



CLEMSON UNIVERSITY HOSTS INAGURAL “GOLF S.O.S: SYMPOSIUM ON SUSTAINABILITY” & BOBBY WEED IS HONORED AS FIRST RECEIPT OF THE DAVID HUEBER AWARD FOR LEADERSHIP AND INNOVATION IN SUSTAINABLE GOLF COMMUNITY DEVELOPMENT

Clemson, South Carolina, April 2, 2012 – Clemson University’s Richard H. Pennell Center for Real Estate Development and the Arthur M. Spiro Institute for Entrepreneurial Leadership sponsored the first symposium on sustainable golf course development to address the issues confronting the future growth and vitality of the game, the golf industry and related master planned communities with golf as the central amenity. Dr. Joe Beditz, president and CEO of the National Golf Foundation, and Bobby Weed, president and CEO of Weed Design, kicked off the event as the keynote speakers; and, John Reed, CEO of Reed Development and Dr. “Buddy” Thompson, a physician and developer of the Reserve at Lake Keowee rounded out the expert panel discussion on the challenges and opportunities in golf course community development.

Dr. David Wyman, the Associate Director of the Spiro Institute, served as the conference moderator, and noted the Dr. Beditz presentation and situational analysis regarding the “Current State of the Game” was both revealing and insightful, and remarked that “When Dr. Beditz first presented the facts and figures, he portrayed an industry in peril with a contraction in golf participation, rounds played and golf courses going out of business. However, he put the current downturn in the context of the peak in the many measures defining the state of golf as a natural adjustment over a longer period, and noted that as the U.S. economy and real estate market gradually improve, the golf industry will also improve as the industry culls out those golf courses that are not sustainable in the emerging new business environment.”

Dr. Elaine Worzala, Director of the Pennell Center for Real Estate Development, was particularly intrigued with Bobby Weed’s entrepreneurial approach in his presentation, “Repurposing for Sustainable Golf Course Development,” which focused on the innovative redevelopment of golf communities that were running out of options. “What I found most interesting was Bobby Weed’s ability to take a project and orchestrate relatively simple changes that allow the

owners to redevelop and remarket a community, and overcome what seems like major obstacles by engaging the community and turning them into partners in the redevelopment process. The example Mr. Weed detailed was a win, win, win proposition for everyone involved. The golfers got a better golf experience. The community preserved a recreational greenbelt asset, and the developer enjoyed a revitalized asset that was worth more than double the original value with less debt.”

The panel discussion that followed included John Reed, a successful developer with an excellent track record in golf community development including Colleton River Plantation, the first of five major communities in Bluffton, South Carolina, as well as Dr. Buddy Thompson, a very unassuming and successful developer and cofounder of the Reserve at Lake Keowee, SC during the recent real estate downturn. John Reed offered a very unconventional approach and view of the challenges and opportunities ahead in stating that “What we need to do today and tomorrow is simply give people what they want, not what we think they should want.” He went on to say that the issues that must be addressed relate to: “Time” because we need to offer a golf experience that might only take an hour; the “Women’s Movement,” because 92% of the real estate purchase decisions are made by women so we need to appeal to their social and family interests; “Generational Shift,” because the Eisenhower generation is giving way to the Baby Boomer generation, which has a different set of values and needs; and, the new “Market Reality,” where home purchase decisions are based more on lifestyle needs and not driven by real estate speculation.

Dr. Thompson echoed many of those same sentiments and emphasized the multi-generational property buyers at the Reserve, which features lake front living, premier golf and a host of country club amenities for the entire family to enjoy. In fact, the Reserve now offers a “vertical” multigenerational membership plan, whereby everyone in the family including the grandparents, parents and kids are full members under one membership.

The symposium concluded with Dr. Worzala presenting Bobby Weed with the first David Hueber Sustainable Golf Community Sustainability Award. Throughout his professional career and later in his doctoral research, David Hueber has opened the eyes of the industry, and this new “Game Changer” award will annually recognize leadership and innovation in the principles and practice of sustainable golf course development and operations as the golf business must now chart a new course toward becoming a sustainable industry

with golf courses and golf communities that are environmentally sensitive, economically viable and socially responsible.

About Clemson University:

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Golf Industry Executive David Hueber Earns Doctorate with Breakthrough Research Regarding Sustainable Golf Course Development

Clemson, South Carolina, August 10, 2012 – David Hueber, a “nontraditional” doctoral student stepped outside of the golf industry for the last four years and was awarded his doctorate at the summer graduation services. He has served as a senior executive in the golf industry for over 25 years as the vice president of Marketing at the PGA Tour, president and CEO of the National Golf Foundation, the Ben Hogan Company and Ben Hogan Properties (owner of the Pebble Beach Company). Hueber was awarded a Ph.D. in Planning, Design and the Built Environment from Clemson University. “The research focus for my dissertation, ‘The Changing Face of the Game and Golf’s Built Environment,’ was sustainable golf course and golf community development,” said Hueber.

“The gist of my research is that the golf courses built or renovated during the 1990s were more costly, difficult and take longer to play than the golf courses built during the 1920s and 1960s, which may have contributed to the decline in golf participation and rounds played;” Hueber continued, “Consequently, the golf industry has inherited a large number of unsustainable golf courses that are not environmentally sensitive, economically viable and socially responsible. This suggests that we are offering a golf course product that our customers don’t want to buy.”

Dr. Elaine Worzala, who chaired Hueber’s dissertation committee and in 2010 co-authored a paper published in The Journal of Sustainable Real Estate (<http://www.costar.com/uploadedFiles/JOSRE/pdfs/JOSREMay2010SustainableGolfCourses.pdf>) published by the American Real Estate Society , “Code Blue for Golf Course Real Estate Development: Code Green for Sustainable Golf Course Development,” commented that Hueber’s research is of great importance to the golf course and related real estate businesses in contending with the current challenges confronting the golf industry. “A paradigm change in an industry is often overlooked, and irreparable damage can occur if the critical issues are not addressed proactively,” Worzala noted, “So, groundbreaking research such as this that clearly shows the product has shifted to something the consumer does not want can enable an industry to chart a new course to fix the problems, as opposed to letting the confounding winds of change determine golf’s future direction and destiny.”

On April 2, 2012, the Richard H. Pennell Center for Real Estate Development and the Arthur M. Spiro Institute for Entrepreneurial Leadership sponsored the first “Golf S.O.S. Symposium on Sustainability to discuss the issues confronting the future growth and vitality of the game, the golf industry and related master planned communities with golf as the central amenity. Dr. Joe Beditz, president and CEO of the National Golf Foundation, and Bobby Weed, president and CEO of Weed Design, kicked off the event as the keynote speakers; and, John Reed, CEO of Reed Development and Dr. “Buddy” Thompson, a physician and developer of the Reserve at Lake Keowee rounded out the expert panel discussion on the challenges and opportunities in golf course community development.

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