

# LOCHENHEATH GOLF CLUB

*Where nature is to be experienced . . .  
Where old traditions are respected, as new ones  
unfold . . . Where family reigns supreme . . .  
Where honor rules the day . . .*

BY EDWARD F. PAZDUR

**TRAVERSE CITY, MICHIGAN, (ON A FORMER CHERRY ORCHARD, ABOVE THE EAST ARM OF BEAUTIFUL GRAND TRAVERSE BAY OVERLOOKING LAKE MICHIGAN):** "LochenHeath Golf Club is a wonderful and tranquil place to be," said Roger Loeffelbein, 63, retired CEO of Sara Lee's \$1 billion Bryan Foods Division. "The beauty of the area is extraordinary. Its small town atmosphere is really most enjoyable. A number of

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—ROGER LOEFFELBEIN,  
CEO (RETIRED),  
SARA LEE, BRYAN  
FOODS DIVISION

Hollywood people—I mean big names—live here. If you came here, you’d fall in love with it.”

Loeffelbein’s glowing testimonial should not be taken lightly. His credentials are exemplary. He retired as former CEO of Bryan Foods, a \$1 billion division of Sara Lee. He carries a 7 golf handicap and plays over 150 rounds each year. He has played 63 of the world’s greatest courses; has played in Scotland and Ireland about six times; has played Augusta National and stayed at Butler Cabin—and chose LochenHeath Golf Club for a second home.

“Fortunately for me,” said Loeffelbein, “John Bryan, who was the retired CEO of Sara Lee Corporation, was a member at Augusta National and was kind enough to invite my wife and I to come there. So, actually my wife had the opportunity to stay and play as well.”

I phoned Loeffelbein at his home on Hutchinson Island in Florida. It’s a barrier island located just north of Jupiter and south of Vero Beach, near Stuart. It was early March, a time when midwesterners and northeasterners were chilled and bundling up.

### WHY HE CHOSE LOCHENHEATH

“You’re a sophisticated and discerning fellow,” I surmised and asked Loeffelbein why he selected LochenHeath for a second home.

“I didn’t necessarily do it in a planned approach,” he replied. “I bought my Florida condo in 1985 in order to some day reside on that island because I thought it was as unique as Traverse City, Michigan, in a different venue. I’m sitting here, only about 100 yards off the ocean, talking to you, looking at the ocean and enjoying the area

immensely,” gushed Loeffelbein.

“My business career took me to different parts of the United States, and at the same time, I assessed where I might want to retire one day. And, frankly, tomorrow I’ll be on my way to my condominium in Snowmass, Colorado, for some skiing.”

“Boy,” I joked, “you really know how to hurt a guy.”

He laughed, “No, Ed, I’ve been fortunate to have the best of all worlds; skiing, golfing, and the ocean.”

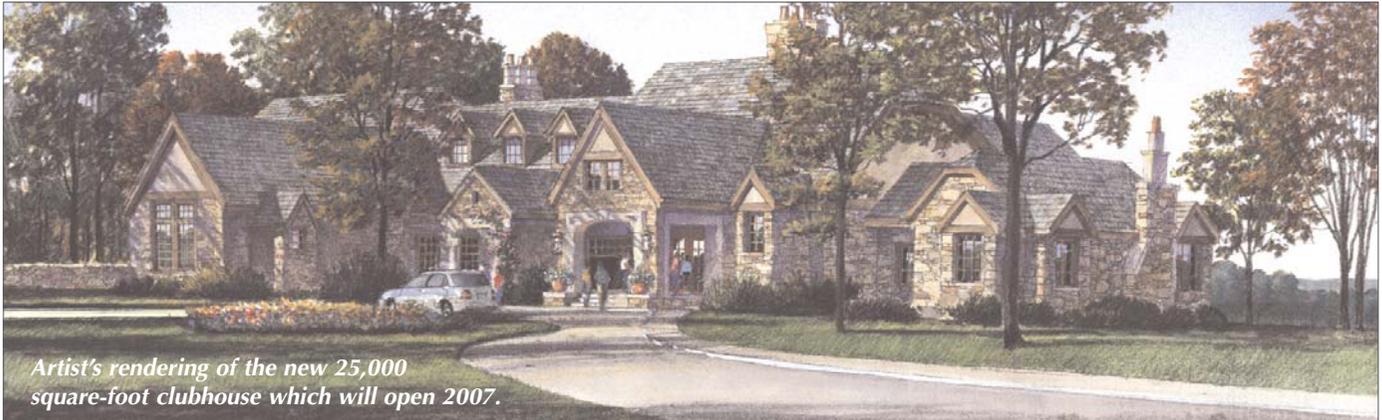
“I was right. You are sophisticated and discerning. What attracted you to LochenHeath?”

“I’m a firm believer in real estate and life,” he said, “and location is the key to enjoyment. LochenHeath is as unusual in its own way as Hutchinson Island is in its way. I’ll explain.

“Hutchinson Island is still basically unspoiled. I have the advantage here of walking out of my condo and going in one direction for a couple of miles with unspoiled beach where there are no other condos—and LochenHeath is similar,” said Loeffelbein.

“LochenHeath is also very unspoiled, it’s extraordinarily beautiful and unique in its close proximity to the Bay. Seventeen of its golf holes have views of the Bay. Even when I have a poor round of golf,” added Loeffelbein, “the beauty of the area makes it a very pleasant experience.”





Artist's rendering of the new 25,000 square-foot clubhouse which will open 2007.

LochenHeath is Scottish. Loch means lake and Heath is a native grass. The property, a scenic bluff overlooking East Grand Traverse Bay in the upper Lower Peninsula of Northern Michigan, was once a cherry orchard owned and operated for over 75 years by the Maitland family. Barb Maitland and her husband, Jim, partnered with Dr. Marc Krakow to convert the orchard into a high-end, private equity golf club along with John Lang, president and CEO of Pinnacle Development Group.

"I've met John Lang and some of his staff," said Loeffelbein. "His portfolio is impressive. He is probably best known for two exceptional communities that come to mind—Estancia Club in Scottsdale and Seven Canyons in Sedona, Arizona. His products are all high-end and high quality. I like to call him a boutique developer and I predict LochenHeath is going to be the finest venue in the Midwest."

### HOMESITES NOW AVAILABLE

Lang describes LochenHeath as a "400 unit, private, equity club with 150 single family, custom villas, and 250 custom homesites available now. We currently have a temporary 3,600 square-foot clubhouse that will be replaced by a 25,000 square footer in late 2007.

"In addition to that, we'll have a 6,000 square-foot fitness center complete with a pool, spa, bar, and restaurant. And, there will be three interconnecting lakes, all accessible by bridges and footpaths, and 29 boat slips. Members will have concierge service to the Bay with their boats and access to 1,200 feet of sandy white beach. There will be a 52-foot yacht and some 25-foot pleasure craft for members to use," said Lang.

"Is there a club membership?"

"Yes, one category," explained Lang. "An equity membership, capped at 375, for only \$30,000 at this point and \$300 in monthly dues. Memberships are by invitation only," stated Lang.

### WHY YOU MUST READ THE GROUND

Floridian Steve Smyers, 51, an avid player and an established golf course architect, has designed or renovated about 40 golf courses on five continents and has several courses listed in *Golf Digest's* top 100. His most challenging renovation had to be a remodeling project at Isleworth Country Club in Orlando, Florida, the home course of Tiger Woods and Mark O'Meara.

"At LochenHeath," recalled Smyers, "the breezes off the lake and the ground became a very integral part of our design. Every hole changes direction. We give players the ability to read the ground as they play the course. We have sandy soil, native grass, and a firm vast playing surface—it all makes the ground game very important," urged Smyers. "We offer options to take it to the air, or attack along the ground."

I understand and agree. It's a fast playing course that puts a premium on knowing how to utilize the ground to

"LochenHeath is an inspiring combination of beauty, boldness, and tranquility. Northwest Michigan is rated as the 12th best golf destination in the world."

— JOHN LANG, PRESIDENT & CEO,  
PINNACLE DEVELOPMENT GROUP



successfully negotiate its mounds and contours. A key hazard is the breeze coming off Lake Michigan.

"Imagine," concluded Lang, "the sun does not set until 10 P.M. You'll have time for a round of golf or a game of billiards at the Club—take a walk on our private beach, or enjoy a sunset cruise. You really can do it all."

For more information, please write LochenHeath, 7951 Turnberry Circle, Williamsburg, Michigan 49690; phone toll free (888) 562-4364; e-mail: [info@lochenheath.com](mailto:info@lochenheath.com); or visit [lochenheath.com](http://lochenheath.com).