

The
Greenbrier
MAGAZINE

INTRODUCING
THE GREENBRIER LEGACY CLUB.
A ONCE IN A LIFETIME OWNERSHIP
OPPORTUNITY, PAGE 3





TABLE OF CONTENTS

Upcoming Events	01
A Once in a Lifetime Ownership Opportunity	03
Guest Rooms	05
Tips from the Pros	09
A Greenbrier Family: The Pursells	11
Reasons for Our Success	17
Christmas at the Depot	19
Scenes from the Past	27
From Our Kitchen to Yours: Roasted Turkey	30
Who Visited: Music Guests	31

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 and 2022 at The Greenbrier.

ARENAMEND CLASSIC

OCTOBER 14-17

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. From trick-or-treat for the children to a Halloween-themed dinner for the children at heart, the festive weekend will be one for the entire family to enjoy.

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 25 - 28

The Greenbrier has been bringing families together for more than a century, and there's no better time to gather the entire group at America's Resort 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 Ugly Sweater and Polar Express Dinners and a Christmas Eve Candlelight Service, 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 various ages to help make memories that will fill the year ahead.



WINTERTIME

JANUARY 7 - MARCH 12

Experience the warmth of the season that only one place can provide as Wintertime comes to life at America's Resort. Enjoy an exceptional array of indoor and outdoor adventures, mingled with seasonal foods, wines and special entertainment every weekend. Whether sipping on a unique winter cocktail around a cozy fire, taking an enthusiastic splash in the heated indoor pool or bundling up tight as you glide gracefully around the Ice Skating Rink, you'll be refreshed and energized by a winter excursion to The Greenbrier.

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.



The
Greenbrier[®]
LEGACY CLUB

304.956.0528 | LEGACYCLUB@GREENBRIER.COM

LIFE AS YOU DREAM IT[™]
A LEGACY. A LIFESTYLE.
A ONCE IN A LIFETIME
OWNERSHIP OPPORTUNITY.



INTRODUCING THE GREENBRIER LEGACY CLUB[®]

Steeped in luxury and surrounded by breathtaking nature, the iconic Estate Homes and Legacy Cottages hold a unique place in The Greenbrier experience, and in American history. Now, for the very first time, these coveted properties are for sale.

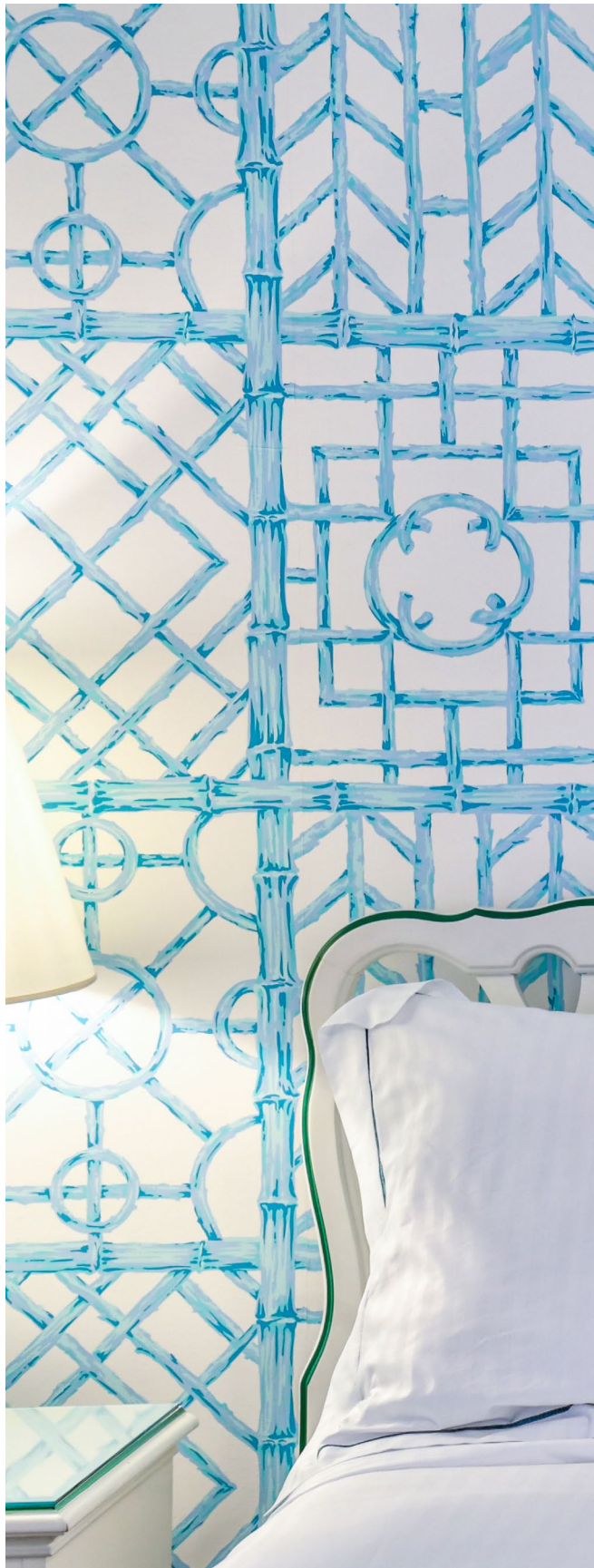
Ownership of an Estate Home and Legacy Cottage imparts access to The Greenbrier Legacy Club, a private members' club offering extraordinary privileges to place it among the nation's most celebrated country clubs and resort communities. Members enjoy its incomparable amenities including private clubhouse and swimming pool, as well as all that The Greenbrier has to offer across its 11,000 elegantly landscaped and richly forested acres.

A limited release of these one-of-a-kind resort homes and cottages marks a rare opportunity for those looking to share in The Greenbrier's illustrious past. Each turnkey Estate Home and Legacy Cottage comes with its own extraordinary story to tell. All provide the exceptional and gracious service and luxury for which The Greenbrier is known around the world, plus an esteemed optional hotel rental program managed by the resort.

Generations of families, dignitaries, presidents and royalty have considered The Greenbrier a home away from home throughout the past two centuries. Now, the time is yours to make The Greenbrier legacy your own.

To find out more, simply call 304.956.0528 or email us at: LegacyClub@Greenbrier.com.





The Greenbrier prides itself on its amazing history, which dates back nearly 250 years and includes incredible stories of famous visitors, unique relationships with the United States government and an unrivaled tradition of hospitality. But as much as America's Resort celebrates its past, it is also committed to looking toward the future and making sure the current Greenbrier experience matches the legendary standard that has been set.

To that end, The Greenbrier has recently embarked on several major renovation projects in public spaces, including new custom-designed carpets, resurfaced indoor tennis courts, a revamped conference center, upgraded locker rooms at the indoor pool, a new outdoor entertainment venue, Greenbrier Creekside Gardens, and much more.

While those projects are visible to every guest of The Greenbrier, not all are able to see the work that is ongoing in the nearly 700 rooms that make up the luxurious accommodations at America's Resort.

It began last May, when more than 70 members of The Greenbrier's housekeeping staff placed brand new linens in every room, making more than 1,000 beds. Included in the project were 5,000 pillows, 1,000 duvets and blankets and more than 800 shower curtains.

This spring, more than 250 rooms received new carpet, and more rooms are scheduled in the near future. More than 12,000-square-yards of signature red, green and blue carpet was put into the rooms to replace those that had been worn down by general wear and tear. It's a juggling act for The Greenbrier team, which works to make sure no guest is misplaced or inconvenienced as a result of the upgrades. That's a monumental task, considering the high demand for accommodations from the resort's valued guests.

GUEST

In addition to the bedding and carpeting, more than 50 rooms recently received new sofa beds. All 43 Draper Suites are now adorned with dark green sofa beds, while eight executive suites feature aqua sofa beds. All are covered in indoor/outdoor Sunbrella fabric that should increase the fabric's lifespan. Many rooms have already received new mattresses, and that project is ongoing, with more rooms receiving the ultra-comfortable mattresses each week.

All three of The Greenbrier's popular Terrace Suites recently received a makeover, as well. All have new stone flooring on the large terraces, where guests can sit in updated outdoor furniture and enjoy sweeping views of The Greenbrier and the Allegheny Mountains. The three Terrace Suites are located adjacent to each other on the fifth floor of the North Wing of the resort, giving large groups expanded options for entertaining, especially on the incredible terraces.

The parlors in each of the three Terrace Suites were newly-decorated during the renovations.

The North Terrace, which includes one private king bedroom, as well as a large bathroom and dressing area, can entertain as many as 20 guests. Its parlor is decorated in the classic Dorothy Draper style.

The West Terrace Suite is capable of entertaining as many as 75 guests with two private king bedrooms with separate bathrooms. Its parlor features lavish red walls, fresh emerald green carpeting and furnishings and artwork with an Asian flair. Included is a wet bar and a dining table, perfect for entertaining.

The most recently-completed suite upgrades came in the East Terrace Suite. Its layout is similar to the West Terrace Suite, with two private king bedrooms and bathrooms and the capacity to entertain as many as 75 guests. The parlor features scarlet red carpet and gold grasscloth on the walls.

ROOMS



North Terrace Suite

North Terrace Suite



The Greenbrier prides itself on its amazing history, which dates back nearly 250 years and includes incredible stories of famous visitors, unique relationships with the United States government and an unrivaled tradition of hospitality. But as much as America's Resort celebrates its past, it is also committed to looking toward the future and making sure the current Greenbrier experience matches the legendary standard that has been set.



East Terrace Suite

The window treatments in the East Terrace Suite were finished in a bold fabric called “Imari” from Dorothy Draper Fabrics & Wallcoverings. The fabric features vibrantly-colored china on a black background for a traditional, yet glamorous, look. It can also be found on the camelback sofa, which resides in the center of the room. On either side of the green malachite mirror hanging on the right wall are sparkling crystal sconces, which once hung in the legendary Old White Club at The Greenbrier. These fixtures create a wonderful glow against the golden wallpaper.

The two connecting bedrooms each have their own scheme, as well. The room on the right is adorned with Aqua “Bali Hai” wallpaper on the walls and fresh emerald green carpet. With newly-sewn blue draperies and a lime-colored bed skirt and table skirt, the room radiates with brightness. Fresh Yellow “Windsor Stripe” wallpaper and new drapes complete the new look of the second bedroom in this suite.

The Greenbrier’s commitment to excellence is visible in the ongoing renovations throughout the resort, and plans continually evolve on how to honor the tradition, while enhancing the experience for the next generation of Greenbrier guests.



West Terrace Suite

TIPS FROM THE PROS

DRIVING DISTANCE



One of the most common misconceptions I hear is the notion that club head speed being the biggest factor in driving distance. It's important, but as I tell all my students, it's what you do with your club head speed that counts. How efficient is your impact?

The key to hitting longer drives is centered contact— hitting slightly up on the ball with high launch angle and low spin.

Take a look at the two swings on the right to get a better understanding of my point. The club head speed is similar, but the results are quite different.

The first picture is an example of a swing that has an attack angle that is too steep (-3.4), a launch angle that is too low (7.5) and a spin that is off the charts high (3863 rpm). It is pretty simple - if you hit down on the ball (attack angle), the ball will launch too low and you will encourage much higher RPMs (spin). Combine these mistakes, and you're looking at big losses in distance.

On the next swing, you will see that these numbers change drastically. Look at the carry distance (the distance the golf ball flies in the air) of 268.7 yards and the total distance of 293.6 yards. Compare that to the 231 yards of carry and 252.2 yards total distance on the first swing. Who wouldn't want to gain more than 41 yards off the tee? That could potentially be the difference between a 5 iron vs. a 9 iron into the green for your second shot!

The increased distance was made possible by changing the factors mentioned above. Look at the attack angle - now 4.2 degrees on the upswing. This results in a much higher launch angle, 12.3 degrees, and a spin rate that is much lower at 2532.

So what can we do to fix these numbers on our swings? Here is a drill that should help.

Place the box from an empty sleeve of balls 3-4 inches in front of your golf ball. The objective is to hit your ball and miss the box. If you hit the box, your attack angle is too steep. This will result in launch that is too low and spin that is high - not the winning recipe for distance.

Rory McIlroy was recently asked, "How do you hit it so far?" He said simply, "I get the golf ball up in the air quickly with low spin." Try this drill a few times, and you will see an immediate difference in distance.





This 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. Are you leaving distance on the table? If you would like to see if you are maximizing your potential, call him today at 304-536-1110 or learn more about all the offerings at The Greenbrier Golf Academy by visiting Greenbrier.com/Golf/Golf-Academy.aspx. Don't let the clubs sit in the closet all winter. The Greenbrier Golf Academy has TrackMan available all winter for lessons and simulator play. The indoor winter studio is located inside the Champions Room of the Golf Club.



A Greenbrier Family: The Pursells



When Howard and Ola Parker first came to the Fertilizer Institute Conference at The Greenbrier on behalf of Parker Fertilizer in Alabama in the 1940s, they had no idea they were beginning a family tradition that would still be going strong almost 80 years later.

Howard's daughter, Chris, married Jim Pursell in 1953, and Howard soon offered Jim a job at the Parker Fertilizer Company. Jim began accompanying his father-in-law on the business trips to West Virginia.



The legendary Frank Mosley greets Ellen Pursell at the front of The Greenbrier during a visit in the 1980s.

The couple's second son, David, studied art at Auburn University, where he met his wife, Ellen Shipman. He soon used his degree to start an in-house advertising agency for the family fertilizer company, and David and Ellen began their own trips to America's Resort.

"My mom has always loved beautiful interiors and design, so she, of course, was head-over-heels for all of the color, prints and furniture," said Vaughan (Pursell) Spanjer the second-oldest of the six Pursell siblings, which include four girls and

two boys. "The service and attention to detail is something you cannot find anywhere else. There is the history, which she loved. You feel like you're in another world when you're there."

What started as a business trip quickly transformed into a family tradition when the Pursell's brought their entire family to The Greenbrier for the first time for Christmas in 1993.

"I was 9-years-old," said Spanjer. "I remember being in complete awe of the place, like it was a castle or a magic kingdom. It snowed on Christmas Eve, which was the most wonderful experience for us, because it hardly ever snows where we live in Central Alabama. It was a dream world for all of us."

Spanjer remembers the crisp air, the ice-carved reindeer and sleigh and the incredible lights, but perhaps her most vivid memory is of meeting The Greenbrier doorman, Frank Mosley.

"He was really one of my first memories of The Greenbrier," she said. "He happily greeted us at the front doors."

Bringing a family of six children, all under the age of 12, to a grand resort with 700 rooms was certainly memorable, but it wasn't always easy. Spanjer remembers a unique technique that her parents used to keep her twin brothers, Martin and Parker, on their best behavior.

"They weren't even 4 years old when we came for the first time," she said. "They were not very well-behaved, so in an effort to keep from being completely embarrassed by their bad behavior at meals, my parents told them that there was a 'redneck alarm' that would sound really loudly if they were caught doing things like chewing with their mouths open, throwing tantrums or not sitting still at the table."

The Pursells imaged a "special Greenbrier police force" that would take the misbehaving kids to a special "kid jail" until their manners were better.

"They believed it for years," laughed Spanjer. "It was so funny. We still talk about it every time we go."



The family trips continued regularly – not every year, but as often as possible. Some included grandparents, aunts, uncles, cousins, parents and siblings, while others were smaller gatherings with immediate family.

“Our family had such special memories, so we continued to go,” said Spanjer. “We were constantly discussing when we were taking our next trip.”

On one of the trips, a new family tradition began. David Pursell loved competition and was always trying to get his family into some type of games. At FarmLinks at Pursell Farms – a research and demonstration golf course he opened in 2003 – he set up putting contests. At The Greenbrier, it was “Bowling for Dollars.”

“There were eight of us, so it was an even split into teams of four,” said Spanjer. “My dad would set the cash amount for the winnings. We would bowl a full game, and whoever had the highest combined score would split the winnings. Sometimes we would play two out of three. We were pretty competitive, so it was always interesting.

“The games are lively and intense. It’s one of the highlights of the trip.”

Another highlight is the spa, which Spanjer called “the best spa experience in the South,” but nothing compared to the 2019 visit, when Spanjer and her husband, Tim, had the chance to bring their own family – daughters Margo and Camille and son Gabe – for the first time.

“It was the most special trip, because they were able to take in all of the same beauty and wonder that I did when I was their age,” said Spanjer. “They love hitting up Draper’s ice cream bar and The Candy Maker for chocolates. Every morning we would order room service – coffee for my husband and me, and hot chocolate for the kids. They thought it was the greatest thing ever.

“The same things we enjoyed as children, my own children are getting to experience. It’s the same joy. Ice skating, bowling and swimming inside a giant pool that’s heated, it’s like their own fantasyland.”



The family of David and Ellen Pursell includes twin sons Parker and Martin and daughters Peggy, Chrissy, Ramsey and Vaughan.



Vaughan (Pursell) Spanjer (left of picture) presents Frank Mosely, a veteran Team Member at The Greenbrier (right of picture) with a pencil portrait to commemorate his years at America’s Resort. The entire Pursell family was there for the presentation.

A Greenbrier Family: The Pursells



Vaughan Pursell's first visit to The Greenbrier in 1991 included ice skating with her sisters and her mother, Ellen.

Caught up in the memories of her time spent at The Greenbrier as a child, Spanjer even tried to bring back the "redneck alarm."

"My oldest was so scared, I had to reassure her it was actually a joke," she laughed. "There is no such thing as a Greenbrier kid jail. My mom was desperate, I guess."

Spanjer estimates she has visited The Greenbrier six or seven times, and her parents, she said, have made the journey "twice that much." Every trip has been during the Christmas season.

"To be honest, it's hard to imagine The Greenbrier experience without the decorations, trees, ribbons and lights," said Spanjer. "My kids always talk about when our next trip will be. I hope they carry it on with their families. It will forever be a place that is seared into my soul of fond memories of family, beauty, excellence and true southern hospitality."

The Pursell family is well known by Team Members all over The Greenbrier, and their imprint can even be found on the walls of the historic resort.

Inside The Golf Club at The Greenbrier, a pencil portrait that David Pursell created of Sam Snead in 1997 proudly hangs on the wall, and following in

her father's footsteps, Spanjer recently presented The Greenbrier with her own portrait of a legend at America's Resort.

"Frank Mosley is just part of The Greenbrier experience," said Spanjer. "He's really one of the first people you see when you arrive. He welcomes you with that warm smile and handshake, calling you by your name."

"So, knowing what Frank Mosley means to me and the rest of the family, and the incredible memories we have made and continue to make at The Greenbrier, it was my way to memorialize and honor a man who has meant the world to so many."

The entire Pursell family was there when Spanjer presented her incredible art to Mosley, who still works five days a week as The Greenbrier Ambassador at the age of 88, after more than 60 years of service to the resort.

"He was very touched," said Spanjer. "It was a small way to thank him for his service and hospitality. I am so honored that the portrait now hangs in the guest check-in lobby for all of the guests, old and new, to catch a glimpse of that special man in that red and green uniform."



Vaughan (Pursell) Spanjer and her daughter, Camille, enjoy the ice skating rink during a Christmas visit.





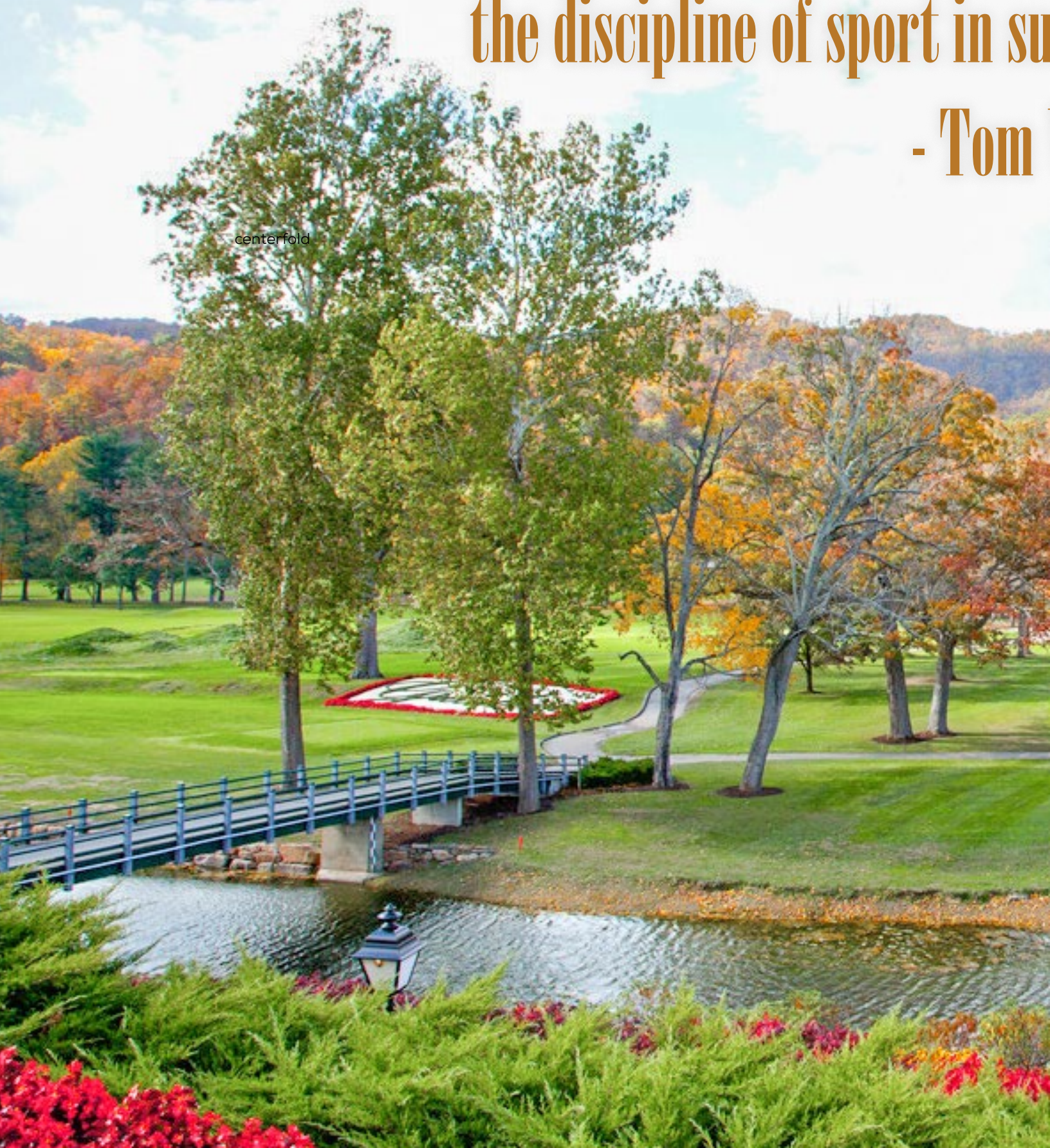
The
Greenbrier[®]
WEDDINGS

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.

Our resort is incomparable. Our expertise is immeasurable. And our options for each affair are innumerable. For today's couples, The Greenbrier represents the ideal place to begin a Life as CONTACT OUR WEDDING PLANNERS AT (304) 536-7837 OR VISIT GREENBRIER.COM/WEDDINGS

*“No other game combines
the discipline of sport in su
- Tom*

center fold



*the wonder of nature with
such carefully planned ways.”*

Watson



REASONS FOR OUR SUCCESS

A detailed chocolate cake display of a rustic cabin. The cabin has a grey stone chimney on the left, a yellow door, and a window with yellow panes. The roof is dark brown with red and yellow trim. A snowman wearing a black top hat and a red scarf stands in front of the cabin, holding a branch. To the left of the snowman is a small Christmas tree decorated with red and gold ornaments. The entire display is set on a white base representing snow.

The holiday season at America's Resort is unlike any other. From the beautiful decorations to incredible music, fine dining, holiday treats and timeless traditions, The Greenbrier truly transports its guests "Home for the Holidays."

Transforming The Greenbrier into a winter wonderland is no easy task. It takes a team of dedicated professionals to pull it off each season. Here's a look at just some of the individuals and teams that make a trip to America's Resort during the holiday season such a memorable experience.

The Greenbrier's team of electricians is responsible for decorating America's Resort with more than 150,000 lights. From the entrance off of Route 60 all the way through the property, The Greenbrier's 11,000 acres sparkle during the holiday season thanks to the hard work of this dedicated team.

Gillespie's Flowers and Productions, which has been helping to decorate America's Resort for nearly a century, is also part of the team lighting the exterior of The Greenbrier. The crew from Gillespie's also provides many of the interior decorations, including the trees throughout the building and other holiday features.

Alyssa Hill and Amanda Aldridge spearhead The Greenbrier Dream Tree for Kids program, along with assistance from the retail department. For 11 years, the Justice Family, with help from guests and other donations, has distributed more than \$1 million worth of toys to those in need during the holiday season. That process starts long before the weather turns cold. The first step is ordering the toys, a task that begins shortly after the previous year is completed. Once all the toys are on property, Hill and Aldridge coordinate their wrapping and organization with help from community volunteers, Team Member volunteers and volunteers from the organizations that will receive the toys. About a week before Christmas, departments throughout the hotel get involved with Distribution Day, when the organizations come onto The Greenbrier property and pick up the toys to deliver to those in need.

Executive Pastry Chef Jean-Francois Suteau and his team spend more than two months crafting more than 1,000 pounds of chocolate into the amazing display that guests can view, and smell, in the Lower Lobby each holiday season. Every piece is 100 percent edible, and each year the display takes on a new look to delight guests of every age.

Decorating the inside of The Greenbrier is largely the responsibility of the resort's talented upholstery team. When the holiday season arrives, the upholsters hang wreaths, garland and other decorations throughout the main hotel, as well as other buildings around the property, helping to make every visitor feel as though they are truly "Home for the Holidays."



The Greenbrier's grounds team doesn't get to take it easy during the colder months when there is no grass to mow and no flowers to plant. One of the team's many responsibilities is selecting and erecting the giant trees that stand outside the Main Entrance and North Entrance throughout the holiday season. The grounds team normally finds the trees on local properties, and after working out a deal with the owner, the trees are carefully cut and delivered to The Greenbrier via a truck and trailer. The tree at the Main Entrance normally stands more than 60 feet tall, and the tree at the North is more than 40 feet tall. Once on property, the trees have to be put in place with a crane, and the grounds team works to level and secure the trees, before the electricians decorate them with multi-colored lights.

What does the golf staff do when the courses are closed? At least some of them move from the course to the rink, operating the state-of-the-art ice skating rink located on the Rhododendron Terrace. The golf staff is responsible for taking care of the ice, fitting skates, answering guest questions and much more. They assure that every skater gets an experience that matches their expectations.

Music is as much a part of the holiday season as lights and chocolate, and that responsibility at America's Resort falls largely on The Greenbrier Entertainers. The group of skilled musicians entertains at the chapel, at

the weekly tree lighting ceremonies, in the lobby and at special banquets, assuring that the songs of the season fill the halls at The Greenbrier.

The holiday season is a great time for a celebration, and various groups plan holiday parties at The Greenbrier. America's Resort also has its own celebrations, such as the Whoville Dinner and the Polar Express Dinner. The planning, set-up and execution of those events is the responsibility of The Greenbrier's dedicated banquets team.

Beautiful horses have long been a fixture strolling throughout The Greenbrier property, and even the snow can't stop these incredible animals from showing the guests the beauty of the 11,000 acres. When there's snow on the ground, guests will hear the sleigh bells jingling as sleigh rides become a popular activity.

Of course, gift-giving is a major part of the holidays, and Al Lierman and The Greenbrier's retail team do an amazing job of making sure all of the stores are stocked with gifts that guests will want to put under the tree for their loved ones during the holidays. But that's not all. The retail department also provides complimentary gift wrapping, making sure every gift that comes from America's Resort looks just as beautiful on the outside as the product on the inside.



CHRISTMAS AT





THE DEPOT

The Christmas Shop at The Depot – The Greenbrier’s year-round Christmas shop, located across the street from the resort’s main entrance – celebrates the holiday season 365 days a year. But this year, the shop has another reason to be joyous.

In 2021, the building celebrates its 90th anniversary, while the Christmas Shop celebrates 25 years of operation.

Originally constructed in 1931, the building was put in place by the Chesapeake & Ohio Railway (C&O) to replace an older wooden building from the early 1900s. The original building was part of a larger effort by C&O to repair and maintain many of its aging passenger stations. This station was of particular interest because it served White Sulphur Springs, the popular resort located directly across the street.

“It was custom designed to fit in with the architecture of the hotel,” said Dr. Bob Conte, The Greenbrier’s historian. “It was considered the most beautiful station on the entire line from Chicago to Washington.”

By the time the new depot building was completed – part of a grand plan of renovations that took place from 1929 through 1931 – C&O, which purchased the resort in 1910, had given the property an entirely new look. The Greenbrier hotel took its place in 1913, and the Old White Course, built in 1914, had become a must-visit destination for serious golfers. The former hotel, The Grand Central, had been removed, and the resort was a featured part of high society’s traveling network, which stretched from Palm Beach, Florida, all the way to Newport, Rhode Island.

Two new long-distance trains, operated by C&O, were being introduced at the time, and the new building was a showcase on those travels.

At its peak, four trains stopped at the White Sulphur Springs Station each day. The Fast Flying Virginian (FFV) ran from Washington, DC to Cincinnati, Ohio. The Sportsman’s goal was to connect the resort areas of the Great Lakes with eastern resorts like The Greenbrier. The George Washington, C&O’s top-notch, all-air conditioned train, began in Washington, D.C. and ended in Chicago.. A local train that serviced the small communities nearby also made a daily stop.

“It was a busy station with people coming and going,” said Conte. “A large portion of The Greenbrier guests arrived by train.”

Following World War II, train travel slowly began to decrease. From 1946 through 1964, passenger traffic decreased by more than 470 million passengers. Rail remained a popular form of transportation to America’s Resort, but automobile, and eventually airplane, traffic steadily increased.

By the 1970s, commuter train traffic had fallen off to the point where a full-time train depot was no longer needed at the White Sulphur Springs shop. The Greenbrier took control of the building, first using it as an office for Old White Development.

The Greenbrier searched for the best use of the building, turning it into a restaurant/meeting space for big groups and even giving tours of retired train cars.

Stephen Baldwin, who managed the retail operations at The Greenbrier for much of the 1980s and 1990s, was sold on the idea of a Christmas shop at the resort. He first used the North Parlor inside the hotel, as Elaine Hollandsworth and Jill Allman transformed the location into a beautiful winter wonderland.

“Our guests loved Christmas, and they were always asking for a Christmas shop,” remembered Hollandsworth. “We knew if we opened one up it would do well.”





The shop was indeed successful for three years, but it needed a permanent location. The depot building quickly emerged as the perfect spot. After receiving permission from the historical society to paint the building red to provide the perfect Christmas look, the shop opened at the former depot in the fall of 1999, and it immediately found success.

“Guests come from all over to shop at our Christmas shop,” said Hollandsworth. “It has become a destination.”

It’s not just guests of The Greenbrier that stop in to pick up an ornament or the perfect sign to complete the living room décor, either. The large Christmas tree, complete with sparkling lights, that stands outside and the candy cane pillars in the front of the building catch the eyes of travelers passing through the area that stop in to find out exactly what’s inside. The lights on the trees are changed out every couple of years, providing a fresh look to the historic building.

The merchandise that fills the building’s interior space is also refreshed regularly. Each year, Joyce Cruse, the buyer and decorator for the Christmas Shop at the Depot, comes up with new themes for the store – Santa, snowmen, a holiday lodge, etc. – and the store is completely redecorated with new merchandise each August and September in time for a new season. This season’s themes include a snowman and penguin tree, a nutcracker tree, Mrs. Claus parlor, a green and silver tree, a lodge tree and a nativity tree. Each tree is surrounded by giftware that matches the tree.

This annual update is much anticipated by regular guests, and it attracts new visitors to see what’s new.

From hand-blown ornaments to wreaths, nutcrackers, advent calendars, table decorations and much more, the Christmas Shop at the Depot has everything a guest might need to decorate for the holidays, including the collectable Greenbrier Christmas ornaments.

Each year since 1987, The Greenbrier has worked hand-in-hand with Beacon Designs to create a new Christmas ornament that depicts the holiday season at America’s Resort. Collecting the ornaments has become an annual tradition for many, and they’re a popular item at the Christmas Shop at the Depot. This year’s ornament features the hotel’s iconic Front Entrance, surrounded by snowflakes, holly and the Springhouse.

Nearly a century after being constructed as a way to lure train passengers to The Greenbrier, the depot that sits across the street from the main entrance to the historic resort is still serving its purpose. It’s the first thing Amtrak passengers see when they step off the train, and it’s the one Greenbrier shop that can be seen, and visited, without going through the property’s front gates.



Greenbrier[®] LIVING

Real Estate at
AMERICA'S RESORT™



To explore the unparalleled real estate
opportunities that await at The Greenbrier Sporting Club
VISIT our Lobby Showroom in The Greenbrier, **CALL (304) 536-7792**,
VISIT GreenbrierLiving.com, or **TEXT "HOME"** to **(304) 245-6772** to reach an agent.



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 State Department of Law's simplified procedure for Homeowners Associations with a De Minimis 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.

© 2021 The Greenbrier Sporting Club / 247 Kate's Mountain Road, White Sulphur Springs, WV 24986



- ⊕ Summit Drive to New River Gorge National Park
- ⊕ Welcome Reception at Kate's Mountain Lodge
- ⊕ Cars and Cocktails on Iconic Golf Courses
- ⊕ Charitable Dinner Benefiting AACA Library and Research Center, Mountaineer Autism Project and First Responders Children's Foundation
- ⊕ Sunday Concours with Featured Preservation Cars Class

**MAY
6-8
2022**

The
Greenbrier[®]
CONCOURS D'ELEGANCE

GreenbrierConcours.com



Fall into a season that is as good for your health as it is for your soul.

Even with all the exciting advances in modern-day medicine, personal attention is often missing from the patient-doctor relationship, where the doctor takes time to understand your unique medical history and condition. Greenbrier Executive Health restores the personal attention as a team of outstanding physicians performs your complete exam over a two-day period - assuring you the finest in executive healthcare available. For more information, please visit us at GreenbrierClinic.com or call and speak with one of our concierge specialists at 304-536-4870, ext. 271.

The
Greenbrier
EXECUTIVE HEALTH®



SCENES FROM THE PAST 1941 AUTUMN AD

ENJOY AUTUMN IN THE ALLEGHANIES...
At America's Most Beautiful All-Year Resort!

KATE'S MT. LODGE

Now comes the most colorful season of the year at White Sulphur Springs ... the mountains in fall dress presenting a veritable rainbow of brilliant hues. And this is the time for gathering about the fireplace in the evening after a pleasurable day of sport ... golf, riding, tennis, flying, skeet or trapshooting, whichever is your favorite. You'll discover that The Greenbrier offers varied opportunities for enjoying yourself indoors and out! So come early to America's most beautiful all-year resort—and stay through the glorious weather ahead!

The Greenbrier
L. R. JOHNSTON, General Manager

White Sulphur Springs west va.

Here is a great ad from 1941 with some wonderfully appropriate 1941 resort casual outfits. Also including a piece of information with which most Greenbrier staffers would readily agree—Autumn is great here in the mountains and October is especially delightful.

Pictured here is the original Kate's Mountain Lodge, a log structure built in 1918. It was the scene of parties, fried chicken dinners and a favorite stopping point for riders up until World War II when it became the NCO Club while The

Greenbrier served as Ashford General Hospital. It was replaced by the current Kate's Mountain Lodge in 1957.

Kate Carpenter, one of the earliest settlers in this area, escaped a disastrous encounter with Shawnee Indians and ran up this mountain with her infant daughter. She was able to hide away and keep the baby quiet; they eventually survived the terrifying experience. Thus, for well over two hundred and fifty years this mountain has borne her name in her honor.

FASCINATING FACTS OUTDOOR FACTS

- The Greenbrier has long featured great places to swim, but it didn't always have an outdoor pool. It had been discussed for years, but a little "political pressure" may have helped in getting construction off the ground. The family of President Richard Nixon visited regularly in the 1950s, but they were considering finding another location, because some of the younger family members wanted access to an outdoor pool. When officials at The Greenbrier heard of the plans, construction on the pool quickly began, and it opened in 1956.
- The outdoor pool operated for 48 years until it was replaced by the current infinity pool in 2004. The current pool is 7,000 square feet and the water is heated to 80 degrees.
- Today, The Greenbrier offers Movies Under the Stars at various locations around the property, but outdoor movies are nothing new at America's resort. At one time, there was a drive-in movie theatre on the grounds. It was at the end of the airport strip, which stood where today's Snead Course at The Greenbrier Sporting Club is located.
- Also at the old airport was a polo field, and The Greenbrier hosted a polo team from 1931 until 1941. It ended when the resort was purchased by the government during World War II.
- Fishing has long been popular at The Greenbrier. Golfing legend Sam Snead spent significant time on Howard's Creek during his days as a pro at the resort. Near the end of World War II, General Dwight Eisenhower visited The Greenbrier – which was then Ashford General Hospital – and he went on a fishing trip with an enlisted man from Michigan named Irving Fornecker.
- Today, Howard's Creek is stocked with trout and other fish for catch-and-release fly fishing trips. The stream is stocked with 8,000 pounds of trout each year.
- The Greenbrier features more than 30 miles of off-road driving trails for its specially equipped Jeep Rubicons. Jeeps have been traversing those trails since 2007. Before that, The Greenbrier used Land Rovers on the trails.
- The carriages used on the carriage rides at The Greenbrier were made by the Studebaker company in South Bend, Indiana. Long before making cars, the Studebaker Brothers Manufacturing Company, which was established in 1852, produced wagons, buggies, carriages and harnesses. Carriage drivers like to joke that guests are riding in a 2-horsepower Studebaker.



TEAM MEMBERS MILESTONES ANNIVERSARIES



MARTIN TAYLOR

Sign Painter/ Engineering
Years of Service: 25
Start Date: November 11, 1996



Martin Taylor, a Sign Painter in the Engineering department celebrates his 25 anniversary at The Greenbrier this year. Taylor became part of The Greenbrier Team on November 19, 1996.

One of the many aspects that sets The Greenbrier apart from other resorts is the loyalty and dedication of its Team Members, many of whom spend their entire careers at America's Resort. In each edition of The Greenbrier Magazine, we honor Team Members that are celebrating a milestone anniversary of at least 25 years (they are honored every 5 years once they pass the 25-year mark) as a way to thank these special individuals for their dedication to The Greenbrier.

THE GREENBRIER'S ROASTED TURKEY

FROM OUR KITCHEN TO YOURS

INGREDIENTS

1 lb	Kosher Salt
1 lb	Dark Brown Sugar
32 oz	White Wine-Chardonnay
.5 oz	Fresh Lemon Juice
.5 oz	Fresh Rosemary Springs
.5 oz	Fresh Thyme Sprigs
.5 oz	Fresh Italian Parsley Stems
2	Bay Leaves
.25 oz	Juniper Berries

INSTRUCTIONS

- Combine all ingredients into a saucepan and bring to a simmer.
- Let simmer for 3-4 minutes on low heat.
- Cool and refrigerate until needed. Brine can be held for 1 week.

TO BRINE THE TURKEY

- Have your turkey complete thawed out and patted dry.
- Mix 1 part of your brine to 5 parts cold water and whisk together in the container in which you are going to submerge the turkey.
- Carefully drop the turkey into the brine and have it completely submerged. Cover, label and date, and the refrigerate for 24 hours.

TO ROAST THE TURKEY

- Remove the turkey from the brine and pat dry.
- Let air dry uncovered in the refrigerator for 6-8 hours, or overnight.
- Preheat the oven to 325F
- Note* if using a convection oven, roast at 275F
- Place your turkey on a roasting tray and place into the oven.
- Your goal is to roast the turkey to a breast temperature of 142F and the thigh to 155F. Depending on the size of the turkey, times can vary.
 - a. Note* If the skin starts to get too dark, you can cover with a sheet of aluminum foil until your internal temperatures are met.
- Once you have reached the desired doneness, let the turkey rest for 45 minutes to an hour before carving.



WHO VISITED: MUSIC GUESTS



Top Right - Country music icon Charlie Daniels and his wife, Hazel, were repeat guests to The Greenbrier. They celebrated their anniversary here in 2018.



Top Left - Maria Von Trapp visited The Greenbrier in 1976. She was the stepmother of the Trapp Family Singers and wrote the book *"The Story of the Trapp Family Singers."* The book inspired the 1959 Broadway Musical *"The Sound of Music"* and the 1965 film.



Middle Left - The Mayor of Margaritaville, Jimmy Buffett, stopped by The Greenbrier in 2015 to visit the New Orleans Saints Training Camp. He also spent time at The Golf Club with Billy Winters and Lee Trevino.

Bottom Left - Julie Wilson visited The Greenbrier in October of 1959. She was known in the world of music as "The Queen of Cabaret" and was nominated for a Tony Award for Best Featured Actress in a Musical in 1989 for her performance in *"Legs Diamond."*

Top Right - Lionel Richie has been a frequent visitor to America's Resort. He performed in conjunction with The Greenbrier Classic golf tournament, at the wedding of now-Greenbrier President Jill Justice and at the inauguration ceremonies for West Virginia Governor Jim Justice.



Middle Right - Paul Whiteman, known by many as the "King of Jazz," visited with his wife in 1936.



Bottom Right - Bono, the lead vocalist and primary lyricist of the rock band U2 visited The Greenbrier in 2002.



Bottom Left - Singer, songwriter, actress and designer Jessica Simpson visited for the opening of The Greenbrier Casino Club in 2010.



INTERESTED IN

FUTURE STAY RESERVATIONS

Central Reservations
the_greenbrier@greenbrier.com or 866-923-5239

ACTIVITY RESERVATIONS

Lower Lobby Concierge or 866-923-5239

GROUP SALES AND WEDDINGS

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

REAL ESTATE, GREENBRIER SPORTING CLUB

Lower Lobby Office
home@greenbrierliving.com or 304-536-7792

COTTAGES & ESTATE HOMES, GREENBRIER LEGACY CLUB

LegacyClub@Greenbrier.com or 304-956-0528

GREENBRIER CLINIC AND EXECUTIVE PHYSICALS

info@greenbrierclinic.com or 800-362-7798

GOLF TOURNAMENTS AND SPECIAL GOLF REQUESTS

304.536.4919

LOOKING FOR PAST ISSUES OF THE GREENBRIER MAGAZINE?

View digital copies online by scanning the QR Code below.



101 Main Street, West
White Sulphur Springs, WV 24986
(855) 453-4858

Greenbrier.com

 /The Greenbrier

 @the_greenbrier

 @The_Greenbrier