

The
Greenbrier
MAGAZINE

SUMMER 2020 ISSUE 01

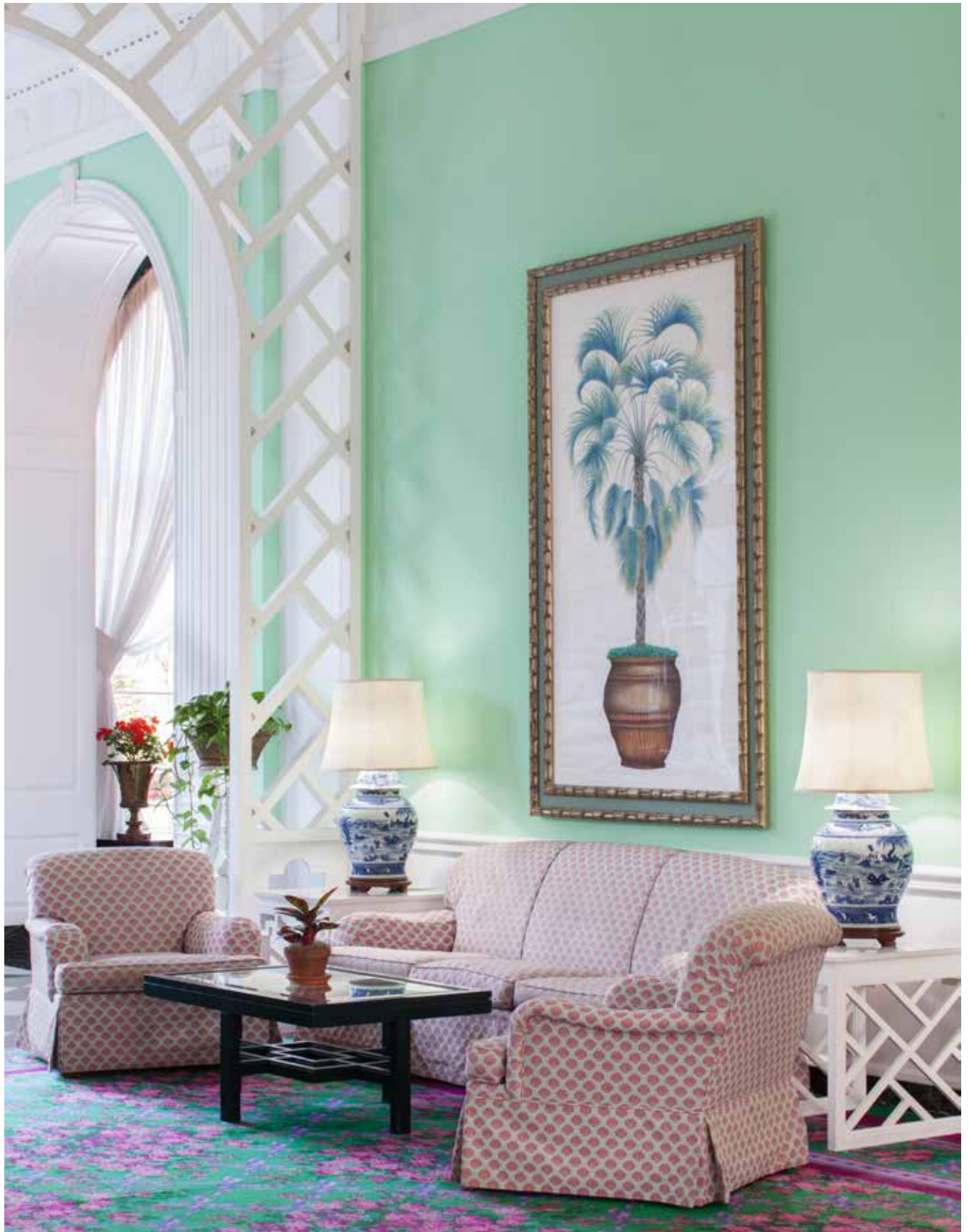
The Greenbrier Peaches
Find out where our peaches
come from.
PAGE 3

Deviled Eggs Recipe
From our kitchen to yours!
PAGE 8

Golf Masters
Meet the masters who have
played at The Greenbrier.
PAGE 16

History of Groups
PAGE 19





THE TRELIS LOBBY



TABLE OF CONTENTS

Upcoming Activities	01
The Greenbrier Peaches	03
Sulphur Water	05
Culinary Facts & Deviled Eggs Recipe	07
Famous Visitors	09
Golf Masters	15
History of Groups	19
Scenes from the past	23
Activity Wordsearch	24
Team members for 50 Years	25
Our COVID-19 Plan	28



UPCOMING EVENTS

FOURTH OF JULY CELEBRATION

JULY 2-4

The Fourth of July holiday has long been a special celebration at The Greenbrier as America's Resort celebrates America's birthday with a grand weekend full of activities. From family activities such as bingo, fun runs and lawn games to parades, concerts, food and fireworks, The Greenbrier celebrates our great nation with three days of festivities you don't want to miss.

LABOR DAY WEEKEND

SEPTEMBER 4-6

Send Summer out with a bang by spending Labor Day weekend at The Greenbrier. Enjoy mixology classes, art alive workshops and family games or take in a magic or comedy show designed for the entire family. Stay active with our Labor Day Fun Run or relax by the outdoor pool and soak up the sun as you enjoy breathtaking views of the Greenbrier Valley. There will be no shortage of entertainment as America's Resort says goodbye to summer and hello to fall with a Labor Day weekend celebration you don't want to miss.

THE GREENBRIER CONCOURS D'ELEGANCE

SEPTEMBER 4-6

Now in its third year, The Greenbrier Concours d'Élegance has grown to become one of the most anticipated and talked-about automobile events on the East Coast, and the 2020 edition promises to be the best one yet. Make plans to come join us for a weekend celebrating the rich automotive history at America's Resort™ with some of the most incredible cars in the world. greenbrierconcours.com

FALL FLAVORS OF APPALACHIA

OCTOBER 17

The Greenbrier's second annual Fall Flavors of Appalachia brings together some of the region's most loved wineries, distilleries and breweries with the award-winning cuisine from America's Resort™. Enjoy an evening filled with food, wine, spirits and music as fall arrives in the West Virginia mountains. Richard Hefner and the Black Mountain Bluegrass Boys will provide the entertainment, while The Greenbrier's culinary experts pair wines, beers and cocktails with seasonal favorites such as barbecue and blackberry dumpling cobbler.

HALLOWEEN WEEKEND

OCTOBER 30-31

Join us for a weekend filled with costumes, mystery and entertainment as The Greenbrier celebrates Halloween 2020. From trick-or-treat for the kids to the Spooky Soirée for the children at heart and a Murder Mystery to celebrate the intrigue of the season, the festive weekend will be fun for the entire family.

YOGA POWER RETREAT

NOVEMBER 6-7

Yoga Power, LLC invites you to join us for a weekend of relaxation and rejuvenation at The Greenbrier. With classes offered by Yoga Power's registered yoga teachers, there will be opportunities for yogis of all technical abilities. Along with beginner yoga, power yoga, yin yoga, meditation, and even goat yoga and aerial yoga, we will have fun, late evening events, such as hip-hop yoga.

THANKSGIVING WEEKEND

NOVEMBER 26-27

The Greenbrier has been bringing families together for more than a century, and there's no better time to bring the whole group to The Greenbrier than Thanksgiving weekend. Enjoy incredible buffets and family activities and then kick off the Christmas season with the first tree lighting of the year later that weekend.

WEEKENDS WITH SANTA

DECEMBER 4-5, 11-12, 18-19

Enjoy the twinkle in your child's eyes as the jolly old elf himself takes a break from his Christmas preparations to spend some quality time with your loved one at The Greenbrier. From story time by the fireplace, breakfast in the Main Dining Room and, of course, those cherished photos that will live on for years to come, your Weekend with Santa will be filled with holiday memories that will last a lifetime.

CHRISTMAS

DECEMBER 23-26

Celebrate Christmas the old-fashioned way with hot chocolate, carols, incredible cuisine and family. From sleigh rides in the snow and ice skating in the shadow of the picturesque resort to the Gingerbread Ball on Christmas Eve and music and worship on Christmas Day, there's no place as magical as Christmas at America's Resort.



THE GREENBRIER PEACHES

There are certain symbols that immediately come to the forefront when The Greenbrier is mentioned: the springhouse, rhododendron, Sam Snead, black and white checkered floors and, of course, peaches.

Peaches? Definitely! From the peach tea offered to guests upon check-in to the chilled peach soup at Draper's and obviously the peaches and cream served at breakfast in the Main Dining Room, Georgia may be the Peach State, but The Greenbrier is unquestionably the Peach Resort.

"We have peaches on the menu at nearly every restaurant on property in some form," said Executive Chef Bryan Skelding. "Our guests love them, and for a lot of them a trip to The Greenbrier isn't complete until they sample a Greenbrier Peach."

But where do all of these peaches come from? It may surprise you to learn that Greenbrier Peaches are actually grown in an orchard in California.

The freestone peaches used in so many recipes at America's Resort are grown and harvested by Wawona Frozen Foods in Clovis, California. They are grown in the

fertile San Joaquin Valley with the perfect conditions of warm days and cool nights. The peaches are handpicked at the peak of perfection and placed into soft canvas totes, before being loaded into large transfer bins.

The fruit is then transported with special trailers, equipped with air ride shock absorbers, to the processing facility. The peaches, brought in from the 90 to 100 degree fields, are chilled immediately to the optimal temperature of 34 degrees to preserve the freshness. From there, the peaches head to the processing line, where they are washed with clean ozone water to eliminate any dirt and microorganisms. As they travel across the conveyor belt, the peaches are visually inspected for any flaws, and any imperfect peaches are discarded.

The next step for the peaches is a trip to the Atlas Pacific pitting machine, which takes each peach and positions it so that the pitting knife can precisely cut the peach in half, allowing the pit to fall out. Once cut, the peach halves go across a color sorter that identifies any pit or large fragment and directs that peach to a specific inspection line to have any remaining pit removed by hand.

Then it's on to the lye peel, where the peach halves are sprayed with hot lye on the skin side, allowing the skin to emulsify and then wash off.

But the process isn't complete yet.

Next, the shiny peach halves travel to another set of inspectors, who designate the very best peach halves to become Greenbrier Peaches. Out of 50 million pounds of peaches produced at Wawona plants, only ½ of a percent (250,000 pounds) meet the quality factors to become Greenbrier Peaches.

Once the peach halves are selected, they are placed in the finished package and fruit puree syrup is poured over the halves to make sure they are surrounded with flavor before they are sealed. They are then taken immediately to the blast freezer at 35 degrees below zero to be frozen.

The Smittcamp Family, which owns Wawona Frozen Foods, has been growing and packing freestone peaches in California since 1945. They began freezing the peaches in 1963 and they've appeared on menus at The Greenbrier ever since. Wawona Frozen Foods is the oldest, largest and most prestigious family-owned company in the frozen peach industry.

The company's founder, Earl Smittcamp, used to personally select the peaches that were sent to The Greenbrier, and the company continues that legacy today with a careful eye on which peaches are delivered to America's Resort.

"I met Mr. Smittcamp years ago here at The Greenbrier, and he was so proud to be able to tell everyone we use his peaches here exclusively," said Chef Steve Mengel, Chef Administrator at The Greenbrier.

Mengel remembers starting his apprenticeship at The Greenbrier in 1973, and at that time the peaches were being served at the golf club on the lunch buffet in large silver bowls with whipped cream. It was called the Casino Peach by staff and guests.

Later, Mengel remembers the peaches being covered in melba sauce, topped with whipped cream and served in the Main Dining Room as a dessert known as Peach Melba.

Today, the peaches are served in a variety of forms on seemingly every inch of The Greenbrier. In 2019, America's Resort used 26,800 pounds of the freestone peaches, and it all starts in an orchard 1,600 miles from White Sulphur Springs.



Where are the peaches served today?

Main Dining Room

Peaches and Cream (breakfast and dinner)

Draper's

Ice Cream, Milkshakes, Peach Melba, Chilled Greenbrier Peach Soup

Sam Snead's

Peach Crisp, Peaches and Cream (upon request)

Prime 44 West

Peach Tea Chicken

Bars

Greenbrier Peach Tea, Peach Bellini

The Greenbrier Gourmet

Peach Tart (summer), frozen cans for sale

Banquets

Peaches and Cream, Peach Tart, Smoked Peach Tea Chicken

SULPHUR WATER

STORY BY CAM HUFFMAN

Who first discovered the incredible waters in White Sulphur Springs, West Virginia, isn't known, but it's clear that, in the middle of the 18th century, the Shawnee Indians had located an ideal hunting spot in the Allegheny Mountains, a marsh that migrating deer, elk and buffalo used as a "lick."

The source of the marsh was eventually discovered to be a strong-smelling mineral water and the Native Americans soon began to value the curative powers of the water.

In 1778, a homesteader in the area, known as Mrs. Anderson, was carried 15 miles to the wilderness spring, where a tent was erected, and a bathing tub crafted from hollowing out a log from a nearby tree. The tub was filled with spring water and heated with hot stones.

According to The Greenbrier historian, Dr. Robert Conte, in his book, *The History of The Greenbrier*, Mrs. Anderson bathed in the water and drank directly from the spring and, in a few short weeks, the pain from her rheumatism had decreased in dramatic fashion.

Word of the sulphur water quickly spread, and soon others in the region were coming to experience the healing powers of this natural spring.

By the 1780s, a "resort" began to form around the spring, made up of a collection of log cabins and tents.

In the early 1800s, cottages started popping up around the property, and guests began paying to rent out guest accommodations – many of which still stand today. In 1815, the first "springhouse" was built around the spring, and what we know as The Greenbrier today began to take shape.

In 1838, Dr. John Jennings Moorman began to create a systematic method of health care using the waters at White Sulphur Springs, and for 45 years, his guidance was sought out by thousands of visitors looking for relief from a variety of ailments. Dr. Moorman found the water effective on the bowels, liver, kidneys and skin and prescribed his patients to drink the water an hour before every meal.

The first hotel, The Grand Central Hotel, better known as "The Old White", was constructed on the property in 1858, giving even more an opportunity to come "take the waters."

A brochure printed in 1882 heralded the values of the water.

"Who is not acquainted with some member of that great army of diseases gathered together under the standard of "Rheumatism," the brochure read, "all of which disappear by the use of these waters."

In 1912, The Mineral Bath Department was constructed (the building that now houses the indoor pool) where the waters would be further used to elevate White Sulphur Springs as the nation's preeminent health resort. Medical experts from the famous European spas traveled to White Sulphur Springs to ensure that the therapy and equipment offered at White Sulphur Springs matched the finest in the world. Brochures released by the resort advertised "A European Cure in America."

By 1913, the hotel that we know today as The Greenbrier was constructed, and the sprawling resort quickly became known for golf, food, relaxation and luxury, as well as the water.

But no matter how large the expansion, The Greenbrier has not forgotten its roots.

Today, The Greenbrier Spa features six sulphur tubs where guests can relax in the waters. Visitors can simply "take the waters" with a sulphur soak or they can sign up for combination treatments like The Greenbrier Signature Treatment, which includes a sulphur soak, a Swiss shower/scotch spray and a massage. Other treatments include Waterworks, Golfer's Game Saver, Sweet Tea Simplicity, Reflex Trio, Wei to Wellness and Mint Julep Body Bliss. Each features a variety of services but begin with a soak in The Greenbrier's famous waters.

"It helps with arthritis, tendinitis and swelling in the body," said Laurie Lively, The Greenbrier Spa Manager of Technical Services. "It is also good for the skin, helping with eczema and psoriasis."

The water contains 1,416 parts Sulphur per million, as well as 439 parts per million of calcium and 125 parts per million of magnesium.

"The high volumes of calcium and magnesium help ease joint pain and skin irritations," said Lively. "The sulphur water is also extremely buoyant, which helps with relaxation."

Since Mrs. Anderson first visited White Sulphur Springs in 1778, much has changed around The Greenbrier's 11,000-acre property. The wilderness surrounding the springs now contains golf courses, Greenbrier Sporting Club homes and, of course, The Greenbrier hotel itself. But, at the center of it all, visitors are still coming to these mountains to "take the waters," just as Mrs. Anderson did nearly 250 years ago.



Above:

The Greenbrier Spa - Modern day

Top Right:

Girl taking the waters -1937

Bottom Row - Left to Right:

Guests inside Springhouse - 1870

Spring House interior -1920s

Spring house exterior -1932





CULINARY FUN FACTS

What famous Chef directed the catering of a honeymoon dinner for President Woodrow Wilson at The Greenbrier in 1915?

Chef Ettore "Hector" Boiardi, better known as Chef Boy-Ar-Dee, worked at The Greenbrier one year after coming to America from Italy at the age of 16.

How many eggs are used during the year at The Greenbrier?

714,630

How many pounds of chocolate are used in the chocolate displays that are constructed in the Lower Lobby during Christmas and Easter?

1,000 pounds

How many pastries are made each year at America's Resort?

Executive Pastry Chef Jean Francois Suteau stated over 1 million pastries are made each year

How many square feet is The Greenbrier's kitchen?
12,500 square feet

How many pounds of flour are used in a typical week at The Greenbrier?

1,500 pounds

How many pounds of butter are used by The Greenbrier's culinary department in a normal week?

1,000 pounds

How many gallons of whole milk are used during an average week at The Greenbrier?

300 gallons

Who came up with the name of Draper's for The Greenbrier's casual cafe on the Casino level?

Renowned Philadelphia chef Julie Dannenbaum, who directed a cooking school at The Greenbrier, came up with the name to honor Dorothy Draper, the iconic interior decorator at America's Resort.

THE GREENBRIER'S DEVILED EGGS

FROM OUR KITCHEN TO YOURS

INGREDIENTS

24 Eggs

¼ Cup Mayonnaise

3 Tbs Apple Cider Vinegar

½ Cup Dijon Mustard

¼ Cup Sweet Relish

Salt (*to taste*)

DIRECTIONS

Place the eggs in a pan of cold water and bring to a boil. Cook for 12 minutes, keeping the water at a simmer. Drain and rinse the boiled eggs.

Crack eggshells and carefully peel under cool running water. Gently dry with towels. Slice the eggs in half lengthwise, removing yolks to a medium bowl, and placing the whites on a serving platter. Mash the yolks into a fine crumble using a fork. Add mayonnaise, vinegar, mustard, relish, salt and pepper; mix well.

Pipe the egg yolk mixture into the egg white shells using a piping bag and tip.

Garnish with Smoked Paprika or other garnish of your choosing.



FROM THE ARCHIVES - FAMOUS VISITORS

New York interior designer Dorothy Draper posed with C&O Railway President Walter Tuohy in her classic Greenbrier creation, the Victorian Writing Room. 1954



Prince Rainier and Princess Grace of Monaco stayed in the State Suite with their children Caroline and Albert. April 1963 →

Prince Olav and Princess Martha of Norway visited The Greenbrier as part of a two-month tour of the United States. June 25, 1939



Senator John F. Kennedy and J.C. Lanier, Jr. of the U.S. Tobacco Association June 23, 1958 →

Vice President Lyndon B. Johnson is greeted by Greenbrier VP and Executive Director Truman Wright as he arrives to speak to the Magazine Publishers Association. May 8, 1961



Bob Hope with an enthusiastic new friend. May 1953 →



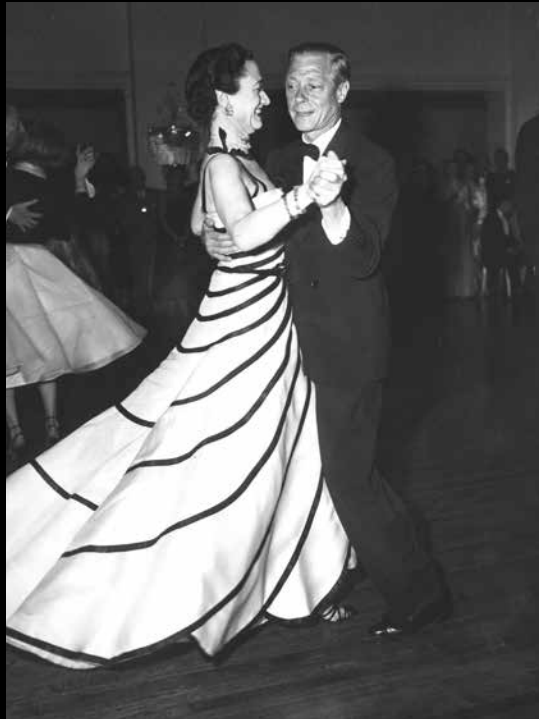
Mr. and Mrs. Anthony J. Drexel Biddle, Jr.; Mr. Biddle was the U.S. Minister to Norway and later the U.S. Ambassador to Poland. May 1935 ←



Greenbrier Assistant Golf Pro Gary Nixon (left) swapping putting anecdotes with Bing Crosby. April 1948



The Duke and Duchess of Windsor, Jinx Falkenberg, Tex McCrary May 1950 ←



The Duke and Duchess of Windsor dancing in the Cameo Ballroom, a frequent sight in the late 1940's and early 1950's.

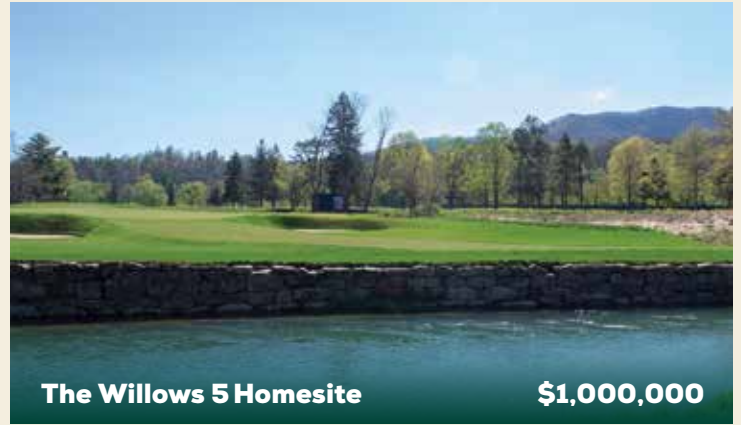


Metropolitan Opera Singer Margaret Piazza May 22, 1952 ←



**Once Upon a Time...
You Could Only Be a Guest**

 Obtain the Property Report required by Federal law and read it before signing anything. No Federal Agency has judged the merits or value, if any, of this property. This is not intended to be an offer to sell nor a solicitation of offers to buy real estate in The Greenbrier Sporting Club by residents of Hawaii, Idaho, Illinois, and Oregon or in any other jurisdiction where prohibited by law. This project is registered with the New Jersey Real Estate Commission, N.J. Reg. No. 11-59-0002. This project is registered pursuant to New York



Create timeless memories and experience an incomparable luxury lifestyle of shared well-being, joyous adventures, and exceptional sporting activities at The Greenbrier Sporting Club.

To explore homes and newly released homesites that await, please visit The Sporting Club showroom in the Lower Lobby or call 1-304-536-7792. *Prices as of 12/20/19 and are subject to change.

Real Estate at America's Resort™

State Department of Law's simplified procedure for Homeowners Associations with a De Minimus Cooperative Interest and contained in a CPS-7 application available from the sponsor. File No. HO-00-0082. This project is registered with the Pennsylvania State Real Estate Commission, Registration No. OL-000654. Use of recreational facilities and amenities requires separate club membership. John Klemish, Broker. Office located in The Greenbrier resort.



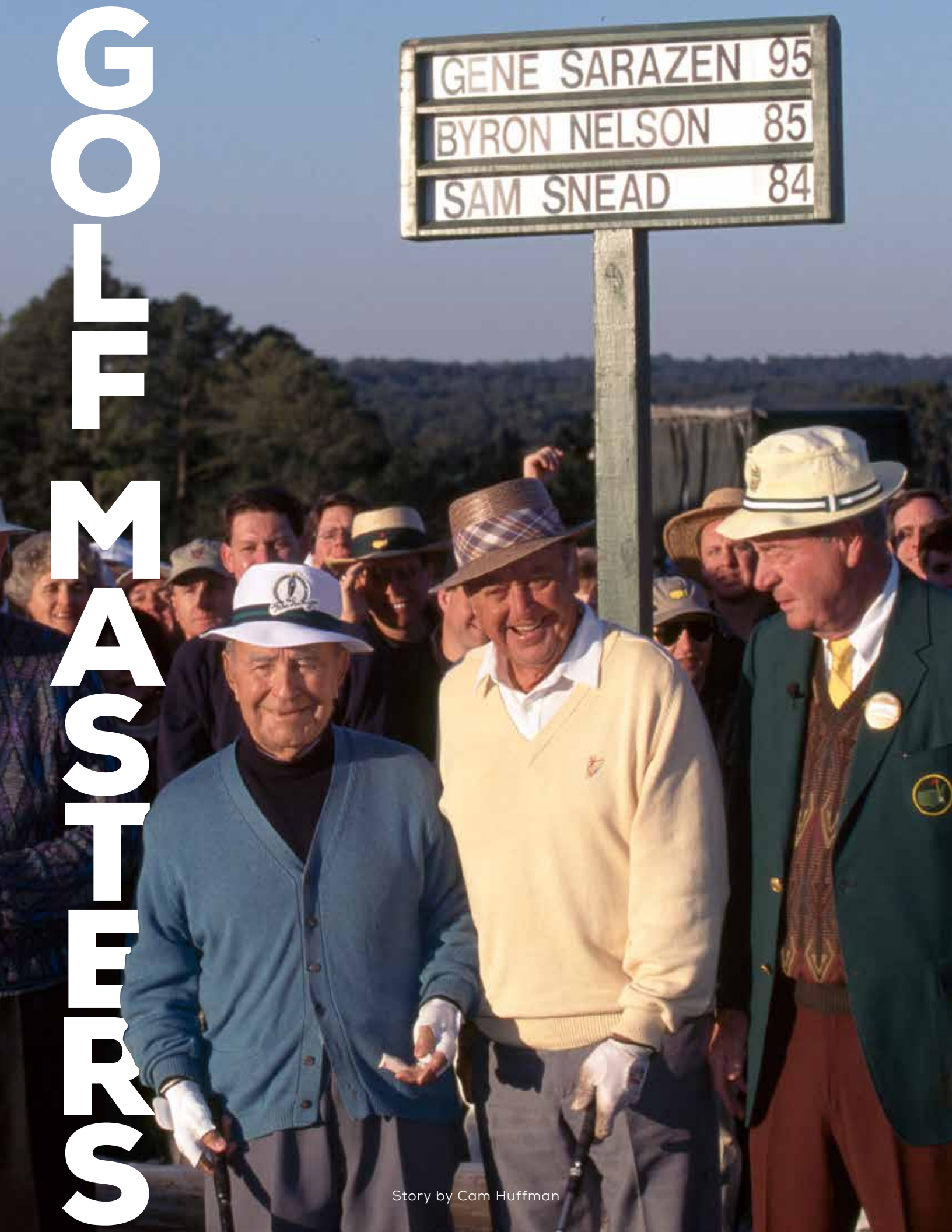


A scenic view of a park. In the foreground, there is a brick path leading to a flower bed. The flower bed contains vibrant red flowers, pink flowers, and bright green foliage. A large, mature tree stands on the left side of the path. In the background, there is a well-maintained green lawn and more trees. The overall atmosphere is peaceful and beautiful.

*“There really is
heaven on earth!”*

GENE SARAZEN	95
BYRON NELSON	85
SAM SNEAD	84

SRFHSAMFLOG



Story by Cam Huffman

One of the many spring traditions lost because of COVID-19 was one of the biggest for golf fans, April in Augusta, Georgia. For those who follow the game, the Masters truly lives up to its slogan of "A tradition unlike any other," and golf enthusiasts all over the world are looking forward to a November Masters and an opportunity to see Augusta National Golf Club draped in fall colors, as few have ever witnessed before.

That's no different at America's Resort, where ties to The Masters run deep. On the walls of the Champions' Room at The Golf Club are photos of past Champions' Dinners at The Masters. Just outside of Sam Snead's at The Golf Club and Slammin' Sammy's is a case full of Sam Snead memorabilia that includes an iconic Green Jacket.

Masters champions have lived and worked at The Greenbrier, and more than one champion has made the walk around Augusta National on an April day sporting The Greenbrier logo on a sweater or a polo.

In total, at least 30 Masters champions have pulled out their clubs at The Greenbrier and made their way around The Old White or The Greenbrier course over the years, and that number continues to grow every season. Here's a look at the Masters champions who have teed it up at America's Resort.

Sam Snead (1949, 1952, 1954)

– Snead first came to The Greenbrier as the Assistant Golf Professional in 1936, and his name has been synonymous with the resort since. He was the Golf Professional from 1946 through 1974, and he was rehired as the Golf Professional Emeritus in 1993, remaining in that position until his death in 2002. Snead's pictures and memorabilia are prominently displayed throughout The Golf Club, and two restaurants, Sam Snead's at The Golf Club and Slammin' Sammy's, are named in his honor. Two of Snead's Green Jackets are on display at The Greenbrier Golf Club and The Greenbrier Sporting Club.

Tom Watson (1977, 1981) – Watson was a member of the 1979 United States Ryder Cup team when the tournament was held on The Greenbrier course. Watson left early for the birth of his first child, but he soon began

bringing sponsors and business associates on a yearly basis. The relationship grew and, from 2005 through 2015, Watson served as The Greenbrier Golf Professional Emeritus. Watson played in The Greenbrier Classic four times from 2011 through 2014. He made the cut in three of those four tournaments, his best finish a tie for 35th in 2014.

Bubba Watson (2012, 2014) – Watson has been a regular on the property since first playing in The Greenbrier Classic in 2013. After winning his second Green Jacket in 2014, Watson's first stop was at The Greenbrier, where he showed off his new jacket and helped celebrate the 100th anniversary of The Old White. Watson, who proudly displayed The Greenbrier logo on his bag during that second Masters victory, has played in The Greenbrier Classic six times, his highest finish coming in 2018, when he finished tied for 13th.



Arnold Palmer - 1986

Arnold Palmer (1958, 1960, 1962, 1964)

– Shortly after his first Masters appearance, Palmer was invited to play in The Greenbrier Open by Snead, whom he had met in Augusta. Palmer was paired the first two days with an amateur named Spencer Olin, the chairman of a large chemical firm. Together, the two tied for first in the team competition. Palmer finished in a tie for seventh overall after four days, earning \$280 of the \$10,000 purse, but Olin gave the young golfer half of his winnings from the Calcutta he had entered, and Palmer left The Greenbrier with nearly \$10,000 in his

pocket. After such a strong early impression, Palmer was a regular fixture at The Greenbrier, making many return trips to the famed West Virginia getaway. He played competitive rounds in The Greenbrier Open in 1961 and returned in 1986 for The Greenbrier American Express Championship, a Senior PGA TOUR event held on The Greenbrier Course. When The Greenbrier Classic first began in 2010, Palmer was there to watch his grandson, Sam Saunders, try to navigate those same Old White fairways more than 50 years after Palmer's rounds with Olin.



Angel Cabrera

Angel Cabrera (2009) – Cabrera won The 2014 Greenbrier Classic in his first appearance. He finished with a 16-under-par 264 over the four rounds. He also played in 2015 and 2017 but missed the cut.

Gary Player (1961, 1974, 1978) – Player was a regular participant in The Greenbrier Open, includ-

ing an appearance in 1958 when he finished second to Snead. He followed that up with appearances the next two years. Player competed in the 1987 American Express Championship on The Greenbrier course, finishing eighth with a three-round total of 210. Player came back to The Greenbrier in 2010 for the opening of The Casino Club and again in 2016 to scout the land for a new course.

Jack Nicklaus (1963, 1965, 1966, 1972, 1975, 1986) – Nicklaus came to The Greenbrier in the summer of 1976 to begin work on re-designing The Greenbrier course to serve as the host of the 1979 Ryder Cup. He reworked all 18 holes and, after a 22-month process, Nicklaus returned in 1978 to dedicate the new course. He shot 1-under-par on that dedication round. Nicklaus returned in 2010 for the opening of The Casino Club and was back on the property in 2016 scouting a potential new course.

Nick Faldo (1989, 1990, 1996) – A member of team Europe at the 1979 Ryder Cup, Faldo went 3-1 on The Greenbrier course that year. Faldo also returned to The Greenbrier to broadcast The Greenbrier Classic and A Military Tribute at The Greenbrier for CBS and Golf Channel, and at one time he owned a home at

The Greenbrier Sporting Club. Faldo played in The 2014 Greenbrier Classic, posting a two-round total of 148.

Seve Ballesteros (1980, 1983) – A member of team Europe at the 1979 Ryder Cup, the Spaniard posted a 1-4 record in five matches played on The Greenbrier Course.

Jack Burke Jr. (1956) – The World Golf Hall of Famer competed in The Greenbrier Open, hosted by Sam Snead.

Billy Casper (1970) – The non-playing captain of the 1979 Ryder Cup, Casper led his United States team to a 17-11 victory on The Greenbrier course. Casper competed in the American Express Championship on that same course in 1987, finishing with a three-round total of 211.

Jimmy Demaret (1940, 1947, 1950) – The 31-time PGA TOUR winner was a competitor in The Greenbrier Open, hosted by Snead.

Sergio Garcia (2017) – Garcia played in The Greenbrier Classic the first two years of the tournament in 2010 and 2011 and was a regular on the tennis courts during his time away from the course. In 2011, Garcia finished tied for 39th.

Claude Harmon (1948) – The father of famed swing instructor Butch Harmon was one of the competitors in the early days of The Greenbrier Open, hosted by Sam Snead.

Ben Hogan (1951, 1953) – The champion of the 1950 Greenbrier Open, hosted by Sam Snead, Hogan made many trips to The Greenbrier to compete with his old rival. He participated in the tournament in 1948, 1950, 1953, 1954, 1957 and 1958.

Trevor Immelman (2008) – Six times Immelman was in the field at The Greenbrier Classic from 2010 through 2015. He made the cut twice, including a tie for 14th in 2011.

Zach Johnson (2007) – Johnson played in A Military Tribute at The Greenbrier in 2019, posting a two-round total of 137.

Sandy Lyle (1988) – A member of the European team at the 1979 Ryder Cup, Lyle posted a 1-2-1 record in his matches on The Greenbrier Course.



Jack Nicklaus (middle) at the reopening of The Greenbrier Course - 1978



Phil Mickelson

Phil Mickelson (2004, 2006, 2010) – Mickelson played in The Greenbrier Classic four times (2011, 2012, 2013, 2017) and A Military Tribute at The Greenbrier once (2018). His best finish came in 2017 when he finished tied for 20th.

Cary Middlecoff (1955) – The Tennessee native nicknamed Doc, because of a dental background before becoming a professional golfer, Middlecoff won The 1949 Greenbrier Open, hosted by Sam Snead.

Byron Nelson (1937, 1942) – Nelson and Snead teamed up to defeat Jimmy Demaret and Skeed Reigal 1-up during an 18-hole exhibition for Ashford General Hospital patients in April of 1946. Nelson shot a 70 on The Old White during that match.

Henry Picard (1938) – The two-time major champion competed in The Greenbrier Open, hosted by Sam Snead.

Patrick Reed (2018) – Currently ranked in the top 10 in the world, Reed played in The Greenbrier Classic four times, his best finish a tie for 20th in 2017.

Gene Sarazen (1935) – Sarazen met Walter Hagen in an exhibition match at The Greenbrier in 1927. "The Squire" defeated Hagen for the fourth time in that 36-hole match.



1979 European Ryder Cup Team

Vijay Singh (2000) – A regular at The Greenbrier Classic and A Military Tribute at The Greenbrier, Singh played the tournament six times. His best finish was a tie for 33rd in 2012.

Jordan Spieth (2015) – The 2013 Greenbrier Classic was one of Spieth's first tournaments on the PGA TOUR. He finished tied for 23rd that year with a four-day total of 274. He shot three 67s, before finishing with a 73 on Sunday. After his appearance in 2013, Spieth won his first PGA TOUR event the next week at the John Deere Classic.

Craig Stadler (1982) – "The Walrus" has hosted corporate outings at The Greenbrier and played the pristine courses. His son, Kevin, competed in A Military Tribute at The Greenbrier.

Mike Weir (2003) – The Canadian played in The Greenbrier Classic in 2013 and 2014.

Tiger Woods (2001, 2002, 2005, 2019) – The golfer tied with Snead in all-time tournament wins with 82, played in The Greenbrier Classic twice, in 2012 and 2015. His best finish was in 2015, when he finished tied for 32nd.

Fuzzy Zoeller (1979) – A member of the United States team at the 1979 Ryder Cup, Zoeller had a 1-4 record during that event, held on The Greenbrier Course.



Tiger Woods



HISTORY OF GROUPS

Among corporate groups, associations and golf groups, The Greenbrier saw more than 600 groups – not to mention, weddings, family reunions and other large gatherings – in 2019. The Group Sales department goes to work each day booking future groups three, five or even 10 years in advance, and a dedicated team of Event Service Managers is focused on making every aspect of those group visits meet the guests' needs and desires.

Group business is a large part of what has kept America's Resort thriving for more than 250 years after the first visitors came to "take the waters," and the history of those group visits is almost as old as the hotel itself.

In fact, groups began coming to The Greenbrier before the current hotel was even built in 1913. According to The Greenbrier Historian, Dr. Robert Conte, one of the first groups to do business in White Sulphur Springs was the Virginia State Bar, which began meeting at the original hotel on property – The Grand Central Hotel, better known as The Old White – in 1889.

"The first meetings were professional groups," explained Conte. "Lawyers, bankers, doctors and even dentists have been meeting here for quite some time."

But for most of its early history, visitors to the resort came for social reasons, rather than to conduct business.

That began to change – slowly, at first – with the construction of The Greenbrier hotel in 1913. With the new hotel also came a new golf course, The Old White TPC, and companies began to see some value in getting their leaders to a resort for a golf outing.

"A lot of these groups were shippers on the railroad," said

Conte, pointing out the link between these groups and CSX, which owned The Greenbrier for nearly a century. "That was part of the connection. Chemical manufacturers, coal groups, timber groups, those types began meeting here in the 1920s."

Conte pointed to New York Life, the National Fertilizer Association and Investment Bankers of America as early groups who came more to enjoy the experience than to focus on business objectives.

"There were people in the same industry, and they got to know each other," said Conte. "They would play golf, and these were pitched as golf outings. It was all about building relationships."

The business these companies brought to The Greenbrier was one of the big reasons for a major expansion in 1930.





“At 250 rooms, we were just turning people away,” said Conte. “Groups were becoming a serious part of the business.”

The resort doubled in size to more than 500 rooms at that point. Unfortunately, the expansion came just prior to The Great Depression, and many groups who were looking to cut costs had to back away from trips to The Greenbrier.

Even during the Depression, though, America’s Resort continued to see its share of leisure guests, and when the economy began to improve, groups slowly returned.

The Grocery Manufacturers of America and the American Association of Advertising Agencies were two large groups that regularly made trips to The Greenbrier during that time. General Motors became the resort’s largest corporate client for more than 50 years.

When Truman Wright arrived in 1951 and took over as Vice President and Executive Director of The Greenbrier, he quickly saw the importance of group business and the need to continue to cultivate it.

“He sort of had to persuade the railroad that to keep this going, they were going to have to increase their percentage of groups,” said Conte.

That emphasis led to the creation of a Conference Services Department in the 1950s, and in 1954 the Conference Center opened, giving groups plenty of breakout rooms and spaces for meetings of all sizes.

The construction of the secret underground bunker for the United States Congress, Project Greek Island, also helped bring extra conference facilities to America’s Resort.



Construction on the project, designed to give Congress a place to go in the event of a national emergency, began in 1959, and the increase in group business served as a perfect cover story. The additional group business, The Greenbrier explained, brought about the need for additional conference space, and the new Exhibit Hall, which would include

large tunnels to help get automobiles, coal equipment and the like into the space, would be perfect for these groups. Little did anyone know, that public Exhibit Hall, was actually part of the secret bunker.

“It helped make the story more believable,” said Conte. “Because we were, in fact, increasing our percentage of groups.”

CONTINUED →



Next came the need for more ballroom space. Prior to the mid-1950s, only the Crystal Room was available for big group meetings, but in 1954, Chesapeake Hall was constructed as a larger offering. Underscoring the need for the additional space, The Greenbrier actually had to drain the indoor pool and convert that space to a meeting room for General Motors, while construction of Chesapeake Hall was ongoing.

The Greenbrier's largest ballroom today, Colonial Hall, may have also been a result of the bunker. In the 1970s, it was decided that, although members of Congress would not be allowed to bring family members into the bunker in the event of an emergency, there should be a place for them on site. The Eisenhower Rooms, large multi-function rooms, were built for that purpose, with an enormous ballroom, Colonial Hall, above. The new facility opened in 1974 and has since welcomed meetings of every type, along with concerts and celebrations.

As group business continued to flourish, new projects were added, including a complete overhaul of the Conference Center, which included the addition of the Hayes, Taft and McKinley Rooms in 1985.

"Group business just became bigger and bigger," said Conte. "If you were in one of the top industries in America, you knew you had made it when you got invited to The Greenbrier."

That tradition continues today, with new groups experiencing America's Resort for the first time each year and familiar favorites returning year after year.

Some of the longest tenured groups include the Coal Rodeo, which began meeting at The Greenbrier in 1921 and will return for the 99th time in September, and SAE International, which makes the claim that it has been meeting at The Greenbrier since 1949, though Conte is convinced the group visited much earlier.

"I've seen information that says they've been coming

since the 1920s," he explained. "Sometimes groups change or fragment, but I've seen references to them being here much earlier."

Today, The Greenbrier offers more than 200,000 square feet of flexible meeting space, including 40 breakout rooms and a 16,500-square-foot exhibit hall. A wide range of state-of-the-art technology and amenities encompass enclosed projection rooms, complete with online computer hookups, sophisticated multi-media equipment, Dolby Surround® Sound and more.

A Conference Concierge remains in constant attendance throughout every meeting, directing attendees to the correct rooms, expediting last-minute requests and ensuring that all functions meet planners' expectations. PSAV Presentation Services provides top-notch equipment, along with the services of skilled technicians and Gillespie's Flowers and Productions supplies flowers and décor for parties and banquets, linen and china rentals, tents and theatrical lighting.

What makes The Greenbrier the ultimate destination for groups is the wide range of activities away from the meeting rooms. Active types can revel in our championship golf courses, indoor and outdoor tennis, trap, skeet & sporting clays, mountain biking, fly fishing, an equestrian trail and more. For something new and different, guests can take a lesson at the off-road driving school or experience falconry. Pampering awaits in the award-winning spa and swimming is always an option with our indoor and outdoor pools.

Getting to America's Resort is also easier than ever before. Greenbrier Valley Airport, located only 15 minutes away, is open 24 hours to executive jets, chartered aircraft and other general aviation traffic, and daily flights from Chicago and Washington, D.C., via United give travelers plenty of easy options.

To learn more about group options at The Greenbrier, visit Greenbrier.com.



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SCENES FROM THE PAST

Written by Dr. Robert Conte, Greenbrier Historian

One simple word has frequently been used over the years to describe both The Greenbrier and Cadillac: Elegant. This lovely advertisement for the 1956 Cadillac posed at The Greenbrier's Main Entrance best captures the essence of that sentiment; the stunning gown surely helps deliver the message.

The relationship between the automobile brand and the resort goes back a long way. Senior management of the Cadillac Division attended the legendary meetings of top General Motors executives at conferences held at The Greenbrier starting in 1930. Those conferences continued for more than 50

years—that was no coincidence because General Motors was also the largest corporate customer of the C&O Railway, which owned The Greenbrier for decades.

When The Greenbrier reopened in 1948, after its wartime use as a hospital, its motor service operation consisted entirely of Cadillacs. They ran guests down to the golf clubhouse, they picked them up at the airport or the train

station and they took them to their cottages. For 50 years, Cadillacs were available for all sorts of errands on and off property. In fact, back in the 1940s and 1950s, long before The Greenbrier Casino Club opened, they would take guests to gambling houses discreetly tucked away in the surrounding mountains.



When this advertisement appeared in dozens of national magazines, The Greenbrier's advertising slogan offered "Life As It Should Be." Nothing quite exemplifies that notion better than this elegant image.

The history between The Greenbrier and Cadillac will be celebrated September 4-6, 2020, during The Greenbrier Concours d'Elegance. Cadillac will be the featured class during Sunday's concours, with many of the finest Cadillacs from around the country on display.

Learn more at GreenbrierConcours.com.



ACTIVITIES AT THE GREENBRIER WORDSEARCH

The Greenbrier features more than 55 indoor and outdoor activities, with options for guests of all interests and ages. From active outdoor pursuits like fly fishing and off-road driving to hands-on crafts such as glass blowing and gnome workshops, the variety of opportunities is endless. Find some of our most popular activities in the word search.

WORD BANK

- | | |
|-------------------|------------------|
| Adventure Zone | Glass Blowing |
| Aerial Adventures | Gun Club |
| Arcade | Horseback Riding |
| Biking | Indoor Pool |
| Bird Hunting | Kayaking |
| Bowling | Off-Roading |
| Bunker Tours | Outdoor Pool |
| Carriage Ride | Paddle Boarding |
| Croquet | Paintball |
| Escape Room | Pickleball |
| Falconry | Slingshot |
| Fishing | Segways |
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50 YEARS & UP CLUB

ON TEAM GREENBRIER FOR A HALF A CENTURY

FRANK MOSELY

Greeter



When was your start date?
May 20, 1959

What is your favorite memory with a guest?

My favorite memory with a guest was meeting Tiger Woods in 2013.

What would be your perfect day at The Greenbrier?

When they had my birthday celebration here that was the best day it could have ever been.

What has changed the most?

The attire people wear around The Greenbrier, it used to be women were always dressed up and wearing pearls and then men were always in their finest jackets. I know that started to change when men were trying to make their tee times in the morning and the women were doing other activities, as well.

KAREN STANLEY

Executive Office Manager - Operations

When was your start date?
April 22, 1968

What is your favorite memory with a guest?

Transcribing comedian monolog with Bob Hope

What has changed the most in your time here?

The age of our staff is generally younger - the number of older, more tenured team members is diminishing.

Describe The Greenbrier in one word.
Extraordinary



DIXIE BUSH

Secretary - Event Services



When was your start date?
February 8, 1967

What is your favorite room in the hotel?

The Cameo Ballroom

What is your favorite memory with a guest?

Back when I first began, everyone was like neighbors. Every guest knew your background, and you knew theirs.

What kept you here so long?

I love my job and the people. We have a good bunch of people we work with.

Describe The Greenbrier in one word.
Home

MARTHA BOOTH

Reservations

When was your start date?
February 1, 1966

What would be your perfect day at The Greenbrier?

I would go out and shoot sporting clays. Also, I've enjoyed carriage rides, because you get to see so much of the property.

What has changed the most?

Everything has gone to computers, because everything was typed by us ladies.

What is your favorite room in the hotel? *Colonnade Estate House. I was able to stay two nights there before.*

What kept you here so long?

I always loved to type, and I was able to do my passion.



One of the things that makes The Greenbrier unique is the Ladies and Gentlemen of Team Greenbrier. Many of the nearly 2,000 Team Members who work at America's Resort are part of generations of family members who have worked inside the halls of the iconic hotel. Many spend their entire careers at The Greenbrier, including eight employed today who have been working at America's Resort for more than half a century. Meet these Team Members below and find out why The Greenbrier is more than just an employer for these seasoned few.

GROVER BRECKENRIDGE JR

Captain - Bellstand

When was your start date?
September 4, 1969

What is your favorite memory with a guest?

Lorne Green, he was the father in Bonanza, he was the first celebrity I checked in.

What has changed the most?

The casino addition, it changed the layout of everything.

What is your favorite room in the hotel?
Carleton Varney Suite

Describe The Greenbrier in one word.
Incredible



ELIZABETH DOOLEY

Room Attendant - Housekeeping

When was your start date?
March 21, 1968

What is your favorite memory with a guest?

I had some ladies that were here for a few months. One was the companion and the other was the woman she was taking care of. I would go speak to them every day that they were staying at The Greenbrier. At one point during their stay, the companion fell and broke her leg and could not help the woman she was to take care of, so I would finish my shift and go help bath them and fix their hair. Honestly, I would have done anything they needed. That was around 1979.

What has changed the most?

The things we use to do normal daily tasks, the way we would do our set up. They didn't have carts. You worked from the closet and would rarely be seen.

What kept you here so long?

The people. I love meeting all the new people. I have met Bob Hope, Tip O'Neil, and Red Skelton



GARY WYKLE

Roads & Grounds - Grounds Keeper
Started in April 16, 1969



WARDEN FOSTER

Golf Course Maintenance
Started in June 14, 1969





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The
Greenbrier
EXECUTIVE HEALTH®

OUR COVID-19 PLAN

The taste of the lobster mashed potatoes at Prime 44 West. The view from the first tee on The Old White. A smile from legendary greeter Frank Mosley at the front door. The thrill of an adventure at The Greenbrier Gun Club. The energy coming from an evening inside The Casino Club. The relaxation created by a trip to the Mineral Spa and a friendly greeting between a frequent guest and a cheerful Team Member underneath the timeless Dorothy Draper décor.

For two months, these treasured traditions at America's Resort were greatly missed during the COVID-19 suspension, but the entire Greenbrier Team is excited to once again be welcoming guests back through the resort's iconic doors.

Thanks in large part to its expansive 11,000-acre property, The Greenbrier has always been the perfect place to get away, while still keeping your distance, and it has been a destination focused on health and rejuvenation for more than two centuries. Located within a 6-hour drive of nearly one-third of the United States population, visitors don't have to travel far to find the perfect retreat.

With nearly 700 room configurations, including cottages and estate homes away from the main property, guests can find the ideal setup for their family, friends or group to enjoy a getaway, while maintaining social distancing practices. Outdoor activities such as fishing, hiking, biking, the Gun Club, off-road driving and, of course, the world-renowned championship golf courses, provide opportunities for adventure and play while avoiding the crowds. All include picturesque views of the Allegheny Mountains.

Inside the hotel, guests will find new safety measures in place, including full-time teams dedicated to sanitizing high-touch public spaces such as door handles, railings, elevator buttons, tables and desks. The Greenbrier's housekeeping team is also paying special attention to sanitizing high-touch areas inside the rooms, such as remote controls, clocks, light switches and informational guides. Seating areas have been adjusted inside restaurants to allow for additional distancing, and reservation times have been spread out to avoid backups.

Every department at The Greenbrier has reviewed its procedures, as well as guidelines from government and health officials, and implemented a new COVID-19 plan that maximizes the health and safety of every guest at America's Resort.

The Greenbrier is doing its part with the safety measures above, as well as temperature screenings for all Team

Members. In turn, America's Resort is asking guests to do the same. Guests who are showing signs of illness or have knowingly been exposed to COVID-19, are being asked to postpone their trip to a later date in the interest of their own health, as well as the other guests and Team Members.

Those healthy individuals who are planning a trip to The Greenbrier in the coming months are being asked to respect the space of the other guests and Team Members while on property. Guests are instructed to keep their distance from others when possible and avoid crowding elevators or standing close in lines. A large number of hand sanitizing stations have been strategically placed throughout the property, and guests are asked to take advantage of those stations and take all precautions to protect themselves and others.



Thanks to the insightful planning of West Virginia governor Jim Justice and health officials throughout the state, West Virginia has been a leader in the response to COVID-19, and the numbers of those impacted have remained low.

The Greenbrier is a property ideally designed for social distancing. With 11,000 acres, unique room configurations, multiple restaurants, bars and lounges and a wide variety of outdoor activities, space is never an issue at America's Resort. Guests have always had the opportunity to be as private as they would like or as social as they would like, and that continues today in a post COVID-19 world.

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the_greenbrier@greenbrier.com or 866-923-5239

ACTIVITY RESERVATIONS

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GROUP SALES AND WEDDINGS

Sales Department
sales@greenbrier.com or 855-656-2826

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