. Color changes the soul,” explained Varney. “To me,” Varney continued, “The Ritz-Carlton and Four Seasons are ‘commercially elegant.’ But, their interiors are similar from hotel to hotel. We are not about a set formula and I think that is our greatest appeal. No other resort in America can match The Greenbrier’s setting that recreates a world like it used to be.”

A PERFECT SETTING FOR ROYALTY

The epitome of international high society, the Duke and Duchess of Windsor enjoyed the finest aristocratic pursuits at The Greenbrier in the mid-1900s.

This year, the resort had its grand opening of The



Windsor Club, named in honor of the Duke and Duchess. The 26 rooms at The Windsor Club offer the most exclusive accommodation experience at “America’s Resort.”

“A concierge club is a first for us,” explained Jeff Kmiec, president and managing director of The Greenbrier, “and every exquisitely appointed room and suite is meticulously designed and furnished in Dorothy Draper’s signature ‘Romance & Rhododendrons’ interior design. Guests will have access to a private concierge service, canopy beds with imported Italian linens, VIP turndown service, and special in-room gifts. The Virginia Room, a private parlor



“I LOVE WALKING AROUND THE GROUNDS AND BY THE BEAUTIFUL GOLF COURSE. THE RESORT IS EXQUISITELY DECORATED, SERENE, AND FUN AT THE SAME TIME.” — FLORENCE HENDERSON, ACTRESS AND EMCEE OF THE 2011 MRS. AMERICA BEAUTY PAGEANT, HOSTED BY THE GREENBRIER



A guest room in The Windsor Club



Casual dining at Draper’s

for Windsor Club guests, offers access to a private garden and courtyard and is the setting for meals, snacks and an complimentary full open bar.”

THE FRIED GREEN TOMATO SANDWICH

“The Greenbrier is an icon of Southern hospitality,” explained Burt Baine, general manager of golf at The Greenbrier. “If you have ever played the TPC Sawgrass [home of The PLAYERS Championship], or the TPC Scottsdale [home of the Phoenix Open], you know the exceptional golf experience awaiting you at The Greenbrier. On our Greenbrier Course, you must play ‘air golf,’ because the greens are protected by penalizing bunkers. The Meadows Course is open and forgiving. And, finally, The Old White TPC has a Scottish feel with



“THE GREENBRIER IS A REALLY FUN PLACE. THE GOLF IS JUST A BONUS.” — PHIL MICKELSON, PGA TOUR PLAYER



PGA TOUR PLAYER PHOTOS COURTESY PGA TOUR

its tall fescue grasses on the faces of the bunkers.”

In its inaugural year of 2010, The Greenbrier Classic won the PGA TOUR’s prestigious best-in-class award.

“When Jim Justice commits to a project, he dedicates himself to making it the best experience. Mr. Justice wanted to ensure our tournament’s temporary structures matched the classic elegance, so he hired Carleton Varney to design all of our tournament signage,” explained Tim McNeely, tournament director of The Greenbrier Classic. “Nothing was overlooked. Even the rooftops on the sky boxes had our striped green and white signature pattern.

“Our tournament combines the social environment of the Phoenix Open, the beauty of AT&T at Pebble Beach, and the tradition of just about any U.S. Open site,” said McNeely. “We have worked hard to forge new paths with The Greenbrier Classic. Combining a historic resort with a PGA TOUR event and adding the sizzle of top pop culture concerts (The Black Eyed Peas, Tim McGraw, Luke Bryan, Keith Urban, and Miranda Lambert performed this year) creates a magical experience.

“This year, we had over 200,000 spectators during tournament week,” recited McNeely. “Not bad for a town that only has a population of 2,000. In fact, Chef Rosendale served up over 10,000 of our special fried green tomato sandwiches made with Chevre cheese!”

THE BIGGEST SOCIAL EVENT OF THE YEAR IN WEST VIRGINIA

The 2011 Greenbrier Classic had a horse race, photo finish. Scott Stallings, Bob Estes, and Bill Haas were tied after 72 holes of play resulting in a sudden death



(Left) Jim Justice presents the 2011 trophy to Scott Stallings. (Top) Stuart Appleby and Phil Mickelson. (Above) Brendon de Jonge with Caddie Bruce McDonald.



"THE GREENBRIER HAS HAD SO MANY TRADITIONS OVER THE YEARS, AND I THINK THE GREENBRIER CLASSIC WILL BECOME ONE OF ITS MOST IMPORTANT TRADITIONS. YOU CAN SEE HOW HARD JIM JUSTICE WORKS TO BRING PRIDE TO WEST VIRGINIA. HE AND THE STATE CAN BE VERY PROUD OF THIS TOURNAMENT." — SERGIO GARCIA, PGA TOUR PLAYER

playoff. PGA TOUR rookie Scott Stallings prevailed after curling in his seven foot birdie putt on the first playoff hole.

"The Greenbrier has been absolutely incredible," extolled Stallings. "This is one of the best, if not 'the' best tournament on TOUR, and I can't wait to come back. To be a champion of what was such a great event is a huge blessing, and I'll never forget it for sure.

"I am a true journeyman on TOUR. I've been home 17 days the entire year.

"As you travel, you try to find things to do to get away from golf," continued Stallings. "Mr. Justice is great to bring the bands in. My wife is a big country music fan [Stallings and his wife attended both the Keith Urban and Black Eyed Peas concerts]. She told me, 'I'm going to the concerts. You can go with me or not. I don't care.' We went and had a phenomenal time. It's something we don't get a chance to do often."

"It is nice to know you did a good job and your peers in the industry recognize what a very special place The Greenbrier is," smiled Burt Baine.

"The TOUR players and their families got to experi-

ence everything our resort has to offer. We are dedicated to treat your family to the same level of service."

THE TEST OF A LIFETIME

Rich Rosendale, executive chef at The Greenbrier, holds an accreditation few chefs can claim. Last year, he earned the prestigious, and very hard to achieve Certified Master Chef title offered by the American Culinary Federation. After eight grueling days, 130 hours of cooking, and no more than three to five hours of sleep per night, Rosendale became only the 66th Certified Master Chef in the country.

"It is intimidating," revealed Rosendale. "The fail rate is 90 percent and it is common to have an entire class drop by the wayside. A portion of the test is written, but most of the evaluation is a 'spontaneous' hands-on cooking assessment.

"The judges throw you every type of cooking imaginable. You have to be creative, calculating, and smart.

"The last day is particularly grueling and stressful. If you graduate to the last test, the pressure really mounts and exhaustion sets in," said Rosendale. "During my final



(Top) In-Fusion restaurant in the Casino Club. (Above) Executive Chef Rich Rosendale, CMC. (Right) Prime 44 West steakhouse, honoring Jerry West.



"THE GREENBRIER CLASSIC FELT SO DIFFERENT FROM ANY OTHER TOURNAMENT. THE CASINO ON-SITE, THE OUTSTANDING RESTAURANTS, AND THE CONCERTS THEY PUT ON MEANT THAT THERE WAS ALWAYS SOMETHING HAPPENING. THE GREENBRIER IS A SPECIAL PLACE AND THE GREENBRIER CLASSIC IS A VERY SPECIAL TOURNAMENT." — KEVIN NA, PGA TOUR PLAYER



"FOR MANY PLAYERS, INCLUDING MYSELF, THE GREENBRIER CLASSIC WAS OUR FIRST OPPORTUNITY TO VISIT THE RESORT. IT'S A GREAT PLACE FOR FAMILIES, AND I HOPE TO BRING MY FAMILY TO THE GREENBRIER FOR MANY YEARS. EVERYTHING IS RIGHT HERE: GREAT GOLF, FAMILY ENTERTAINMENT, AND YEARS OF HISTORY THAT YOU CAN FEEL." —TREVOR IMMELMAN, PGA TOUR PLAYER

assignment, I was given a 'market basket' of 26 ingredients and I had to use all the ingredients to make four courses of 10 portions each. Two of my ingredients included gobo root and frog legs—not exactly your everyday fare.

"I am goal oriented and I am always setting a new finish line. The resort has had a master chef running the kitchens for over 20 years and I felt a certain obligation to earn the accreditation. I think my experience at the Culinary Institute has made me a better cook and thus better able to take care of our guests.

"Our Greenbrier Farm takes 'farm to the table' to the next level," continued Rosendale. "It is not a garden. We have a full scale, 40-acre production farm. We grow over 70 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."

PROJECT GREEK ISLAND

Planned by the Eisenhower Administration in the late 1950s, 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 its code names was "Project Greek Island."

The closest time the bunker came to being activated was during the Cuban Missile Crisis in 1962. Its secrecy was maintained for over 30 years, until in 1992,



"JIM JUSTICE IS A BIG-HEARTED BUSINESSMAN AND HIS COMMITMENT HAS RENEWED THE GREENBRIER. THE RESORT IS AN AMAZING PLACE, REALLY. HERE IS THIS GRAND, WHITE HOTEL NESTLED IN MAJESTIC MOUNTAINS. IT'S AN INCREDIBLY IMPRESSIVE SITE WITH SMALL TOWN CHARM AND TRANQUILITY. THE GREENBRIER IS A SPECIAL COMBINATION OF SO MUCH." — NICK FALDO, CBS COMMENTATOR

The Washington Post published a story exposing the structure.

"The bunker was 'hidden' in plain sight," explained Linda Walls, manager of bunker tours. "The 'cover' was the addition of the West Virginia Wing of the hotel in 1958. Today, we offer daily tours of the bunker and are dedicated to preserving this important part of American history."

FALCONRY IS MY FAVORITE

Tom Watson first set foot at The Greenbrier during the Ryder Cup in 1979. Ironically, Watson did not compete. Just before the competition, his wife went into labor, and of all people—Jim Justice's dad—whisked Watson home just in time to see the birth of his daughter Meg.

"The most wonderful thing about The Greenbrier is how you are treated," explained Watson. "Ever since 1980, I have been holding an annual golf outing at the resort. It is that special of a place to me.

"Mr. Justice is a generous man, a darn good basketball coach, and a white knight that saved The Greenbrier. His new attitude and investment of capital

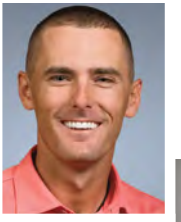


has done wonders for the hotel and surrounding community," continued Watson. "I remember Jim telling me, 'Tom, I am not a hotel man, but I know what to do, and I am going to capture back that coveted five-star rating.'

"There is so much to do at the resort other than golf. Falconry is one of my favorite experiences that few, if any, resorts in America offer. I think the only other resort offering falconry is in Dubai," said Watson. "Watching birds of prey [from owls to Harris hawks] swoop down and land on your arm is an amazing thrill.

"Although the weather might not be great for golf,

"I HAVE FOND MEMORIES OF COMING TO THE GREENBRIER AS A KID AND FLY-FISHING WITH MY DAD. I REMEMBER BUSTING MY TAIL IN THE CREEKS TRYING TO WALK AROUND IN WADERS."
— CHARLES HOWELL III, PGA TOUR PLAYER



spending the holidays at The Greenbrier is wonderful. There is such a menu of things to do. Two of my recommendations are enjoying the Christmas carolers and attending the dancing lessons offered by the resort."

ANNOUNCING THE GREENBRIER EXPRESS

Next summer the resort will offer another experience exclusive to The Greenbrier. Guests will have the opportunity to travel via luxurious railcars from Union Station in Washington, D.C., to the train depot in White Sulphur Springs. Known as The Greenbrier Presidential Express, the 15-car train will accommodate about 240 passengers and will feature a boardroom car, a salon car, and an open-air car for sightseeing and photography during the six hour, non-stop trip.

Jim Justice has invested \$15 million into the painstaking overhauls and new interiors. A team of 40 craftsmen in Pottstown, Pennsylvania, is refurbishing all 15 cars with the finest woods and fabrics. The cars, originally built in the 1950s, served as long-distance trains for the Union Pacific and Santa Fe railroads.

"Almost all of the work is tunneling the cars down to

the frame and starting over," Justice said. "The cars will be named for prominent Americans from throughout the nation's history. Our rebuild of the train will include new floors, ceilings, windows, and wiring with the objective of ending up with a train that lives up to its billing as the 'world's finest rail experience.' We want to bring back the glamour of rail travel. Everything from the décor to the food will make you feel as if you are already at the resort." ■

Getting to The Greenbrier: The Greenbrier Presidential Express begins service in July. Continental has flights (Sat. and Sun. only) from Cleveland Hopkins (CLE), and Delta offers daily service from Atlanta (ATL) and New York (JFK) into Greenbrier Valley Airport (LWB)—15 minutes from the resort. Other options: Consider flying into Roanoke, Virginia (a one and one-half hour drive); Charleston, West Virginia (a two hour drive); Richmond, Virginia (a three hour drive); or Washington Dulles (a four hour drive).

For more information on The Greenbrier, please visit their website: greenbrier.com or phone (800) 624-6070.