

BALLENISLES . . .

THE CLUB THAT GOT IT RIGHT

The membership is excited to share the details of the recently completed \$38 million in new club amenities.



PALM BEACH GARDENS, FLORIDA: BallenIsles Country Club is one of the most historically important golf communities in America. From the mid-1960s to the mid-1970s, BallenIsles, with its 54 holes of golf designed by Dick Wilson and Joe Lee, was the headquarters for the PGA of America.



The host club of many prestigious tournaments, including the PGA Seniors, the PGA Championship, and the World Cup, it also staged the first PGA Merchandise Show and was the site of the original qualifying school for PGA Tour players. Vintage photos adorning the walls in the clubhouse are a pleasant reminder of the club's rich heritage. Famous names such as Jackie Gleason, Jack Nicklaus, Bob Hope, and Lee Trevino were frequent guests.

The community has not rested on its laurels. Today, BallenIsles is a member-owned, thriving club pulsating with activity. Its 1,400-member families enjoy a 72,000 square-foot contemporary clubhouse, a new 62,000

square-foot sports complex, 22 tennis courts, three restaurants, and an inviting resort-style pool in a lushly landscaped tropical setting.

BallenIsles is located 15 minutes from the Palm Beach Airport and a short drive from many of the best shopping, dining, and cultural activities that Palm Beach has to offer.

BUILDING ON SUCCESS

"We are in a new era at BallenIsles," stated General Manager Derrick Barnett. "The Club has made some extraordinary capital improvements over the past three years. A \$9 million redesign of our East Course was completed 24 months ago, and we have just launched the new BallenIsles Golf Academy. Our grand clubhouse is shining from a \$3.6 million refurbishment completed this past summer, and our brand new \$26 million sports complex opened just over a year ago."

The impressive facility includes a 5,500 square-foot fitness facility and an 8,000 square-foot spa/salon.

"Our extensive infrastructure and service level is reflected in our excellent member satisfaction ratings," said Barnett. "Out of almost 200 clubs managed worldwide by Troon Golf, BallenIsles was awarded 'Facility of the Year' in January 2011."



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ARGUABLY THE FINEST SPORTS COMPLEX IN FLORIDA

The BallenIsles Sports Complex is impressive. Amenities include a fitness center with floor-to-ceiling windows overlooking the pool area; dedicated Pilates, aerobic and spin areas; private physical therapy rooms; 22 tennis courts; the chic Cosmo & Company Spa; well-appointed locker rooms; a large, tropical resort pool; the kids’ club; and the trendy Bistro 105 restaurant with an open kitchen and pizza oven.

No detail has been overlooked; down to the complimentary towel service and sunscreen provided poolside. The fitness center includes the latest in weight and stretching equipment. All cardio machines are equipped with flat screen televisions and USB ports while a Kinesis Wall, an innovative system for both physical therapy and functional training, is put to good use in a gym staffed with 11 personal trainers and several physical therapists.

“Some of our more popular poolside activities include dive-in movie nights, luaus, and water aerobics,” Barnett noted. “We take our members’ personal well-being seriously and want them to enjoy their lifestyle for a long time. If a member is ever injured, there’s the additional convenience of having their prescribed physical therapy

conducted by our trained experts right here, without having to drive elsewhere.”

A CREATIVE BUSINESS PARTNERSHIP

BallenIsles has established a groundbreaking business concept in the industry. They have awarded the chic Cosmo & Company the right to operate the 8,000 square-foot salon and spa within the sports complex. “Men may not mind too much who cuts their hair from one appointment to the next, but women certainly do,” expressed Dawn MacLellan, managing partner of Cosmo & Company.

“There is a trust factor that is established between the membership and our professionals. This is not a transient



(Top) The BallenIsles capital improvements over the last three years included the new Sports Complex and the Golf Academy. (Above) “Under The Big Top,” one of many functions at BallenIsles.

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group of people; members expect an exemplary level of service. Our stylish spa includes eight treatment rooms and our salon features five hair stations and four manicure positions.”

TENNIS IS NOT AN AFTERTHOUGHT AT BALLENISLES

BallenIsles has made a huge commitment to tennis. It offers one stadium court (seating 500) and 19 clay and two hard surface courts. Staffing includes six tennis pros and two directors.

“Our goal is to be the most successful country club tennis facility in the nation,” said Barnett. “This year, we hosted, for the 17th year, the ITF international Les Grandes Dames senior women’s tournament featuring world-ranked players.



“Five hundred of our members play on a regular basis and over 150 play in leagues around South Florida.”

THERE IS ALWAYS A GAME

“BallenIsles’ three courses provide great variety for our members,” said Brian Kelley, director of golf. “The East Course is our toughest and is known for its deep bunkers and contoured greens. Our sand traps are almost legendary! If you hit an errant shot and catch one of our notoriously deep bunkers, you quickly get a good lesson on why golf can be such a humbling sport. Our South offers a good challenge to all ability levels and the North Course is shorter and member friendly,” explained Kelley.

“We have four very active golf associations and a strong calendar of tournaments all year. The Men’s Golf Associations are active in raising money for charity, with the Arnie’s Army Tournament for prostate cancer this

year breaking a national record by raising \$75,000 in one day. The Women’s Associations Play For Pink are some of the strongest breast cancer charity events in the region,” said a proud Kelley. “With the lead of our Director of Instruction Jeff Fitzherbert, we are striving to create the highest quality of instruction in the country including a fully-equipped golf academy.”

I CAN’T THINK OF A BETTER PLACE TO LIVE

“We are not just a golf community,” explained Steve Monheim, member at BallenIsles.

“BallenIsles holds hundreds of social events every year. Our membership involvement at social functions is strong,” said Monheim. “We are not just all about golf and tennis. We field six bridge teams and offer special interest groups such as a photography club, wine lovers’ club, and a women’s club; we even have multiple book clubs. Every day, there are at least five fitness classes scheduled in our aerobics room.

“Last week, my wife Ronda turned to me and, with an astonished look on her face, said, ‘I can’t believe we have a free day today.’ I can’t think of a better place for us to live,” Monheim reflects. “Our community even has a dedicated dog park, children’s playground, and fitness trail.”

A BOTANICAL WONDERLAND

“As a global operations executive for Procter & Gamble, I traveled extensively,” recalled BallenIsles member Dick Feldon. “BallenIsles is one of the most gorgeous pieces of property I have ever seen, hands down, anywhere in the world. After our first visit to BallenIsles, my wife and I decided to join the club. We didn’t know a single member, but within six weeks we had more social contacts than we could handle. Meaningful connections are the core of our community. And, isn’t that the main reason you join a private club in the first place?

“It’s no secret that this is a one-of-a-kind club and we take great pride in actively welcoming new members to experience and share in the excitement we have for our community. Outgoing, friendly people tend to gravitate to other outgoing, friendly people; it’s a virtuous cycle. We feel very lucky to live here,” concluded Feldon. ■

For more information, visit ballenisles.org, or call Mary Henderson, Director of Club Marketing, at (561) 625-5742.