



The
Greenbrier
MAGAZINE

THE GREENBRIER CONFERENCE CENTER GETS A FACELIFT, PAGE 9

SUMMER 2021 ISSUE 05





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UPCOMING EVENTS

Any day is a good day to visit The Greenbrier, as there's always something exciting happening at America's Resort. But if you are looking for a special event to fit an interest of your own, or perhaps someone you love, the calendar is filled with unique happenings throughout the year. Take a look at just some of the one-of-a-kind opportunities coming up in 2021 at The Greenbrier.

FOURTH OF JULY WEEKEND JULY 2 - 4

The Fourth of July holiday has long been a special celebration at The Greenbrier as America's Resort honors 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 3 - 5

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 an evening show designed for the entire family. Stay active with a fun run or relax by the outdoor pool and soak up the sun as you enjoy breathtaking views of the Greenbrier Valley.

SALUTE TO HEROES WEEKEND SEPTEMBER 11 - 13

Parades, concerts, tennis and special ceremonies will all be part of a weekend honoring those who lost their lives on September 11, 2001, and the first responders who walked toward danger on that tragic day and every day since.

ARENAMEND CLASSIC OCTOBER 13-17

A new event that honors a long equine tradition at The Greenbrier brings world-class show jumping, incredible horses and Olympic-level athletes to America's Resort. With state-of-the-art live streaming and global commentators, the ArenaMend Classic will bring millions of viewers and live spectators together for an exciting competition. Visit ArenamendClassic.com for more information.

FALL FLAVORS OF APPALACHIA OCTOBER 16

The Greenbrier's third 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 afternoon filled with food, wine, spirits and music and take in the fall colors of the West Virginia mountains.

HALLOWEEN WEEKEND OCTOBER 29 - 31

Join us for a weekend filled with costumes, mystery and entertainment as The Greenbrier celebrates Halloween 2021. Children, and children at heart, will bask in the spirit of the holiday with events planned for the entire family.





YOGA POWER RETREAT NOVEMBER 12-14

Come 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, the weekend will include fun, late evening events, such as hip hop yoga.



THANKSGIVING WEEKEND NOVEMBER 24 - 28

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



WEEKENDS WITH SANTA DECEMBER 3-4, 10-11, 17-18

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 ones at America's Resort. From story time to 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 you won't soon forget.



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 legendary holiday celebrations and worship service on Christmas Day, there's no place as magical as Christmas at The Greenbrier.

NEW YEAR'S CELEBRATION DECEMBER 31- JANUARY 1

Say goodbye to 2021 and hello to 2022 in style with a celebration to remember at The Greenbrier. Guests have been toasting the New Year at America's Resort for more than 200 years! This New Year's celebration promises to be a special one, as The Greenbrier presents a unique collection of events for all ages to help make memories that will fill the year ahead.

GREENBRIER CONCOURS D'ELEGANCE MAY 6-8, 2022

The fifth annual celebration of the automobile at The Greenbrier includes a weekend filled with events such as drives, dinners, Cars & Cocktails and the signature Sunday Concours, which brings close to 100 of the finest collector cars in the world to the iconic front circle of The Greenbrier to be viewed and judged. To learn more, visit GreenbrierConcours.com.

GREENBRIER HALF- MARATHON MAY 7, 2022

The Greenbrier Half-Marathon is a luxury destination race like no other. Participants will run exclusively on the 11,000-acre grounds of America's Resort. Half-marathon, 10K and 5K participants will enjoy an incredible run with amazing views of the Allegheny Mountains and the entire property. The course is designed to limit elevation gain, making the race enjoyable through the rolling mountains. To learn more, visit CapstoneRaces.com/Greenbrier.

CULINARY APPRENTICESHIP

Searching for an idea to help fill The Greenbrier kitchens with qualified culinarians, capable of upholding the lofty standards already in place at America's Resort, Executive Food Director Hermann G. Rusch came up with a simple but brilliant concept.

At that point, most chefs trained in classic cuisine were European, and there was no place in the United States to receive that training. So, with the help of President and Managing Director E. Truman Wright, Rusch founded The Greenbrier Culinary Apprentice and Training program in 1957 to train future Greenbrier chefs in The Greenbrier's kitchens.

Sixty-four years later, the program has graduated more than 300 chefs, who have found work in different culinary disciplines around the world, and it is still going strong, graduating top chefs every year under the direction of Executive Chef Bryan Skelding and Executive Pastry Chef Jean Francois Suteau.

The program is not a culinary school, but rather an intense, hands-on training program designed to refine and develop the skills necessary to be successful in any position in the food and beverage industry.

Today, the program features both the savory and pastry disciplines. Chef Skelding directs the savory discipline, while Chef Suteau heads the pastry students. The three-year program uses a combination of lectures, demos, practicals and hands-on rotations in various outlets throughout the property. By the end of the program, apprentices have developed skills including menu planning, stocks, sauce making, gastronomy, classical cuisine, regional and international cuisine, food and wine pairings, butchery, cold food displays and leadership that allow them to pursue their dream jobs in the industry.

Each February, the program holds a graduation, during which the students participate in a hot food and cold food competition against fellow apprentices. Judges are brought in to critique, judge and present awards, and the students and their families are rewarded for a job well done with a Gold Service Ceremony.

The first step in turning out quality graduates is finding the correct candidates in the beginning. That's an assignment that Skelding takes seriously.

Most candidates come via referrals from other chefs or culinary schools. The Greenbrier team looks for a candidate that has an Associate's Degree or higher from an accredited culinary school, is a graduate of an ACF Certified Apprenticeship Program or has at least five years of experience in a fine dining restaurant.

The program is not meant to teach an apprentice the basics of the kitchen. It's meant to take a chef with some experience to an elite level. If a candidate has the background and shows a sincere interest, a phone interview with Chef



Skelding or Chef Suteau is initiated, and the program leaders walk the potential candidate through the process.

"I almost want to talk them out of it," Skelding explained of that initial phone conversation. "I let them know how difficult it is, because you have to find those people who are going to make it through. If you are going to invest in people and they are going to move here, I want them to know exactly what they are getting themselves into. I don't want to waste your time, and I don't want you to waste my time."

Skelding or Suteau take the potential apprentice through the incredible time commitments, the intense demands and the responsibility that come with the program, and if the candidate is still interested, they schedule them for a stage – a French term for when a chef works briefly in a kitchen to be exposed to new techniques and cuisines.

During their visit to America's Resort, the candidate works with current or previous apprentices in the kitchens during a 10-hour day and has an opportunity to ask questions and interact with those in the program. They'll work in one spot for a couple of hours, then move to another station.

"I'm trying to give the potential apprentice real feedback, not just from me, but from somebody who has been through it," Skelding explained.

At the conclusion of the stage, those who interacted with the candidate will vote and decide on the next step. Sometimes they turn a candidate who is not the right fit away. Sometimes they'll ask a candidate to come work

at The Greenbrier for a year or two before entering the program, and other times they will offer the candidate a spot in the upcoming class.

"I look for someone who has a passion for cooking and learning and has a great work ethic," Skelding explained. "A lot of times they are here working three or four hours before and after their shifts."

"I'm looking for a person I feel I can mentor. They're the backbone of the kitchens."

Being extremely selective has helped the program's leaders increase the graduation rate. It wasn't long ago that the graduation rate was 50 percent or below, but by finding the right candidates and letting them know the expectations before they start, the majority of apprentices are now making it through the program.

"In the last few years, it's been really good," said Skelding. "The last four years the only ones who haven't made it are ones that had something personal come up."

The ideal number each year is four pastry apprentices and four savory apprentices in each class, and the program accepts a new class every year. In the beginning, the program was a two-year track, and the class would go all the way through graduation before a new class was admitted. Eventually, the program started accepting a new class each spring, and in the early 1990s, the program was expanded to a three-year program to allow for proper time to teach the apprentice the necessary tools.





During the first year, the apprentices rotate through Draper's, In-Room Dining and banquets, working closely with the juniors and seniors and working on their three-course project. The entire group meets with the leaders for formal meetings 8-12 times per month.

During the junior year, the apprentices rotate through Prime 44 West, Sam Snead's, Tree Tops Café and the Main Dining Room, while also getting experience with catering and filling in for Sous Chefs on their days off. The final year sees the apprentices rotate through The Forum, Banquets, In-Fusion and the Main Dining Room, hitting any restaurants they haven't worked and preparing for their five-course graduation presentation.

A normal day lasts 12-16 hours, preparing the apprentice for the demands of the profession at the highest level.

"It's much more aggressive in the amount of food they have to handle, work with, present and cook," said Skelding. "I've heard judges that are so impressed with how far they come in three years. It's because they spend so much time and energy. We push them hard, but in a good way. There's a lot of responsibility, and that responsibility allows them to push themselves to learn and grow."

That's exactly what happened for Chef Luis Solorio, a 2017 graduate of The Greenbrier Culinary Apprenticeship Program, who is now Chef de Cuisine in The Main Dining Room.

After graduating from the Pennsylvania School of Culinary Arts in 2013, Solorio met Executive Chef Greg Myers at the Lancaster Country Club. A 1997 graduate of The Greenbrier Culinary Apprenticeship Program, Myers educated Solorio about the program at The Greenbrier, and it wasn't long after graduation that Solorio found himself in White Sulphur Springs.

Initially, the program was full, but after working in The Greenbrier kitchens for nine months, the motivated young chef found a spot.

"I had a foundation, but I figured out really fast that the higher chefs here, I didn't compare to any of them," Solorio explained. "Their level of organization and the quality of food they were putting out and the attention to detail really inspired me."

Although he knew exactly what to expect after working with current and former apprentices for nearly a year, the three-year program was anything but easy.

"It really came down to how bad did I want it," Solorio admitted. "There's lots of times you are going to tell yourself to quit. I had those myself. But you have to look back to your old self and ask that guy why he started. That's really what's going to pull you through, and you have to keep that mindset all the way through."

The pain, Solorio said, is well worth the gain. The lessons learned and the doors that are opened upon graduation make all the hard work pay off in the end.





"It's a club," he explained, estimating that three years in the program provide the equivalent experience of 10-12 years in a stand-alone restaurant. "A lot of people join, but not many make it all the way through. Once they see you graduated, the previous graduates open doors for you."

"It's not easy. It's very intense. You can see how far the ones that have graduated have gone in their careers. Not only do they teach us how to be cooks, they teach us how to be leaders and how to turn that into a business in the future."

Graduates of the program have found their way to the highest levels of nearly every avenue of food and beverage. From instruction to country clubs, resorts,

stand-alone restaurants, catering and even television at locations around the world, graduates of The Greenbrier Culinary Apprenticeship Program have achieved their dreams, and Skelding sees no reason why that tradition shouldn't continue for years to come.

"We're super proud of this program, and we fight hard to make sure it stays relevant and that we bring in great candidates that can keep that tradition alive," he said. "Keeping it going for the next 63 years is my goal."

To learn more about the program, visit Greenbrier.com/Dining/Culinary-Apprenticeship. Follow Chef Skelding (@bryanskelding) and Chef Suteau (@jeanfrancoissuteau) on Instagram and check out Greenbrier Kitchen on YouTube for behind-the-scenes videos.

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TIPS FROM THE PROS EXITING GREENSIDE BUNKERS

Hitting out of the sand is a scary situation for most golfers. Many are defeated before they have even stepped foot in the sand. These three simple steps will have you hitting great sand shots.

Three things are needed to get out of the sand effectively - 1.) Loft 2.) Using the bounce (trail side of the sole of your club) and 3.) Speed. The great news is, that by doing one step, golfers can take care of two of the three!

The first step is opening the club face of your sand wedge. If a square face has the leading edge of your wedge running straight (square) between your feet, you are going to open the face of the club so the leading edge points to your lead toes. This will achieve two of the three major steps - adding loft and exposing more of the trail edge of your wedge. This will allow you to get the ball up quicker out of the sand. Exposing more of the bounce (trail edge) on your wedge will keep the club from digging too much in the soft sand.

The last critical factor is speed. This can be a scary proposition for most golfers, because they are so close to the green. However, speed is needed to create lift and spin to get out of the deep greenside bunkers.

Setup - Open your stance slightly to the target - more leftward aim for a right-handed player and more rightward aim for a left-handed player. Next, play the ball slightly forward in your stance, closer to your lead foot. Remember we want the face set slightly open - leading edge of club pointing to your lead toes. Lastly, we want to favor more weight on our lead leg, about 60 percent of your weight.

Swing - Your intent is hit about an inch behind the ball with an open club face and speed. Playing the ball slightly forward allows you the ability to hit an inch behind the ball. Finally, SPEED! You need to make a swing that feels like it will go over the green. Remember, speed will create the lift and spin needed to get the golf ball up quickly. The club face never makes actual contact with the



normal club face



club face in bunker

golf ball. It is hitting an inch behind the ball and the 'splashing' of the sand is what 'pops' the ball out of the sand. If you happen to hit the ball too far or too low, it is not because you hit the swing too hard. It is because you caught the ball too cleanly with little to no sand being struck. For speed you will feel a earlier wrist hinge in the backswing, this will allow the leverage to hit down into the sand with some speed. In the downswing, feel like you will have enough speed in your swing to splash sand over the lip of the bunker and onto the green.

With just a little practice and these simple tips you will no longer fear those once pesky sand shots.

Tip is provided by Billy Winters, Director of Instruction, The Greenbrier. Winters has been a teaching professional at The Greenbrier since 2005 and has been voted Best Teacher in West Virginia by Golf Digest from 2017 through 2020. To book a lesson or learn more about the offerings at The Greenbrier Golf Academy, visit Greenbrier.com/Golf/Golf-Academy.aspx



leading edge of club should point to lead toes



CONFERENCE CENTER

The Greenbrier Conference Center – originally built to help attract conference business in 1954 and refurbished in 1984, along with a two-story addition – had everything a business needed for a successful meeting at America’s Resort. There were rooms of all shapes and sizes for both meeting and entertaining. There was the needed technology – wireless and hardwired internet access, projectors and screens, etc. – and there was the resort’s event team, ready to meet the business’ every need.

But the one thing missing from the 14,000-square-foot Conference Center was that legendary Greenbrier feel.

When the facility was refurbished in 1984, Greenbrier decorator Carleton Varney and his team provided the look that businesses were looking to find at the time – rich woods and dark shades that could be found in executive offices around the country. But styles come and go and when the COVID-19 Pandemic put travel, including groups, meetings and conventions on hold, the Justice Family, which owns The Greenbrier, decided it was the perfect time to create a fresh look for today’s business needs and make the wing feel like an extension of the rest of the resort.

“We wanted it to still feel like you were at The Greenbrier in the Conference Center, but not the over-the-top classic Draper style with florals like the rest of the hotel,” said Rudy Saunders, an interior designer for Dorothy Draper & Company, which has been decorating America’s Resort since 1946. “It’s a little more subdued for groups that are coming here, but still colorful and has the Draper look.”

The process was an extensive one, with Carleton Varney – Dorothy Draper’s protégé, who is now President of the company – and his team, working together with the Justice family and the entire Greenbrier team to create the ultimate Conference Center.

While ideas have been bounced back and forth for quite some time, the project moved full speed ahead this past winter, and there were plenty of decisions to be made along the way.

A theme quickly developed, based on elements already in place. The existing Brighton Pavilion wallpaper in the hallway gave the area an Asian look, and over the years, Varney had added touches like coromandel screens in the Hayes and McKinley rooms that he brought back from Japan to complement the theme.

The decorators loved those pieces and wanted to keep them in place, so they settled on Asian Expression as their inspiration for the project.

"We started with the Puff Wallpaper from Carleton V Ltd. (a textile design firm now run by Carleton Varney's son Sebastian)," said Merriweather Franklin, Interior Project Manager at The Greenbrier. "The wallpaper has an array of colors, most notable aqua, jade, beige and a hint of red."

The Puff design, which features a Japanese dragon, covers the hallways, and above are the classic Carleton Varney blue ceilings that can be found in many areas throughout the hotel.

For the carpets, the team updated a classic Dorothy Draper design that had been used in the hotel and is currently in the hallways outside the executive offices.

"It's one that was recolored and refreshed, but it's an archival Draper design that has been at The Greenbrier for a long time," said Saunders.

The wallpaper and carpet defined the color scheme that was used on fabrics throughout the area.

Those basic design elements filled the hallways, and the design team selected a Dorothy Draper Fabrics & Wallcoverings wallpaper called Mountain View in three colorways – peach, cream and mint – to adorn the walls in the meeting rooms. The drapes in these rooms are a classic plain white linen with avocado trim, a perfect mix to complete the rooms.

The larger meeting spaces – the McKinley, Hayes, Taft, and West Virginia rooms, part of that expansion in 1984 – have a more versatile look.

"The bigger rooms we wanted to make more flexible, so you could host a dinner, a luncheon or bridal event," said Saunders. "It doesn't feel as much of a meeting space."

The walls in Taft, the largest meeting room, have a unique wallpaper, an aqua grasscloth from Dorothy Draper Fabrics & Wallcoverings named Whitman. The trim in the larger rooms, which was originally supposed to remain as unpainted wood, eventually took on a few coats of white paint.

"That was a big decision," said Saunders. "We were just going to do Taft, and then it was sort of a happy accident that McKinley started going white. Everybody loved it, so there was some back-and-forth on how far to go. It just really brightened it up and connected it to the rest of the hotel."

The floor outside of McKinley also provided a debate. Originally carpeted to limit the sound inside the meeting rooms, the light from the large windows that line the hallway caused the carpet to fade quickly. Eventually, the decision was made to convert this hall to the classic Dorothy Draper black and white marble floor that can be found in the Upper Lobby and other areas of The Greenbrier.





The Taft Room after the renovation

“It was carpeted before, so we were a little concerned about sound,” said Franklin. “But it turned out beautifully, and we’re really happy with it.”

Outside those windows, an uncovered porch received an overhang to block out any weather. It’s now a flexible outdoor space that can be used for entertaining, as well.

While these major decisions created the basic look, it’s the subtle changes that both Franklin and Saunders believe provide the charm.

A last-minute decision to paint the doors to the meeting rooms Greenbrier Green helps tie in the space with the rest of the hotel. New lamps, as well as updated overhead lighting, were installed in various areas throughout the space. The existing furniture was covered in all new fabrics.

The artwork that Varney brought in over the years was all maintained and featured, some of it moved to different locations. All the bathrooms were updated, and the walls covered with Bali Hai wallpaper – aqua in the ladies’ and mandarin in the men’s. The Greenbrier’s engineering team worked hard installing new ceilings and lighting throughout the space to give it a more modern look.

“They’re such hard workers, and they do amazing work,” said Franklin. “I was thanking them every day throughout the project.”

The engineering team at The Greenbrier – including painters, masons, carpenters, upholsterers, seamstresses, electricians and plumbers all worked together to help create a finished product that made all involved shine with pride.

“The people at the hotel are so talented, and they’re able to give insight,” added Saunders. “We all worked together to come up with something special.”

The team considered every detail, taking out desks in

the lounge area – where guests would sit and work at a computer – and replacing them with seating to accommodate today’s business professionals, who often prefer to be on their phones during breaks.

“We tried to think about what people of today need, as well as future needs and made design choices accordingly,” said Saunders.

Inside each of the meeting rooms, named for the United States presidents who have visited The Greenbrier, is a portrait of the president for whom the room is named, complete with a description of their visit to America’s Resort. Carleton Varney is a member of the White House Historical Society that graciously provided copies of the official portraits for use at The Greenbrier.

It’s one of the special touches that has transformed the area from a functional meeting space into one that matches the uniqueness of The Greenbrier.

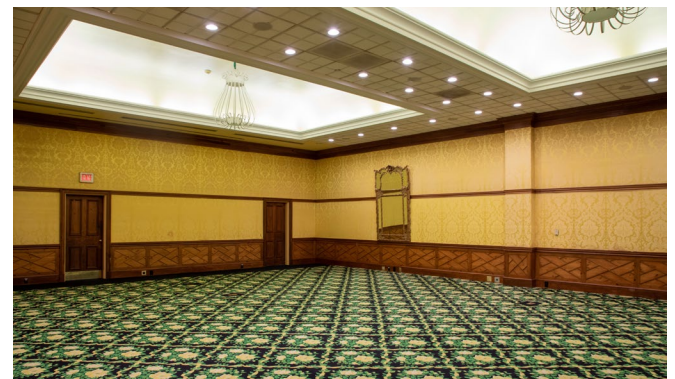
“It feels more like part of the hotel now,” said Saunders. “You wouldn’t expect a Conference Center to have some of the art, accessories, and details that make it special.

“People who are sharing design photos of their trips to the hotel are now sharing the Conference Center. That never would have happened before. It’s great to see these elements being shared.”

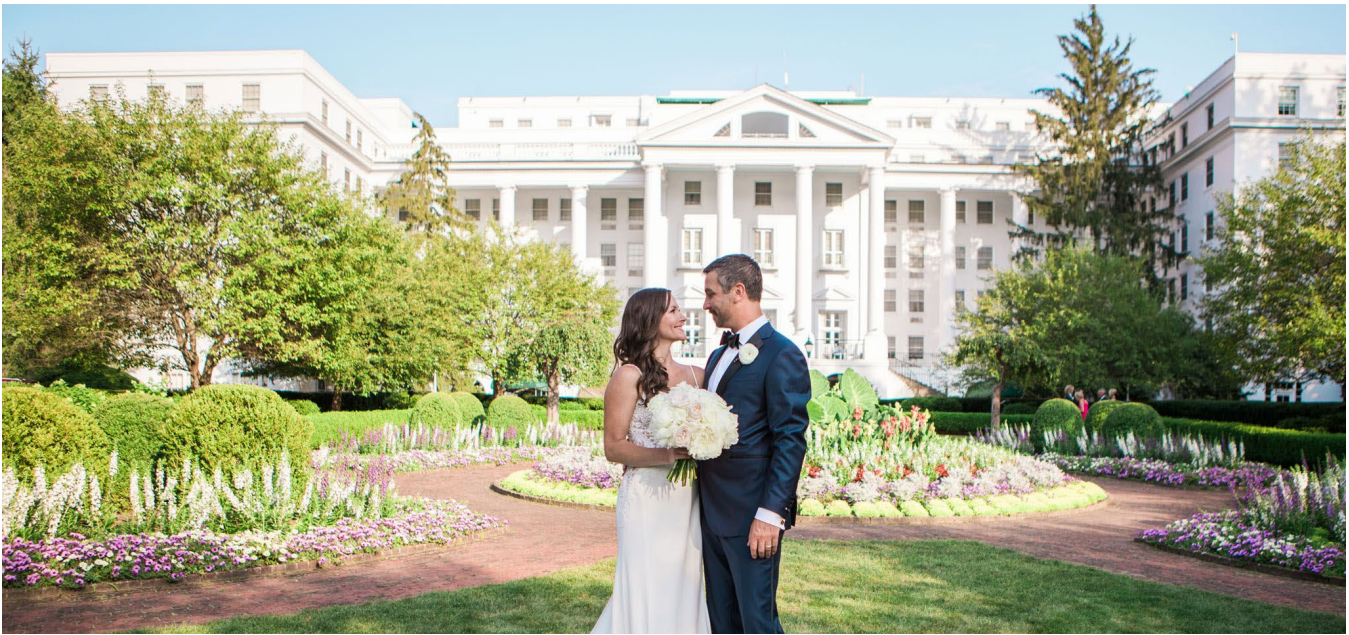
“I’m even more excited about it than I thought I would be,” added Franklin. “Everyone has said how much they love it, which is great to hear.

“The rooms have been so booked, it’s been difficult to even find a time to finish hanging some of the artwork. That’s a great problem to have, and I think it shows how much people are loving the new Conference Center.”

Be sure to check out the renovated Conference Center during your trip to The Greenbrier. The area can be accessed via a staircase adjacent to the Chesapeake Room, or take the main elevators to Level 2 and turn right.



The Taft room before the renovations



The
Greenbrier[®]
AMERICA'S RESORT

To love, honor and cherish. The Greenbrier took a vow long ago to treat each and every wedding held here as if it were our own. To see into the heart of each bride and groom and bring their vision to life as only we can. Here, backdrops unlike any other make wedding photos into masterpieces and the ceremony itself into theater. Décor in place for decades, even centuries, provides a setting created by renowned designers that may be captured in Instagrammable moments to share with friends, family and followers the world over.



CONTACT OUR WEDDING PLANNERS AT (304) 536-7897 OR VISIT [GREENBRIER.COM/WEDDINGS](https://www.greenbrier.com/weddings)



"In golf, as in life
what you

- Sam



, you get out of it
put into it.”

Sneed

ARENAMEND CLASSIC

BUILDS ON STRONG EQUINE TRADITION AT THE GREENBRIER

Horses and The Greenbrier are as intertwined as Sam Snead and the Old White Course. Early visitors who came to White Sulphur Springs arrived on horseback or stagecoach, and almost all of the earliest photos of the property contain a horse somewhere in the image.

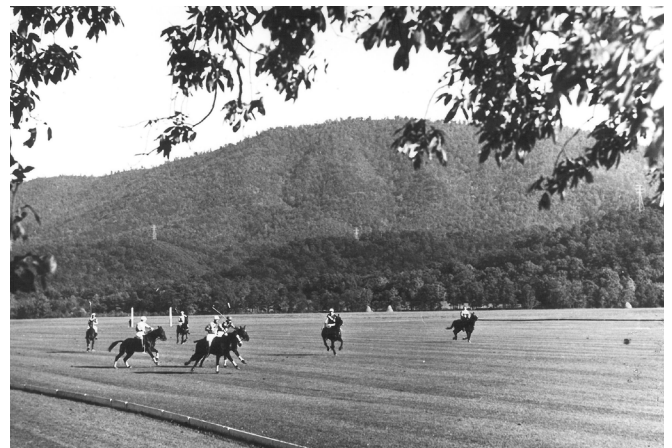
That tradition continues today with horseback riding, carriage rides and sleigh rides available for guests out of Kate's Mountain Adventures and 10 miles of trails throughout the property on Kate's Mountain and Greenbrier Mountain for experienced riders.

This October, The Greenbrier's strong connection to the equine industry will be honored and a new tradition will begin when The ArenaMend Classic comes to America's Resort.

The ArenaMend Classic is no ordinary horse show. Planned for October 13-17 at The Greenbrier Golf Club – ironically the site of the original horse stables on property, before they were destroyed by a fire in 1916 – the event is a Federation Equestre Internationale CSI5* and CSI2* show featuring world-class show jumpers with a field that contains 50 five-star riders and 60 two-star riders. Prize money of \$711,200 will be on the line with Olympic-level horses and athletes competing.

Event organizer Dan Carr – who owns ArenaMend LLC., a sustainable footing company – had the idea of combining a top resort with a top-level horse show, providing opportunities for entertainment and fellowship away from the show, something not readily available at most events. He was familiar with West Virginia, having worked in Wheeling in the 1990s, and he visited The Greenbrier in 2020 to scout out locations to move shows that were relocating due to COVID-19, the light bulb was illuminated.

"The vision behind this spectacular event is to combine historic, luxurious and active amenities with the raw athleticism and the striking beauty of equestrian jumping," the event's website reads. "So often in our sport, venues don't encourage inclusiveness and camaraderie, but with the opportunity to bring world-class show jumping to one of America's most spectacular resorts, with its array of sporting activities, we are able to create inclusiveness for a weekend of active enjoyment."





Carr is no stranger to first-class equine events. He has served as the CEO of the Palm Beach Masters Series at Deeridge Farms in Wellington, Florida, which is known worldwide as one of the best shows in North America.

That name recognition has helped draw in some of the best riders in the United States and beyond. Riders from the United Kingdom, Belgium, Spain, Brazil, Switzerland, Mexico, Canada, Israel, Holland and Sweden are all expected to participate, and course designer Alan Wade hails from Ireland.

Horse enthusiasts who are unable to attend in person will still be able to watch the action, as state-of-the-art livestreaming will allow fans to experience the competition, as well as the beauty of America's Resort, from their computers and smart phones.

Carr's ArenaMend background will also bring a unique green feel to the show. ArenaMend's waterless footing, composting, recycling, biodegradable plateware and carbon credits are all being put in place to limit the environment footprint of the show.

VIP tables are available in an exclusive ringside area, with incredible views of the action. A low-top table for four is \$5,500, while a high-top table for four is \$4,500. General admission tickets and pricing will be announced at a later date. To learn more, visit ArenaMendClassic.com.



THE GREENBRIER SHOPPE AT TAMARACK

Opened in 1996, Tamarack – an arts and crafts facility run as an economic development project of the West Virginia Parkways authority – has been featuring “The Best of West Virginia” to travelers from all over the world.

Located at Exit 45 on Interstate-77, the facility features West Virginia craft products such as wood, glass, textiles, pottery, metal, jewelry, fine art and books and draws more than 500,000 visitors per year.

When showcasing the best of The Mountain State, America’s Resort has to be a part of the discussion, and The Greenbrier Shoppe at Tamarack has indeed been a go-to location for Tamarack visitors for two decades.

The Greenbrier Shoppe features souvenirs such as glassware, books, hats, snacks, shirts, outerwear, bags, blankets, pillows, calendars and other gifts, as well as a coffee bar, where Tamarack visitors can grab an espresso, latte, tea, hot chocolate or smoothie, along with an assortment of sweet treats.

“It’s a great way for us to show off our product,” said Al Lierman, Vice President of Retail at The Greenbrier.

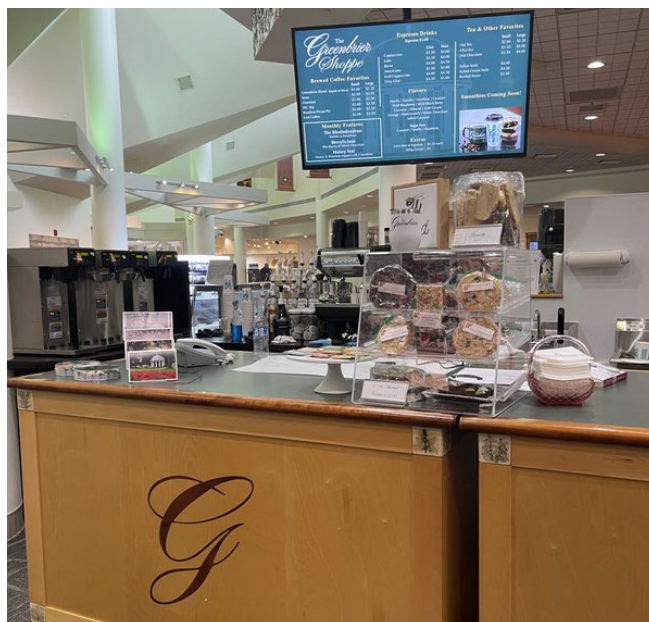
“Really what you would find at The Greenbrier Shoppe and The Greenbrier Gourmet (at The Greenbrier) is what you will find at Tamarack.”

If you have visited the shops at The Greenbrier, you know what to expect in terms of quality and selection at The Greenbrier Shoppe at Tamarack, but if you haven’t visited Tamarack lately, you may be surprised when you walk through the doors.

In 2018, Beckley native Tammy Coffman took over as Executive Director at the facility, and she has worked tirelessly on breathing new life into the popular destination. Part of that plan was a reconfiguration of some of the layout, and with that came a new location for The Greenbrier Shoppe.

Originally on the inner perimeter of the facility near a window, The Greenbrier Shoppe is now located next to the dining area, where an ice cream counter once stood. The new location receives the same foot traffic from guests, but it opened up easier access to water and a storeroom. Now, instead of using bottled water to make the coffee drinks, the staff at The Greenbrier Shoppe





has water running directly to its machines, opening up opportunities for additional selections.

“The coffee bar does a good business, and this will allow us to do more coffee drinks, as well as adding smoothies to the menu,” said Lierman. “We’re also able to have a dedicated stock room right off the selling floor, which makes things much easier for us.”

The staff at The Greenbrier Shoppe didn’t just pick up the merchandise and move it across the hall. The new location was an opportunity for a new look, and The Greenbrier took full advantage.

Upgraded fixtures, new Dorothy Draper wallpaper to provide that authentic Greenbrier feel and a new video board are all part of the new space, which transforms visitors from Tamarack to the halls of The Greenbrier retail corridor.

Lierman said the new location draws visitors of all types. Some come into the shop to get a drink and are intrigued by The Greenbrier, which they know little about. Others are fans of America’s Resort and come to get their Greenbrier fix, and some are even recent visitors to The Greenbrier that simply forgot to pick up a keepsake and take advantage of doing so on their trip home.

“We see a lot of people come through, and it’s great for us,” said Lierman. “It’s just another opportunity to spread the message about the amazing things happening at The Greenbrier.”

The Greenbrier Shoppe at Tamarack is located at 1 Tamarack Park in Beckley, West Virginia. It is open Wednesday through Monday from 10 a.m. to 6 p.m. For more information, visit www.TamarackWV.com or call (304) 256-2447.

The
Greenbrier[®]
CONCOURS D'ELEGANCE

MAY 6-8, 2022



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SCENES FROM THE PAST 1937 SPA AD

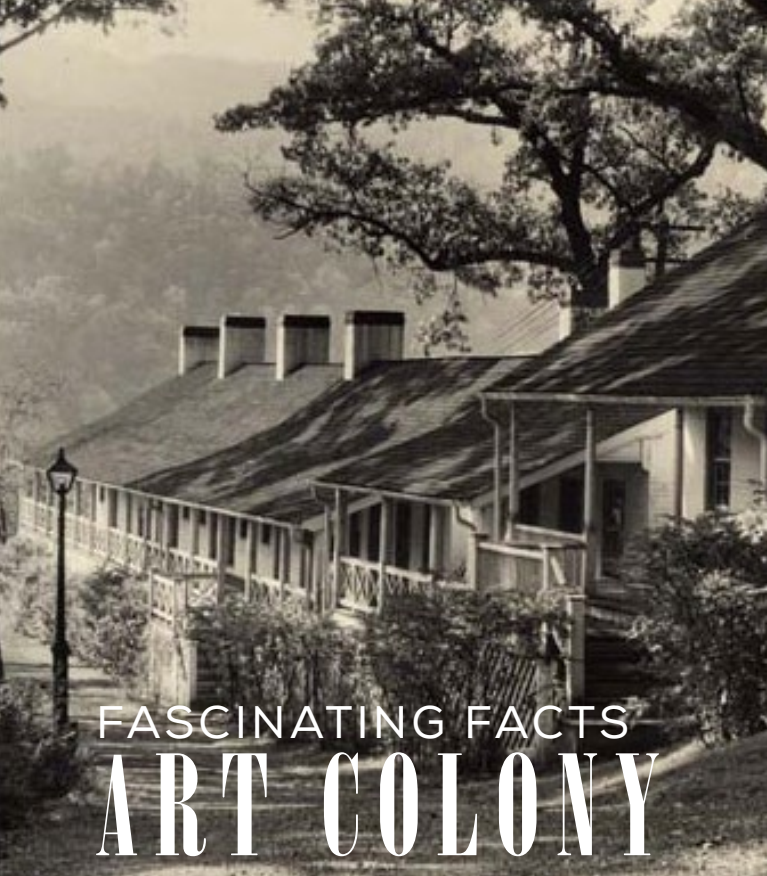
A Spa in Vogue
DURING ALL SEASONS

As America's oldest and finest spa, The Greenbrier enjoys a year-in, year-out, year-around popularity! Its famous hydrotherapeutic department is in vogue during all seasons — offering all the beneficial mineral baths available at Continental watering places. Remember, *anytime* that you feel like it, you can *always* take "The Cure" at White Sulphur Springs.

The Greenbrier
AND COTTAGES • L. R. JOHNSTON, GENERAL MANAGER
WHITE SULPHUR SPRINGS • WEST VIRGINIA

As this 1937 advertisement makes clear, the Spa has always been one of the major attractions at The Greenbrier – we like the contemporary vocabulary indicating that the Spa was “In Vogue.” But note the reference to the “Continental watering places.” In those pre-World War II years, the famed spas of Europe were serious competition for The Greenbrier. Earlier advertisements had declared that you could experience “A European Cure in America” at White

Sulphur Springs. This was the heyday of romantic luxury ocean liner trips across the Atlantic heading for the Grand Tour of Europe, often including some of those historic and fashionable spas. The Greenbrier’s marketing department back then wanted to reinforce the impression that you might enjoy “The Cure” more quickly by hopping on the trains of the C&O Railway (the resort’s owner) and traveling directly to the doorstep of The Greenbrier.



FASCINATING FACTS ART COLONY

WHEN DID THE ART COLONY START?

The buildings that currently house the Art Colony have been on property since the 1830s and are some of the oldest buildings on the grounds. They were originally used as accommodations and were transformed into an art school in 1932.

WHO DECIDED TO START THE ART COLONY?

Cleveland artist William Grauer and his wife Natalie (Eynon) Grauer, also an artist, founded what was originally named the Old White Art Colony. (Pictured on Right)

HOW DID THE IDEA OF THE ART SCHOOL COME ABOUT?

William Grauer came to White Sulphur Springs in 1932 to create the murals for the President's Cottage. When the project was completed, he and his wife, Natalie, ended up making the resort their summer home from 1933 to 1941. During that time, they turned Alabama Row into an art school and gallery.

WHY WAS THE ART SCHOOL CLOSED?

When the Army took over The Greenbrier and transformed the property into Ashford General Hospital during World War II, the school closed and did not reopen until 1956.

AFTER THE WAR WHO BROUGHT THE ART COLONY BACK?

Pocahontas County, West Virginia native Gladys Tuke studied art in Washington, D.C., and Philadelphia, before returning home to West Virginia in the 1930s. She began working at the Art Colony and became well known for her sculptures of horses. During the war years, she taught sculpture and pottery to soldiers recovering at Ashford General Hospital. Following the war, she set up her own studio in White Sulphur Springs, and in 1956 she helped reopen the Art Colony at The Greenbrier.

WHERE DID THE GREENBRIER FIND THE ARTISTS WHO WORKED IN THE ART COLONY?

In the 1930s the artists were mostly from Cleveland, because that is where Grauer was from. He saw it as a summer activity, so he would put on shows and other activities in the hotel. In later years, The Greenbrier's artisans came from all over the nation. Today, they are mostly local artists selling handmade crafts that represent the region.



Natalie and William Grauer

TEAM MEMBERS MILESTONES ANNIVERSARIES



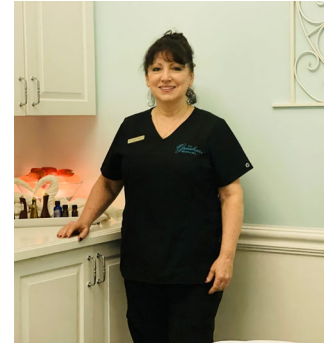
TERESA AMBLER
Dining Room Coffee/Tea
Attendant
Years of Service: 45
Start Date: July 29, 1976



JAMES WICKLINE
Roads & Grounds & Heavy
Equip Op/Groundskeeper 1
Years of Service: 40
Start Date: July 28, 1981



ADA YATES
Prime 44 Server
Years of Service: 30
Start Date: July 12, 1991



JENNY WAUGH
Spa Providers Massage
Therapist
Years of Service: 30
Start Date: August 6, 1991



RUSSELL GRIFFITH
Trails Heavy Equipment
Operator Engineering
Years of Service: 30
Start Date: July 22, 1991



ROGER LAWHORN
Roads & Grounds /
Groundskeeper
Years of Service: 40
Start Date: August 10, 1981



JOYCE MCCORMICK
Drapers Café - Prep Pantry
Attendant
Years of Service: 35
Start Date: August 31, 1986



DALE SIMMS
Masons
Years of Service: 30
Start Date: August 8, 1991

Unavailable for photo

TEX VANCE
Golf Course Maintenance /
Greensman
Years of Service: 40
Start Date: Sept 29, 1981

VIOLET RAMSEY
Room Refreshments /
Refreshment Attendant
Years of Service: 40
Start Date: July 11, 1981

CLAUDE SWEET
Butcher Shop Chefs /
Rounds Sous Chef
Years of Service: 30
Start Date: Sept 1, 1991

KENNETH ADKINS
Mechanics
Years of Service: 25
Start Date: Sept 3, 1996

LESLIE MORGAN
Mechanics / Mechanic
Help
Years of Service: 40
Start Date: Sept 16, 1981

KEVIN SARVER
Garage Truck Driver
Years of Service: 35
Start Date: Sept 18, 1986

ORAN PACK JR
Housekeeping
Nightcleaner / Night
Cleaners
Years of Service: 35
Start Date: Sept 7, 1986





THE GREENBRIER'S

CRUSTED TROUT FILET

FROM OUR KITCHEN TO YOURS

INGREDIENTS

6-6 oz	Trout Fillets, Skin On, Pin Bones Removed
1	Lemon (Juice)
TT	Salt and Pepper
4 oz	Butter
2 cups	Sun Dried Corn (Semi-Crushed)
¼ cup	Sun Dried Tomatoes
3 tbsp	Cilantro, Chopped

INSTRUCTIONS

Pulse the corn, tomatoes, and cilantro together in a food processor and reserve.

Season trout with salt and pepper.

Press the flesh side of the trout into corn mixture.

Melt butter in a skillet and brown trout on both sides.

Finish in 325-degree oven for 5 minutes.

Finish with a squeeze of fresh lemon juice.

Serves 6

WHO VISITED: MEDIA GUESTS



Top Right - Jim Nantz, widely known as the play-by-play voice for the Masters, the Final Four and the NFL on CBS, was the play-by-play voice of The Greenbrier Classic and A Military Tribute at The Greenbrier from 2010 through 2018.



Top Left - Clare Boothe Luce strolling at The Greenbrier in the Spring of 1936 when she was the Managing Editor at Vanity Fair, and shortly after she had married Life and Time magazine publisher Henry R. Luce. As a writer, her name was catapulted to fame with the Broadway production of her most famous play, *The Women*. According to theatre lore, she wrote the first draft of *The Women* here at The Greenbrier.



Middle Left - John Roberts, who was the Fox News Chief White House Correspondent from 2017 through 2021 and Kyra Phillips, an investigative correspondent for ABC News, who was named AP Reporter of the Year in 1997, were engaged at The Greenbrier in 2010. They have since returned for visits with their family

Bottom Left - Elsa Maxwell was certainly a member of the press—she wrote a syndicated gossip column for many years—but everyone knew her name back in the 1940s because of the legendary parties she hosted in her suite in New York’s Waldorf Astoria hotel. Those parties were famous for attracting high society and royalty; in this photo she has been invited to the grand 1948 party celebrating the reopening of The Greenbrier after the post-World War II Dorothy Draper redecoration.

Top Right - Conde Nast published Vogue and Vanity Fair back in the 1920s, the first magazines targeted at a very high end market, and that company is still in business today. He was an avid golfer and a frequent Greenbrier guest for 20 years, often bringing the artists and writers who contributed to his publications for golf outings. Here he is in 1933 gazing out over the Old White Course from the clubhouse.



Middle Right - Paul Harvey was a regular guest at The Greenbrier for many years, celebrating anniversaries and playing golf with his friend, the Reverend Billy Graham. In 1965 he broadcast his popular national radio program from Top Notch Estate House, assisted here by his wife Angel. His final visit to The Greenbrier was in 2008 to attend a party for Reverend Graham's 90th birthday.



Bottom Right - Kerry Sanders, a Peabody Journalism Award winner, Emmy Award winner, visited The Greenbrier in 2018 for a story on the bunker for "Today." Sanders, also known for his work on "NBC Nightly News" and "Dateline NBC" appeared live on the show from the bunker.



Bottom Left - Bob Hope was one of the celebrities at the 1953 Spring Festival—along with the Duke and Duchess of Windsor, Judy Garland, Sam Snead and Ben Hogan—but that visit will stand out in Greenbrier golf history because earlier on the day this photo was taken, he shot the best round of his long career. Playing with pro Shelly Mayfield, he scored a 71 on Old White. At the gala party that evening he seems to have encountered an enthusiastic new friend.



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ACTIVITY RESERVATIONS

Lower Lobby Concierge or 866-923-5239

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Sales Department
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REAL ESTATE, GREENBRIER SPORTING CLUB

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