

OWNER PROFILE

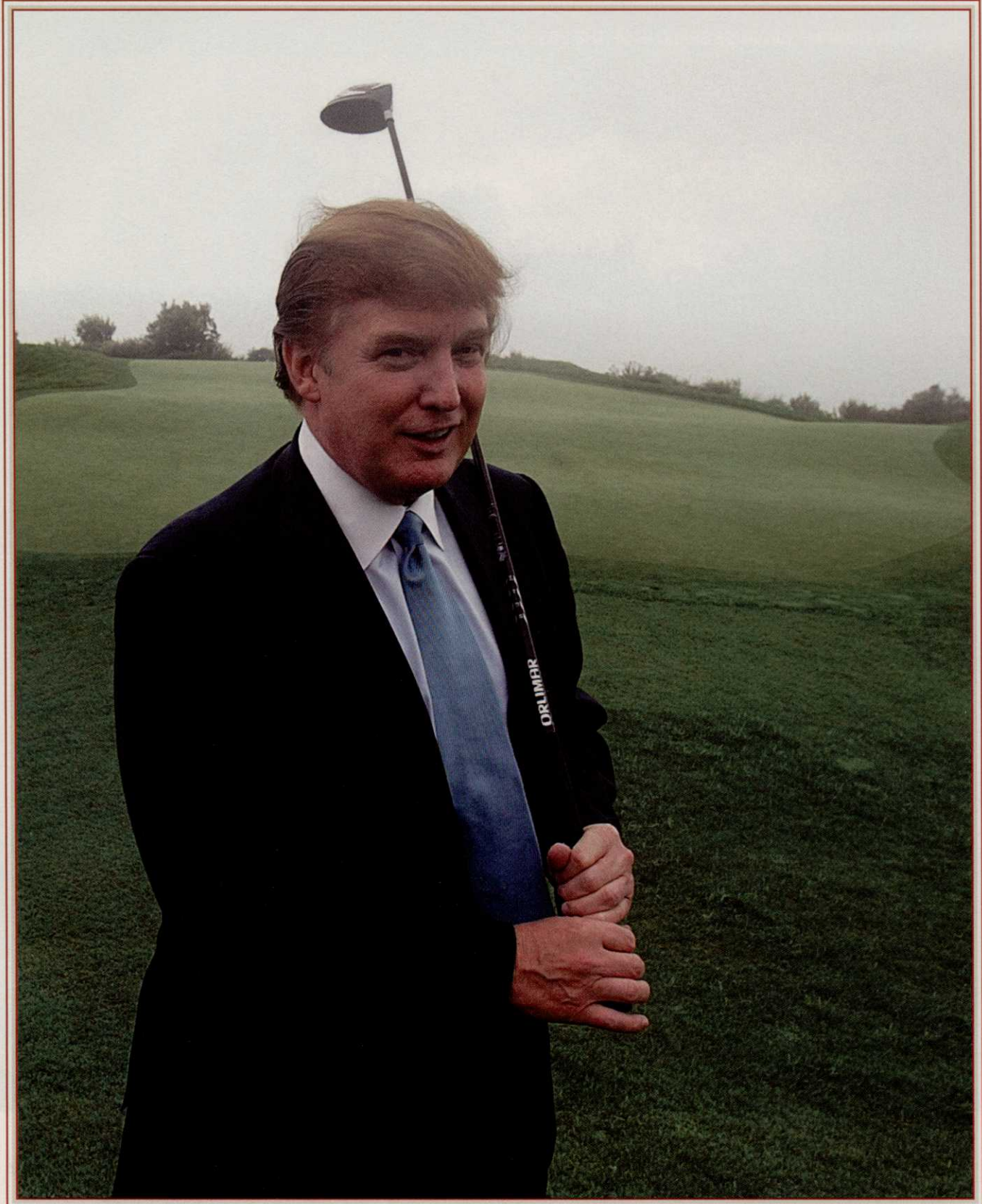


Photo: Associated Press

ON TRUMP'S TURF

A LOOK AT WHY THE DONALD IS
DOING BUSINESS IN THE GOLF INDUSTRY

BY PAT JONES

The romantic notion of owning a golf course has attracted the very rich and very famous for a long time. The very rich include the likes of Blockbuster Video founder Wayne Huizenga (the Floridian Golf & Yacht Club in Palm City). The very famous include Clint Eastwood, who is part-owner of Pebble Beach Golf Links, and Willie Nelson, who owns Pedernales Golf Club in Travis County Texas near Austin. But there's only one golf course owner who is very, very rich and very, very famous. You might have heard of him. His name is Donald J. Trump.

Unless you've been hiding under a rock for many years, you know Donald Trump is building and buying ultra-high-end facilities in our happy little market on a remarkable scale. In just seven years, he's amassed a portfolio that includes three Trump Na-

tional properties (Los Angeles, Bedminster, N.J., and Westchester County, N.Y.), two Trump International facilities (Palm Beach, Fla., and the Grenadines in the Caribbean) and one planned property in Scotland. The Trump Organization has invested \$200 million in the U.S. golf industry.

Reciting Trump's biography is pretty much unnecessary given that he's one of the most recognized people on the planet, but it's sufficient to say he got his start as a New York City real estate developer who diversified into casinos, hotels and pretty much anything that makes money. Oh, and you might know him from his occasional appearances on TV, including his own show, "The Apprentice."

Now, he's investing significant money into golf at a time when many banks and investors are running away from the business.



Donald Trump, who is building a 36-hole golf club in Aberdeen, Scotland, says he made golf a good investment, regardless of market conditions, because he has built the best golf courses in the best locations. Photo: Derek Ironside

Why? What's The Donald's passion for the game like? What's his interest in the business? What's his time on the course like? Trump answered these questions and more in between battling with Rosie O'Donnell, promoting the new season of "The Apprentice" and buying Tokyo (just kidding). Enjoy.

WHY DO YOU LOVE THE GAME?

Golf is a brain game, and it's beautiful on the course. There's nothing not to like about it.

HOW OFTEN DO YOU ACTUALLY GET TO PLAY 18 HOLES WITHOUT BEING INTERRUPTED BY BUSINESS?

It happens occasionally. Because I own the

courses I play, I'm working at the same time because I'm always making improvements as I go along. That way, I get to play more but don't feel guilty.

WHAT'S UNIQUE ABOUT EACH OF YOUR GOLF PROPERTIES?

Each one is spectacular for its own reasons, whether be it waterfalls or the ocean.

GOLF IS FLAT, YET TRUMP GOLF IS GROWING. WHY IS THE GOLF MARKET A GOOD INVESTMENT RIGHT NOW?

I made it a good investment because I've built the best courses at the best locations.

WHICH GOLF COURSE DESIGNERS -



Trump National Golf Club Westchester

Location: Briarcliff Manor, N.Y.
Course length: 7,261
Architect: Jim Fazio
General manager: Dan Scavino
Golf course superintendent: Ryan Batz
Golf director: Cary Stephan



Trump International Golf Club at Raffles Resort

Location: Canouan Island, the Grenadines
Course length: 6,500
Architect: Jim Fazio
General manager: Gilbert Madhavan
Golf course superintendent: David Foster
Head golf professional: Simon Blanshard



Trump National Golf Club

Location: Bedminster, N.J.
Course length: 7,560
Architect: Tom Fazio
General manager: David Schutzenhofer
Golf course superintendent: Gregory Nicoll
Head golf professional: Michael Fisher



Trump International Golf Links

Location: Menie Estate, Aberdeen, Scotland
Project director: Neil Hobday
Director of membership, marketing and PR: Lora McCluskey
Development plans: two championship golf courses and a turfgrass research center. The courses will be designed by Donald Trump in association with Tom Fazio and his firm Tom Fazio II LLC. The courses are scheduled to open in the spring of 2008. The cost of the links course is estimated at \$18 million and the entire development at \$500 million.



Trump National Golf Club

Location: Los Angeles
Course length: 7,242
Designer: Donald Trump
Director of golf: Mike van der Goes
Golf course superintendent: Martin Howard
Head golf professional: David Conforti



Trump International Golf Club

Location: West Palm Beach, Fla.
Course length: 7,326
Architect: Jim Fazio
Director of club operations: Bill O'Connor
Golf course superintendent: Andy Kjos
Head golf professional: John Nieporte

THE TRUMP PORTFOLIO

LIVING OR DEAD - ARE YOUR FAVORITES?

The Fazios are masters at what they do, as are Pete Dye and Rees Jones. I love them all.

IF YOU COULD PICK ANY THREE GOLF COURSES IN THE WORLD TO ACQUIRE TOMORROW, WHICH COURSES WOULD YOU CHOOSE AND WHY?

They would all be unobtainable.

SUPPOSE A FEW OF YOUR APPRENTICES WANTED TO GET INTO THE GOLF BUSINESS. WHAT ADVICE WOULD YOU GIVE THEM?

They should learn everything about golf, from course design to the game itself, and the history of the game from day one. Then I would tell them it is a tough business.

WHAT ARE YOUR STATED EXPECTATIONS FOR THE QUALITY OF THE CONDITIONING AND TURF ON YOUR COURSES?

They've got to be perfect.

TELL US ABOUT THE SCOTTISH DEAL. WHERE DO THINGS STAND?

That's a beautiful project, and it will be sensational. It's historic and innovative, and it will be an international destination for all serious golfers. It's the best piece of land I have ever seen for golf.

GOLF COURSE SUPERINTENDENTS PLAY A HUGE ROLE IN THE SUCCESS OF A COURSE. HOW MUCH HAVE YOU LEARNED ABOUT THEM AND WHAT THEY DO?

I've learned that they have to love the game to be effective. They have to be passionate about their job or it won't work.

WHAT'S NEXT FOR TRUMP GOLF? WHAT'S YOUR ULTIMATE VISION FOR THE COMPANY?

To build and own the greatest golf courses anywhere in the world. My Los Angeles course was just ranked No. 1 in the state of California. Trump Golf is already No. 1 in the country, and it will be No. 1 internationally in a short time. GCI

For more information about Donald Trump's golf courses, visit www.trumpgolf.com.