



## BEDFORD SPRINGS RESORT

Hunter Public Relations was extraordinarily successful with its studied and targeted national launch of Pennsylvania's historic Bedford Springs Resort, following an intricate, multi-faceted renovation and expansion project.

The landmark, four-season resort situated in the Southern Allegheny Mountains underwent a dramatic, \$120-million renovation and expansion that after three years of dedicated efforts culminated with a grand re-opening in July 2007. HPR developed messages around the resurrection of the 185-acre Bedford Springs Hotel National Historic District's seven historic buildings and eight natural mineral springs, as well as the restoration of the legendary spa, conference center and historic Bedford Springs Old Course.



*"It's back,  
posher than ever"*

— THE  
PHILADELPHIA  
INQUIRER

HPR's national awareness campaign informed media about the former "springs hotel" and National Landmark once known as the "Carlsbad of America." HPR strategically targeted national, regional and local

media, created a comprehensive media kit, managed professional photo shoots, distributed key news releases, and orchestrated signature events that successfully attracted media and booked guests.



Special events developed and executed by HPR included:

- Autumn Wine and Food Extravaganza featuring *Bon Appetit*
- Cooks and Corks Weekend
- 150th Anniversary of the Trans-Atlantic Cable
- Women's Wellness Weekend



At its 52nd annual Adrian Awards ceremonies, Hospitality Sales & Marketing Association International (HSMIAI) singled out Hunter Public Relations for its significant media-relations efforts on behalf of Bedford Springs Resort. HPR received a 2008 Bronze Adrian Award from HSMIAI in the "New Opening/Launch" category, public relations division.



Coverage of the resort's return appeared in numerous national and major market media, including: *USA Today*, *The Washington Post*, *WBAL TV* (Baltimore), *the Washingtonian*, *Spa* magazine, *National Geographic Traveler*, *The Philadelphia Inquirer*, *the Pittsburgh Post-Gazette*, *Washington Woman*, *WUSA TV* (Washington, D.C.).

HPR also managed efforts that resulted in Bedford Springs winning several prestigious awards from organizations such as the Society of America Travel Writers and Pennsylvania Historic Preservation society.

## GOLF COURSE RESTORATION: BEDFORD SPRINGS OLD COURSE



Creating and executing a strategic media plan to launch a renovated golf course requires coordinating efforts that are similar, but in reality much different, than those that apply to

the opening of a new facility. The focus of the key messages depends on how much of a connection to the past, if any, should be maintained, in creating the desired image for the property. The process can be shaped significantly by whether the original golf course architect is involved with the project and in the early stages, it is important to identify the driving force behind the message.

*“Akin to a walk  
through golf history”*

— DALE LEATHERMAN,  
ROBB REPORT

Hunter Public Relations • Special Events (HPR) was retained by Bedford Springs Resort, a historic four-season resort situated in the Southern Allegheny Mountains of south-central Pennsylvania, to promote the property’s dramatic \$120-million, three-year renovation and expansion that culminated with a grand re-opening in July 2007. A significant part of the project was the masterful restoration of the legendary Bedford Springs Old Course.



HPR was extraordinarily successful with its studied and targeted national launch of this meticulous restoration of a golf industry landmark, which included the modernization of the course’s infrastructure and significant restoration of wetlands, all without compromising the integrity of the original design.



HPR developed and implemented a national awareness campaign that informed media about the project, strategically targeting national, regional and local media. HPR worked closely with renowned golf course architect Ron Forse, the head of Forse Design, to create a comprehensive media kit and formulate specific messages that would portray the redevelopment of the property in the most positive light.

HPR also developed storylines around the restoration of stabilization of Shobers Run, a tributary to the Juniata River,



which was a major achievement in the reviving of the ecological balance of this special section of southern Pennsylvania.

HPR coordinated photo shoots, distributed key news releases, and orchestrated signature events that successfully attracted media and booked guests.



## SUNRIVER RESORT

When Sunriver Resort shifted its emphasis in hopes of becoming recognized as a premier golf destination, HPR designed a strategic, multi-layered publicity and promotional program which, over the span of three years, took the previously regionally-known resort, located in central Oregon, to recognition as one of the top 10 golf resorts in America.



*“The ‘wow’ factor persists throughout this meadowland darling, where course design and natural beauty co-star contentedly.”*

— ALLEN ALLNOCH,  
COLUMNIST,  
LINKS MAGAZINE

HPR launched Crosswater Golf Club in 1995 with a successful media blitz, which among other things, resulted in *Golf Digest*’s “Best New Resort Course” rating. The agency focused on the Resort’s golf amenities, including the Meadows and Woodlands courses and the Sunriver Golf Learning Center, with an emphasis on the woman golfer.



Through its extensive network of golf industry contacts, HPR created and convened the Sunriver Resort Women’s Golf Forum. Bringing together a group of women from all areas of the golf industry, the Forum helped Sunriver develop strategies on how to better serve the needs of women golfers. This endeavor further enhanced Sunriver’s reputation for serving the needs of women golfers, landing it among *Golf for Women*’s top-rated resorts in the country. The Forum met biennially from 1997 to 2003.

In 2000, HPR garnered considerable media coverage for the Meadows Course, which reopened after a year-long \$3.2 million renovation.



HPR’s 12-year relationship with Sunriver Resort was highlighted by an ever-increasing amount of positive media coverage on a national basis. The client recognized the fruits of HPR’s efforts with a demonstrated increase in across-the-board revenues, demand for tournament play on its golf courses and its first-ever designation as a *GOLF Magazine* Gold Medal resort.



**SAND HOLLOW RESORT**

In 2006, award-winning golf course architect John Fought of John Fought Design, took on a project amid some 900 acres of scenic, red-rock terrain in Southern Utah, close to Zion National Park, which would result in a world-class destination resort golf course, called Sand Hollow Resort.



Understanding the keen competition within the destination golf resort industry, Fought knew it was imperative for the development team at

Sand Hollow Resort to quickly seize the attention of the regional media. Fought, a former star golfer at Brigham Young University and later on the PGA Tour, recommended that the development team utilize HPR, which has helped generate significant publicity for his company the past six years.

HPR wasted little time in determining the strategies that needed to be developed and how best to create media interest in a resort being developed 15 minutes from St. George, Utah — a region that has fast become one of the west's top destinations with its year-round warm weather, excellent golf courses and proximity to a recreational paradise.

*“It will be the kind of course where you will play a hole, be overwhelmed at what you see and can't wait to get to the next hole, just to see what's up next, again and again”*

— FORREST FEZLER, FORMER PGA TOUR PRO, TO THE *DESERET MORNING NEWS* (SALT LAKE CITY) ON SAND HOLLOW RESORT



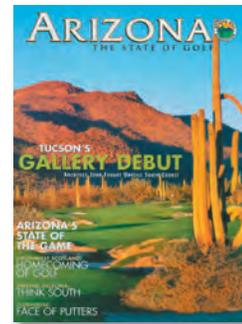
Ultimately, HPR orchestrated a “sneak preview” news conference at Thanksgiving Point Golf Club — a “sister course” to Sand Hollow — during the annual Nokia Champions Challenge, a two-day golf tournament featuring prominent PGA and LPGA Tour players. Though the event was held in Lehi (close to Salt Lake City), some four hours north of Sand Hollow Resort,

HPR locked into the built-in media audience that the new project was seeking.



Determining the most effective day and time for a presentation, HPR presented designer Fought along with the Sand Hollow team at a news conference, strategically linked with a media luncheon and special gift (an Odyssey putter for all who attended). An introductory press kit and video overview of the project were created and distributed to the media, as well,

with HPR staff on site to facilitate media needs.



The event drew near unanimous attendance from the local and regional print and electronic media. The

announcement drew prime placement on the evening newscasts as well as significant stories in regional newspapers, including the prominent *Deseret Morning News*. In addition, national club and golf trade publications picked up the story in the ensuing months, adding to the momentum being built.



The execution of the news conference at Thanksgiving Point was an effective first step in the media outreach for a resort that is certain to become a well-known destination.

**GOLF COURSE ARCHITECTS**

Since its inception, HPR has enjoyed working relationships with some of the most respected golf course architects and design firms in the world.

Through the years, the list has included the legendary names of Arnold Palmer, Jack Nicklaus, Robert Trent Jones, Jr. and Greg Norman. Other designers include several whose image has been enhanced by HPR: Jim Engh, Ron Forse, Gene Bates and, most notably, John Fought.

Throughout 2007, HPR created media anticipation for world-class competition on Fought courses that landed the former U.S. Amateur Champion on the cover of *Golfweek* magazine. The outreach also made Fought the center of attention in numerous magazine and newspaper feature stories, including *Sports Illustrated*. In the process, Fought's profile in the industry is rising and he has become one of the most highly sought-after architects in the business.



*"It's a living, playable museum of classic golf course architecture. People are going to love it."*

— RON FORSE,  
ARCHITECT,  
BEDFORD SPRINGS  
OLD COURSE (ABOVE)



*Bayonet Black Horse*

HPR's understanding and appreciation for the golf course architect is shown in many ways. It certainly was evident in its outreach for the Old Course at Bedford Springs Resort, which reopened in 2007. Working side-by-side with Forse Design, HPR combed through historical information in order to shed light on the significance of resurrecting the course with holes designed by Spencer Oldham (1895), A.W. Tillinghast (1912) and



*The Reynolds Plantation*

Donald Ross (1923). Forse, whose meticulous dedication to restoring classic courses is highly respected, garnered "Restoration of the Year" honors from *Golf Inc.* for the Bedford Springs project.

In contrast, HPR showed its versatility by working with Donald Trump, whose signature as a golf course designer often materializes in Disneyesque waterfalls. HPR nonetheless provided Trump with perfectly executed media strategies that resulted in his courses being more universally accepted and awarded by the media.

And the HPR beat goes on: Among its newer clients is Phil Mickelson Design, in conjunction with the firm's first project, River Rock, outside of Asheville, North Carolina.



**THE FINE ART OF PAMPERING**

Spas are no longer an optional amenity for top-level resorts. Oftentimes, they define a resort and its reputation. Over the past six years, HPR has been involved in positioning and promoting the spas affiliated with its resort and private country club clients. In some cases, we've been in on the ground floor of planning and brainstorming; for other clients, we've come on board after a renovation to focus new attention on this important amenity.

HPR researches key features, indigenous ingredients, seasonal treatments and industry trends, in order to guide our spa clients to maximum media coverage. Each spa has its own special attributes and treatments, which HPR spotlights in a customized media-relations strategy. Usually, the plan calls for media visitations, with spa writers, travel editors and health and fitness media, plus a heavy emphasis on high-quality visuals.

Months after a facility's doors officially open, spas are kept in the forefront with distribution of updated photography, creation of gift packages that include signature treatments and body products, and emphasis on holiday gift-giving opportunities such as Valentine's Day, Mother's Day and Christmas.

In several cases, HPR's pre-opening analysis determined that meeting planners place a high priority on selecting resorts with on-site spas. Hence, HPR placed a particular emphasis on targeting meeting publications for its clients with conference facilities. We've also researched and showcased trends, such as couples treatments, men-only areas and teen pampering.



*Spa Coeur d'Alene*



*Spa Minérale*



*Springs Eternal Spa*

Among the spas that have been promoted by HPR are:

- Spa Minérale at Lansdowne Resort
- Springs Eternal Spa at Bedford Springs Resort
- Wintergarden Spa at Wintergreen Resort
- Sage Springs Club and Spa at Sunriver Resort
- Spa Coeur d'Alene at The Coeur d'Alene Golf & Spa Resort
- The Spa at Trump National Golf Club, Westchester

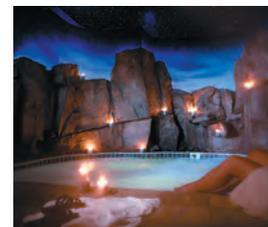
According to Karen Moraghan, one of HPR's principals, her agency's spa work



*Wintergarden Spa*

is testimony to its ability to work on myriad types of accounts. "While we pride ourselves on the reputation

we have built in the golf and resort industries, and through our deft orchestration of special events, our successful roll-out of new and renovated spas shows just how versatile we can be."



*Sage Springs Club and Spa*



**COMMEMORATIVE CELEBRATIONS AND GRAND EVENTS**

HPR is unrivaled in its planning and coordinating of commemorative anniversary celebrations. Since its great success with the United States Golf Association's Centennial year (1995-96), during which the agency created and managed many activities including galas on both coasts, HPR has become a key resource for golf associations and other organizations celebrating significant anniversaries.



Additionally, our team has coordinated celebrations for labor unions, charities and championships, including the Walker Cup, Girls' Junior and U.S. Open Champions' reunions. Most recently, HPR has been involved in the planning for the re-opening of the USGA Museum and Arnold Palmer Center for Golf History in Far Hills, New Jersey.



Special attention is paid to detail and planning, creativity and design. HPR's programs range from gala dinners to traveling exhibits to Hollywood-type extravaganzas. In addition, a commemorative book, collage or video provides memorable keepsakes for attendees to take home.



The agency's breadth of experience and media database offers an advantage to planning any anniversary or commemorative occasion.





Trump National Golf Club

## GOLF COURSE OPENINGS

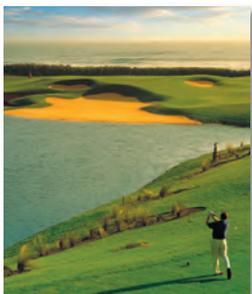
Creating a buzz has never been difficult for Donald Trump. But when Trump personally redesigned a golf course along the Pacific Ocean — which had been best known for a landslide that wiped away the 18th hole — he needed more spin control than he ever had with a lob wedge.



Trump National Golf Club, Bedminster

*“If you love to tee it up on the classics, you’ll love Bedford Springs. ... the Old Course is a living museum piece for fans of Golden Age architecture.”*

— JOE PASSOV,  
SENIOR EDITOR,  
GOLF MAGAZINE



Ocean Hammock

There were numerous issues surrounding the revival of Trump National Golf Club, Los Angeles. Chief among the concerns were the environmentally sensitive habitats, indigenous plants, fragile eco-system on

which the holes were designed, plus strict coastal regulations.

Utilizing Hunter Public Relations’ finely crafted strategies and solid connections to national and regional golf media, the unveiling came about in blockbuster fashion. The print and electronic media consistently delivered key messages about the course — breathtaking views, environmental sensitivity, superior course conditions and a luxurious clubhouse.

HPR also was called upon by Trump to introduce Trump National Golf Club, Bedminster in New Jersey to the world, which ultimately debuted at No. 48 in *GOLF Magazine’s* “Top 100 American Courses” in its inaugural year.

Then in 2000, HPR created unprecedented media anticipation for the end-of-the-year opening of Ocean Hammock, the Jack Nicklaus Signature Design on Florida’s northeast coastline. Within three months of opening, the golf course was cited by *GOLF Magazine* as one of the “Top Ten New Golf Courses” its readers could play, and later was named one of *Golf Digest’s* “Top Ten Upscale Courses.”



Bayside Resort

When the fifth hole of the world-famous Pebble Beach Golf Links underwent a transformation by Jack Nicklaus, the Pebble Beach Company called upon HPR to orchestrate the media coverage. The results were striking, including a new ranking as the No. 1 golf course in the world by *Golf Digest*.

In 2007, HPR contributed to the opening of the first private course within the award-winning Reynolds Plantation community – The Creek Club, designed by Jim Engh. The course has been recognized by *GOLF Magazine* among the “Top Ten New Private Courses” to open in the past year.

From the earliest stages of conceptualization through to the opening events and, perhaps, most importantly, for six months after the grand opening, HPR works



Creek Club at Reynolds Plantation

closely with the marketing team, golf course architects and membership sales personnel to create and execute strategies for maximum visibility. HPR handles everything from event conception, punch lists, invitations and invitation lists, speech writing, press kit development, gift selection, photography and event execution.

**PUBLICATIONS**

HPR's full-service capabilities include the ability to envision, create and execute a strategy to produce quality publications. The agency was a driving force behind the launch of the community magazine of Reynolds Plantation, *Linger Longer*, and contributes significant editorial content for each issue of *Overlook* on behalf of Wintergreen Resort in Wintergreen, Va.

With more than 50 years of combined editorial and publication management skills, HPR boasts an award-winning pedigree in feature writing, no matter the subject. That has allowed HPR to serve as a major influence on the planning, presentation and ultimate success of both *Linger Longer* and *Overlook* quarterly magazines. Our content contributions have included cover stories, in-depth profiles and special reports on upcoming events, as well as assorted themed essays on respective resort-related topics.

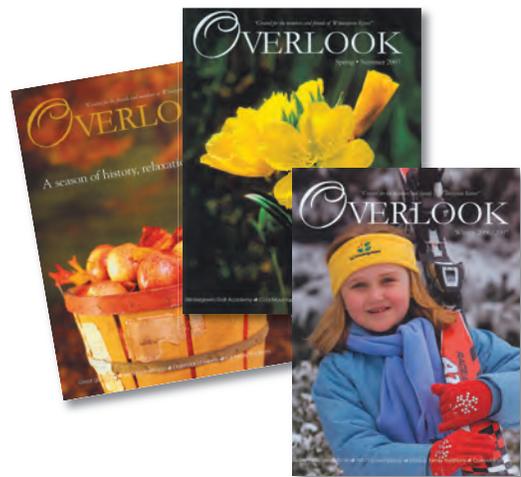
HPR also contributes content to independent golf web sites and magazines and annually provides statistical updates and editorial summaries for the official media guide of the AT&T Pebble Beach National Pro-Am.

HPR has provided essential editorial assistance in the production of several books. Our work included editing, writing and direction for "Building Champions" by Dr. Bee Epstein-Shepherd (Becoming Press, 2005), which HPR then launched with a media outreach campaign.



In addition, HPR provided valuable consultation and measurable execution to client *Golf Odyssey* in its launch of "Guide to Planning the Ultimate Golf Vacation" and "Planning the Ultimate Bandon Dunes Golf Vacation."

On behalf of Reynolds Plantation, HPR worked to select the graphic designer, writer and printer for "Linger Longer – The History of Reynolds Plantation," (Linger Longer Development Company, 2006), now in its fifth printing.



*"The features, photography and tidbits...add up to one of the most interesting and informative issues of Linger Longer Magazine."*

— BILL HOUGHTON,  
VICE PRESIDENT,  
MARKETING,  
LINGER LONGER  
COMMUNITIES

