

## FEATURED ARTICLE



### There's More to Trump National Golf Club Los Angeles Than Golf

*Ideally located on a Southern California ocean beachfront setting, just thirty minutes south of downtown Los Angeles, Donald's club ranks among the top three best public golf clubs in the Western USA.*

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RANCHO PALOS VERDES, CALIFORNIA: Even though Donald personally completed the redesign of the original Pete Dye track, there's more to his Trump National Golf Club Los Angeles than—just golf. Many national journalists, me included, rank it along with Pebble Beach Golf Links in Pebble Beach, California, and Wynn Golf Club in Las Vegas as the three most enjoyable golf courses in the Western USA. Overall nationally, it's ranked in the Top 100 within the United States by *Golf Digest* and *Golf Magazine*.

The irony, to me, is all three are public golf clubs.

So, what do I mean by claiming there's more than golf in his Los Angeles venue? I mean the clubhouse facilities are equally as worthy to host elite corporate meetings—as the golf course is a pleasant challenge to all golf purists. Thus corporate executives enjoy both sterling meeting facilities and a golf course sure to wow their clients.

Donald invested over \$250 million to renovate the golf course and to rejuvenate the old 45,000 square-foot clubhouse into a beautiful edifice with gold leaf painted ceilings; luxurious ocean-view dining rooms; an attractive 350 capacity Grand Ballroom; full-service locker rooms; a *Golf World* magazine award-winning Pro Shop; and superb dining facilities. The food is rated by Zagat as “very good to excellent”—the best Sunday Brunch in LA—and the best dining in Los Angeles Award by the American Academy of Hospitality Sciences. There is an appealing ocean-front driving range and an attractive driveway entrance with valet service.

The man charged with delivering these services is PGA Golf Professional David Conforti who was appointed general manager and director of golf. “We are a public golf club,” said Conforti, “offering the finest amenities found in world-class resorts and high-end private clubs.

“Donald mandated,” said Conforti, “that our food must be comparable to the Trump International Hotel in Manhattan, our meeting rooms surpass Four Seasons efficiency, service equals The Ritz-Carlton, and that our golf course exceed Pebble Beach.”

“Can you do it?”

“Yes. We do it every day.”

“With Donald’s connections,” I surmised, “you would think show business personalities and entities would be knocking down your door.”

“They are,” smiled Conforti. “As you know, Ed, all of our facilities are open to the public. It’s become a favorite site for TV commercials, private celebrity parties, charity socials, and corporate outings.

“Hanes commercials with Michael Jordan and Charlie Sheen and The Golf Channel’s ‘Tee It Up With Tiger’ are just the tip of the iceberg. The Golf Channel is a regular customer,” said Conforti.

“The Will Ferrell movie *Step Brothers*, a recent USGA ad and some scenes in the hit HBO series *Entourage* were shot here.

“Phil Mickelson and Mark Wahlberg recently played here and loved it. Donald enjoyed a round with PGA TOUR player Rocco Mediate. The list just goes on and on,” teased Conforti.

Donald’s trademark, as we all know, are waterfalls. He argues waterfalls add beauty, pleasure, color and character to a golf course. I couldn’t agree more. The waterfalls here are stunning and come into play on our 1st and 17th holes. They add breathtaking excitement on both the outset and the conclusion of your round.

*For more information, please phone (310) 265-5000; fax (310) 265-5522; or visit [trumpgolf.com](http://trumpgolf.com).*

