



CELEBRATING  
THE GREATEST ACT OF  
SPORTSMANSHIP IN GOLF

# THE CONCESSION GOLF CLUB

*Named  
“Best New Private Course”  
by Golf Digest in  
its inaugural year, the club’s  
executive chef has received the  
highest Zagat rating for  
food and service  
in Florida.*

**By Mark Pazdur, Publisher**

**“Our location is ideal. We are removed from the population center of Sarasota, yet only 20 minutes from the Sarasota Airport, 25 minutes from downtown, and 30 minutes from Siesta Key, considered by many as one of the best beaches in the country.”**

— BRUCE CASSIDY JR., GENERAL MANAGER, THE CONCESSION

SARASOTA, FLORIDA: Bruce Cassidy Sr. launched Excel Mining Systems in Bowerston, Ohio, in 1991. The company built anything that ‘holds up the roof underground’ in the highly dangerous mining business. Excel expanded to five manufacturing plants supplying equipment to 1,000 underground mining sites in North America. In 2006, with valuations high and over 50 percent market share in the industry, the Cassidy family sold the business and Bruce Sr. retired and moved to Florida.

“My father is an avid golfer and fisherman,” said Bruce Cassidy Jr., general manager of The Concession Golf Club and son of Bruce Sr. “He loved Sarasota and wanted to play the best golf course in the area. The ambience of the Jack Nicklaus course at The Concession fit him to a tee. The club doesn’t have the typical Florida feel to it. There aren’t homes lining the holes and we don’t have parallel fairways abutting one another. The feel of the course matched perfectly with my dad’s taste.” *(continued)*



**THE STORY BEHIND JACK NICKLAUS'S CONCESSION**  
**One of the Greatest Sporting Gestures in the History of Sports**

THE RYDER CUP was officially born in 1927 as a biennial tournament intended for professional golf teams representing the United States and Great Britain before it was modified to include European professionals in 1979.

On, September 20, 1969, Jack Nicklaus stood on the 18th green at Royal Birkdale golf club in Southport, England, with a one-stroke lead over Tony Jacklin, who was Britain's hot superstar at the time.

He watched Jacklin anxiously read his final putt before a hushed throng of Brits. The entire gallery silently held its breath and tightly surrounded the 18th green. Jacklin's stress was shared all over the world. If he missed his two-foot putt, the Yanks would take home the trophy and Jacklin would become a scapegoat for decades to come. If he sank his putt, it would produce the first tie in Ryder Cup history—and Jacklin would be crowned a national hero!

Nicklaus, who sympathized Jacklin's deep anguish, walked over to him and stunned the world by conceding Jacklin's two-foot putt to automatically hand Jacklin and Great Britain a tie.

*GOING INTO ENEMY TERRITORY*

"When Dad first told me he was exploring the possibility of purchasing The Concession, the enthusiasm in his voice was palpable," reported Cassidy Jr.

"During my first visit to The Concession, I was an emotional wreck. I am a huge Ohio State Buckeyes fan, and we were slaughtered the night before by the Florida Gators 41 to 14 in the 2007 National Championship. I felt I was flying into enemy territory as our airplane was on final approach. My attitude quickly changed when I entered the club. The pictures on our website don't do the club justice. There is something very special about what we have here."

The Cassidy family completed the purchase of The Concession in October 2009 and separated out the real estate. As a result, the club's membership is up 40 percent since last fall.

"Our location is ideal," continued Cassidy Jr. "We are removed from the population center of Sarasota, yet only 20 minutes from the Sarasota Airport, 25 minutes from downtown, and 30 minutes from Siesta Key, considered by many as one of the best beaches in the country."

The clubhouse at The Concession features Palladian-style architecture with large bay windows overlooking the 10th and 18th greens.

The main dining room holds a striking oil painting recreating Jack and Tony in the famous embrace at the conclusion of the 1969 Ryder Cup. The twist? The artist aged Nicklaus and Jacklin in the painting depicting how they physically looked in 2006, the year The Concession Golf Club held its grand opening.

"Our clubhouse is very livable," expressed Cassidy, Jr. "The interior was designed by the internationally

renowned Adrienne Vittadini. I consider it somewhere between European elegance and Midwestern comfort."

*EYES ON THE GROUND SINCE DAY ONE*

Terry Kennelly, golf course superintendent, has been with The Concession since the clearing of the land in 2005.

"What strikes me about our property is how different it is from the typical topography in Florida. Our mature oaks and scattering of pine trees reminds me of the Low Country in South Carolina, but we have the pleasant warm winter weather," said Kennelly.

"Mr. Nicklaus was building Sebonack Golf Club in Southampton, New York, at the same time he was designing The Concession," continued Kennelly. "Both courses exhibit the same characteristics of Nicklaus's new design style. The courses are a little more rugged and the bunkers are more ragged. That is not to say the courses aren't manicured to the highest standards—they just seem to have a more natural look and feel to them."

"Our wildlife likes the environment as well. Just about everything native to Florida is here. It is not uncommon to see wild boars, bald eagles, and fox squirrels during your round. Even the elusive Florida panther has been spotted on property."

Kennelly maintains The Concession's course is firm and fast. "I think golf is more fun this way," explained Kennelly. "Since each of our holes has a bailout area and angle to run it up to the green, having the course play firm gives you more options to attack the pin. You definitely have to think and evaluate the best route of play. Do you putt, chip, or bump and run the ball?"

"The course is a demanding, but fair, golf experience. My design plays through a beautiful setting and, over the



"Tony Jacklin is a good friend and a good competitor. His concept of The Concession Golf Club and my design have created a superb club experience." — JACK NICKLAUS



last couple of years, has opened it up to make it play a little softer," explained Jack Nicklaus.

"Tony Jacklin is a good friend and a good competitor. His concept of The Concession and my design have created a superb club experience."

*BEYOND GOLF*

The club has partnered with Sean Murphy, owner of the Beach Bistro restaurant in downtown Sarasota, to manage its food and beverage operations.

"Our strategic alliance with Sean is a coup for us," announced Cassidy Jr. "He has received the highest Zagat rating for food and service in Florida. Last Christmas, the club was invited to prepare a meal for the historic James Beard Foundation in New York City. To the best of our knowledge, Sean is the only private club chef in America to receive this prestigious invitation."

Herb Dunnington, retired chairman and CEO of the Safety Fund Corporation, knows he made the right decision by joining The Concession. "Our club is so far ahead of any other golf club in Florida, let alone the local area of Sarasota," said Dunnington. "The club's staff is 'top shelf,' we have a well run caddie program, our vast 23-acre practice facility with a double-sided driving range is about as good as it gets, and access to our fitness center rounds out a perfect amenity package."

"If you are considering joining a golf club in Florida, this is the place to be." ■

*For more information on membership opportunities, please call Bruce Cassidy Jr. at (941) 322-1922.*

*For more information on The Concession Golf Club, please visit [TheConcession.com](http://TheConcession.com).*

