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Life As Few Know It[™]

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Publisher: Josh Baldwin
Design by: Mary Baldwin
Writers: Josh Baldwin, Cam Huffman,
Amanda Larch
Photographers: Havenbrook Media,
Mike Wyatt, Frances Valentine, The Greenbrier
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GREETINGS

- JOHN KLEMISH, THE GREENBRIER SPORTING CLUB BROKER IN CHARGE -

Summer is always one of my favorite times at The Greenbrier Sporting Club. It's great to see so many members back in their homes, and you can feel the excitement as the golf courses return to full capacity and the lodges are filled with laughter.

It's going to be another great summer at America's Resort. The Greenbrier Concours d'Elegance recently finished up its sixth year, with some of the top collector cars in the country visiting the front circle of The Greenbrier. NFL football will return as the Cleveland Browns hold a portion of their training camp at The Greenbrier Sports Performance Center, and LIV Golf will bring the game's best players back to the Old White once again in August.

When it comes to home listings, those are difficult to find these days, as people want to hold on to the incredible lifestyle that comes with home ownership at The Greenbrier Sporting Club. That being said, there are some gorgeous homes available, and some breathtaking home sites, where you can build your Sporting Club home just the way you want it.

One of the many benefits of membership in The Greenbrier Sporting Club is the unique access to America's Resort, The Greenbrier. Like The Greenbrier Sporting Club, The Greenbrier continues to thrive with new activities, events and upgrades taking place throughout its 11,000-acre property. Farm to Table Dinners at the new Greenbrier Creekside Gardens have become incredibly popular, and summer holidays like Fourth of July and Labor Day are filled with exciting events.

Members of The Greenbrier Sporting Club also have access to private amenities such as world-class golf, fishing, hiking, horseback



riding and exclusive dining options. It's the best of both worlds, and the authentic southern hospitality is unmatched.

As West Virginia celebrates its birthday in June, it's easy to see why there's no better place to call home. The Greenbrier Sporting Club provides the pinnacle of Mountain State living. While The Greenbrier provides the serenity and security of a rural setting, it also features reliable broadband, healthcare and education.

Getting here couldn't be any easier, from almost any location. The Greenbrier Sporting Club can be accessed in minutes off Interstate-64, and Greenbrier Valley Airport provides reliable and convenient air service just five miles away, with new daily flights to and from Charlotte.

Discover why so many new members are making the decision to experience "Life As Few Know It" at The Greenbrier by scheduling your tour today. I can't wait to show you around.



POLO

RALPH LAUREN



By Amanda Larch



LIV GOLF TOURNAMENT

A new and innovative golf tournament that features some of the world's best golfers and offers unique fan experiences, team-based LIV Golf is revolutionizing the sport, and for the first time since 2019, professional golf is returning to the Old White Course at America's Resort, as The Greenbrier will host the 2023 LIV Golf League Tournament in August.

According to Ron Cross, LIV Golf Chief Events Officer, LIV officials were committed to securing tournament venues around the world that could deliver championship golf competition for the sport's best players, as well as fan-first event experiences that are unique to LIV Golf.

"The Greenbrier is renowned as one of America's most prestigious and popular resorts, and the Old White course has a storied history of hosting top-tier tournaments," says Cross.

"The course's design is creative and sure to challenge our players, some of whom have hoisted trophies here before. The resort will be a fantastic setting for a LIV Golf event, and it shares in one of our league's key missions: providing a one-of-a-kind experience for our guests."

Cross said LIV Golf is incredibly excited to bring some of the biggest names in the game to West Virginia.

"We believe that a LIV Golf event offers something for everyone, and we're eager for a new community to experience

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- No Cuts: Watch your favorites throughout the event.
- 14 Events; A league that spans the world of golf

OUR SEASON

The 2023 LIV Golf League will consist of 14 events across the world. At each one, players compete for both individual and team points and prize money. The Individual Champion will be decided by the points accumulated throughout the season, while there will also be a season-ending Team Championship event.

REGULAR SEASON

Every time the world-leading stars competing in the LIV Golf League tee it up, they are playing in two competitions simultaneously – an individual and a team event.

Each stroke counts in the individual event, and the winner will be the player with the lowest total of shots over 54 holes.

In the team event, multiple scores count toward each franchises' total each round, with the franchises with the cumulative low score being crowned the team champion for that event.

TEAM CHAMPIONSHIP

The Team Championship is decided at the final event of the season.

it firsthand," he says. "Local leadership has been welcoming and supportive from the start, and the entire LIV Golf team can't wait to put on a show at The Greenbrier this summer."

The LIV Golf Tournament at The Greenbrier will take place August 4-6.

"The Greenbrier has always just been a special place in the golfing world, and people around the world know about the Greenbrier and want to come visit," director of Public Relations for the Greenbrier, Cam Huffman, told WVNS news. "But we're hopeful that LIV Golf will kind of bring a new audience to us. LIV is focused on growing the game of golf and getting some of the younger people involved in the game and reaching a new audience, and we want to do that too here at the Greenbrier."

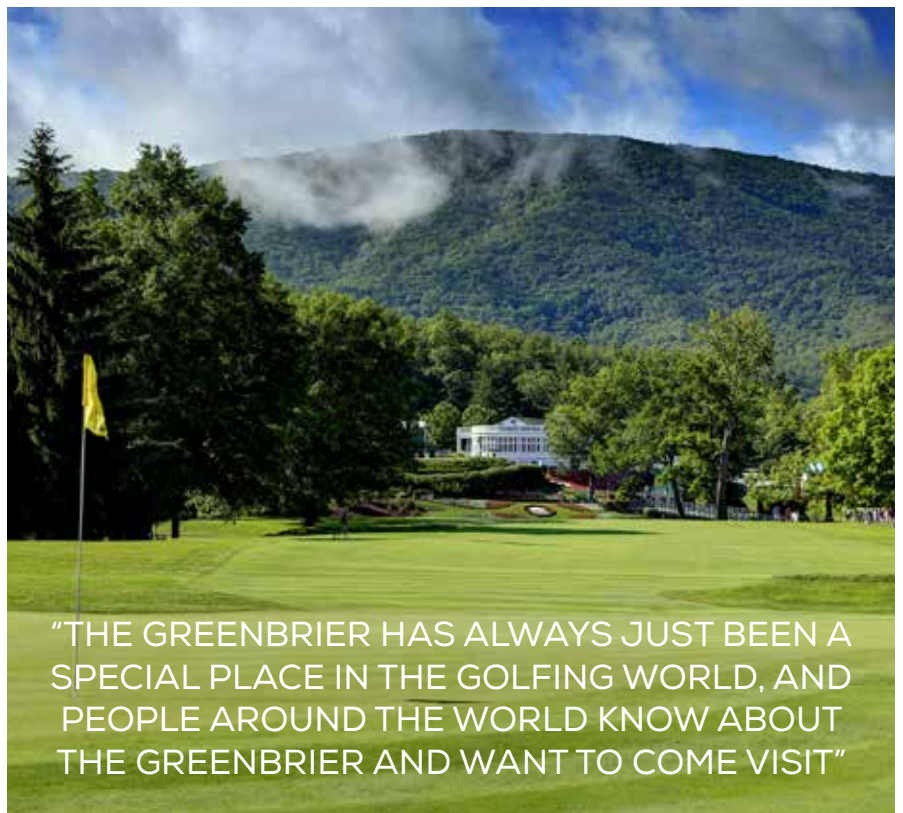
Ground Passes are now available www.livgolf.com/events/greenbrier and different packages to choose from are on their way, such as The Birdie Shack package starting at \$150-\$225; these ticketholders

will receive exclusive access to the Birdie Shack, a covered, open-air venue with stunning views over the course. Also included is a live DJ, drink coupons, and an item of LIV Golf branded swag.

Ranging from \$225-\$325, the Gallery Club package offers a climate-controlled area with spectacular views, vibrant atmosphere, quick bites, and unlimited beverages. This ticket option is perfect for socializing or entertaining clients.

The Club 54 package, estimated at \$550-\$750, provides an exclusive experience for fans looking for the best of the best, that includes handcrafted drinks, private views of the practice range, and a spot on the premier location of the course to witness all the action firsthand from an exclusive viewing terrace on the 18th green.

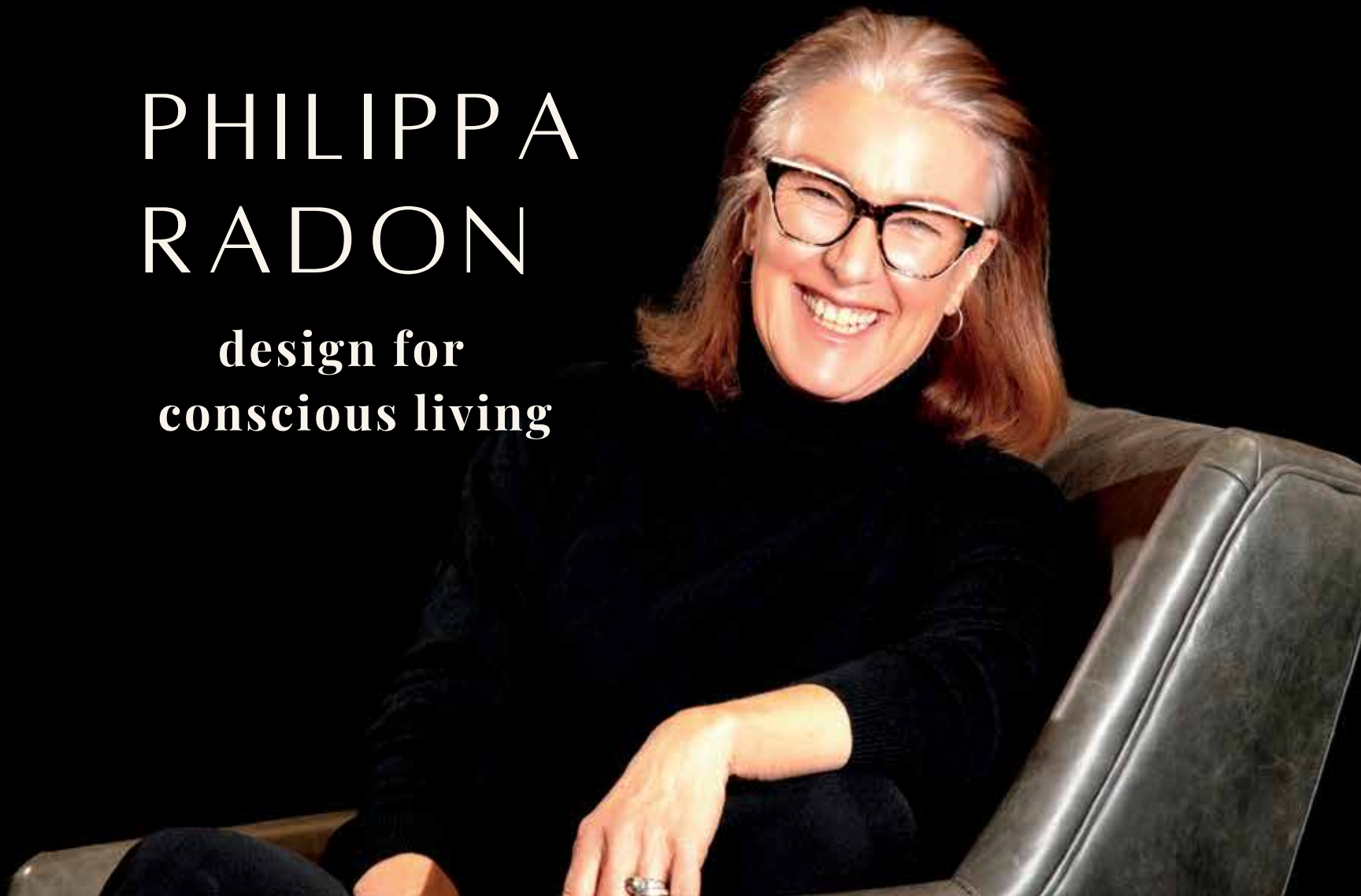
Private hospitality and Pro-Am tickets are also available. The private hospitality option allows ticketholders an exclusive space to call their own, which will certainly impress clients and guests. These private venues also provide a climate-controlled



"THE GREENBRIER HAS ALWAYS JUST BEEN A SPECIAL PLACE IN THE GOLFING WORLD, AND PEOPLE AROUND THE WORLD KNOW ABOUT THE GREENBRIER AND WANT TO COME VISIT"

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The LIV Golf Pro-Am | sport's popularity skyrocketed.
 tickets allow guests to tee up with a | The 2023 season will consist
 professional golfer the day before | of 14 events across the world, and
 the tournament begins. Limited | at each one players will compete
 Pro-Am spots include three meals | for both individual and team
 and a premium gifting experience, | points and prize money. The team
 and a group of three amateurs will | championship is decided at the final
 play with one pro on the front nine, | event of the season.
 and another pro on the back nine. | "It's something new in the
 Don't hesitate, as availability is | game and everything they do
 limited. | around it is positive and exciting and

Former World No. 1 golfer | fun, and I think people who come
 and entrepreneur Greg Norman | out and give it a chance are going
 proposed the idea for the team- | to really enjoy themselves," Huffman
 based LIV Golf Tournament in | told WVNS news. "I also think you
 2019, and after two years of | have to focus on what this does for
 planning and preparation, the first | our economy. The local areas, people
 LIV Golf Tournament took place | coming in, players coming in, people
 in June 9, 2022 at the Centurion | coming to watch the tournament,
 Club near London and was a | it's huge for White Sulphur Springs
 success, with fans and players | and all of Greenbrier County, and
 alike praising the unique format | really all of West Virginia."
 and engaging atmosphere of the |

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HUNTING & FISHING

Nestled in the lush Appalachian Mountains of West Virginia, The Greenbrier resort has long been a destination for outdoor enthusiasts seeking adventure and natural beauty. And for three days each year, the resort plays host to one of the biggest events in the world of hunting, fishing, and conservation: the Wild & Wonderful Hunting, Fishing & Conservation Expo.

The Wild & Wonderful Hunting, Fishing & Conservation Expo at The Greenbrier resort in West Virginia is one of the most exciting events of the year for outdoor enthusiasts. This three-day event features exhibits, demonstrations, and presentations on everything related to hunting, fishing, and conservation. Attendees will enjoy access to the latest gear and equipment, as well as instruction seminars on everything from fly casting to firearms to turkey calls.

From the moment visitors arrive at The Greenbrier, it's clear that they're in for a special experience. The sprawling resort boasts stunning architecture, luxurious accommodations, and a wide range of amenities, from world-class golf courses to a casino and spa. But during the expo, the focus is squarely on the great outdoors.

"We've done a lot in the past with exhibits, but nothing in the way of hunting and fishing," said Joey Miller, who oversees the outdoor activities at Kate's Mountain Adventures

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at The Greenbrier. “We already have 50 or 60 companies who have signed on and we’re expecting close to 200. This expo will feature a little bit of everything and embody all that West Virginia has to offer from an outdoors perspective.”

The expo brings outdoorsmen from every location and discipline together with vendors to experience this incredible property and learn more about the hunting, fishing and conservation opportunities available to enthusiasts of all types. While some of the exhibits will be contained indoors, the goal is to utilize the entire property and the great outdoors, which we all treasure. To that measure, the event is not only split across The Greenbrier’s majestic 11,000 acres, but also includes Stoney Brook Plantation, a hunting preserve located about 25 miles away in Monroe County.

While providing an ideal location for vendors, speakers and outdoor enthusiasts to showcase their products and skills is at the

heart of the Wild and Wonderful Hunting, Fishing and Conservation Expo at The Greenbrier, there are some other major goals that the team at America’s Resort hopes to accomplish with this unique event.

- Spread knowledge about the incredible sporting opportunities available on The Greenbrier property and the expert instructors on staff
- Manage the outside perception of West Virginia and spread awareness of its beauty and everything it has to offer to outdoor enthusiasts of all types
- Help foster an awareness and appreciation of outdoor sports among youth throughout West Virginia and beyond
- Provide outdoor sporting opportunities for military veterans Partner with West Virginia Department of Natural Resources on conservation efforts in West Virginia.

The Wild & Wonderful Hunting, Fishing & Conservation Expo is a must-attend event for anyone who is passionate about hunting, fishing, and conservation. Whether you’re a seasoned outdoorsman or simply looking to learn more about the natural world, there is something for everyone at this exciting event. To learn more visit greenbrier.com/Expo.

It's All in the Details!



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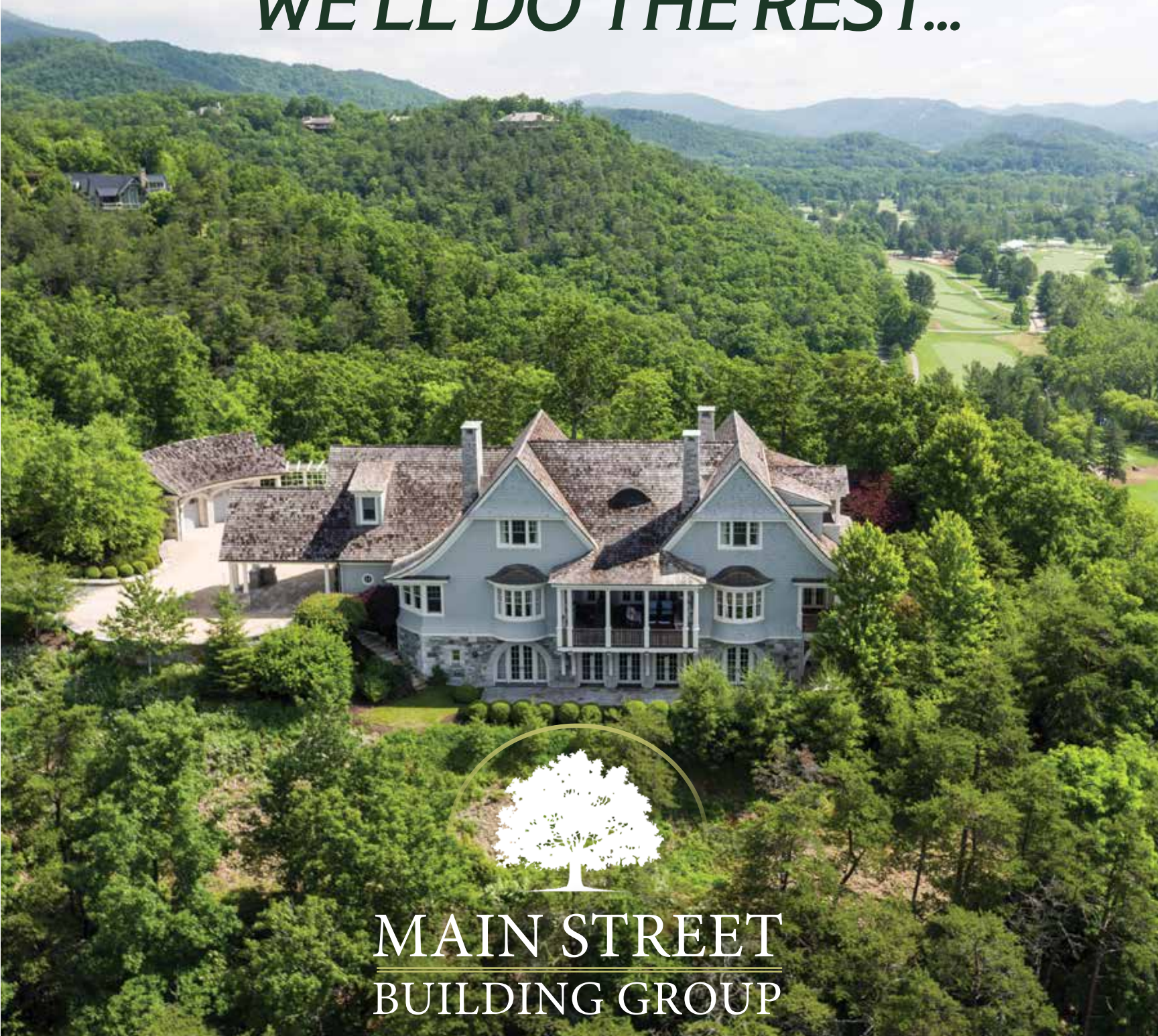


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STORY BY GREG JOHNSON
PHOTOS COURTESY OF GILLESPIE FAMILY

100 YEARS OF FLOWERS

GILLESPIE'S FLOWERS AND PRODUCTIONS CELEBRATES A CENTURY OF BUSINESS

In 1923 a young man named Ken Gillespie recognized a business opportunity at the then-new Greenbrier Hotel, and he opened a small flower shop in the resort's retail corridor. He sold flowers he grew and arranged himself, or ones he could source that arrived at the train station across the street from the hotel. When business at the hotel slacked in the winter, he took his flower business south, to Florida. His children attended school there and helped out in the shop. Eventually his success enabled him to build a store on Main Street in White Sulphur Springs, on the property next to his house.

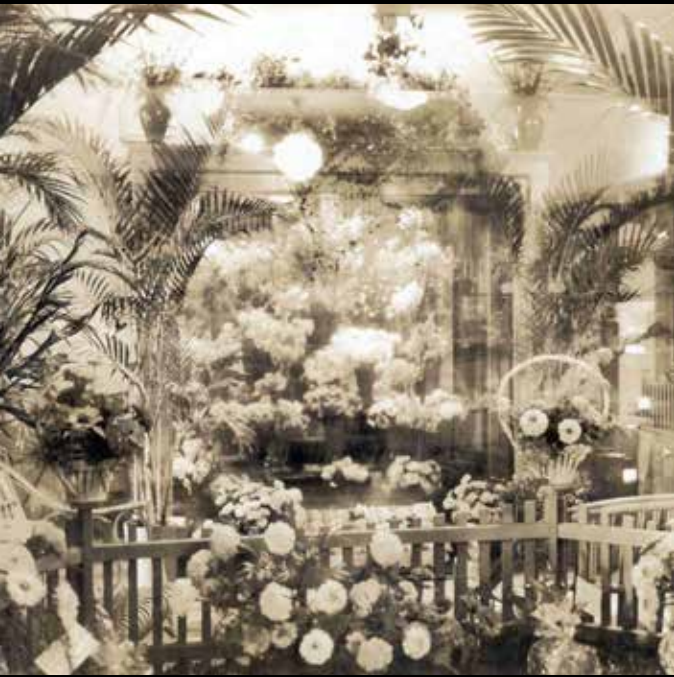
By the time his son Temp (Kenneth Templeton Gillespie) took over the business, the hotel had year-round business with conventions and trade shows, and it was no longer necessary to decamp to Florida. The business continued to grow, Temp put an addition on the shop, and he added rental items that groups needed for their conventions, like table and wall decorations.

Fast forward a hundred years, three generations and a third addition to the Main Street store, and Ken's original vision has become Gillespie's Flowers and Productions, a family business with 30 employees, 35,000 square feet of storage and work space, a high-tech graphics department, and a fleet of trucks, all based in White Sulphur Springs. For decades Gillespie's has provided services for countless weddings, corporate events and celebrations at The Greenbrier and in the surrounding region. A unique combination of retail florist and event facilitator, Gillespie's is run by three of Ken's grandchildren, with the next generation working alongside, preparing to take over when they retire.

Relatively few family-owned businesses in the Greenbrier Valley can claim to have been operating successfully for a century. On the occasion of its hundredth anniversary, we thought it would be interesting to sit down with the owners, siblings John Gillespie, Martha Gillespie Sams and Charley Gillespie, and ask them about their company's evolution from a small flower shop to an impressive enterprise with a vast inventory of tents, chairs, tables, lighting, flooring, portable bars, fire pits and just about anything else you might need for a major event.



Clockwise from top left: Gillespie's at The Greenbrier 1923; Ken Gillespie pinning on a corsage; Delivery Truck 1923; Maytag Wedding 1929. Opposite page clockwise from the top: Gillespie's at The Boca Raton Hotel in 1929; Gillespie's at The Palm Beach Breakers Hotel; Palm Beach Fashion Show with a young Temp Gillespie as page boy; 50th Woodruff Anniversary Party; The Prime Minister of Neru Gold Service Dinner in The Greenbrier's Cameo Ballroom.





Clockwise: Charley, Martha and John in their retail shop in White Sulphur Springs; ; Staff working on arrangements; Martha and Graphic Designer, Ryan Foster looking through some recently printed signs.

GL: A lot of siblings don't seem to be able work together as well as you three obviously do. Why do you think it works in your case?

John: I think all three of us are somewhat driven, and focused on outcomes. We want to achieve at a high level. We want things to go right. We're each able to handle the whole operation, but we divide the duties. I handle most of the corporate and convention work, Martha handles the weddings, and Charley handles logistics and he schedules and manages the crew. It's a lot like a family farm - it's just always been part of our lives. We grew up with the business and we were expected to pitch in and help. I remember having to recruit my friends in eighth grade to help haul concrete for an addition we were building on the Main Street shop. My son Steven, Martha's daughter Rebekah and Charley's son Alex, work with us. They're the fourth generation of the family with the potential to carry on the family tradition.

Martha: I've worked for the family since junior high school. We used to get huge shipments of flowers from Miami at the Lewisburg airport, and as soon as we got our driver's licenses, we were dispatched to meet the planes and pick up the flowers. When I was studying accounting at WVU, one summer our bookkeeper had to take off and I kept the company books. WVU counted it as an internship and gave me college credit for it. I'm still handling the accounting and bookkeeping.

GL: What percentage of your business is flowers versus events?

Martha: It's really hard to say because events involve flowers. We have seven floral designers on our staff, and there are times we have to produce 100 centerpieces for an occasion at the hotel, like New Year's Eve. We're always doing local funerals and

weddings, too. Even with all the events we do, flowers are definitely a major part of our business.

GL: Where do you source your flowers?

John: Nowadays the flower market is worldwide. Some come from California, some from Holland, some from Columbia and Ecuador. South America has whole planes dedicated to shipping flowers to the States. Thailand is a great orchid producer. We used to get weekly shipments of anthuriums from Hawaii. Instead of arriving by plane or train or Greyhound bus like they used to, now they come UPS and FedEx. If we want a particular kind of rose from California, we can call in the afternoon and it's here the next morning. There are still a couple of farmers in our area who raise flowers and plants, and we're happy to buy product from them, too.



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GL: Tell us about the event side of your business.

Charley: Events are a 7-day-a-week operation. We have 14-18 people on our crew. Because of the nature of the work, we can't take regular days off. Sometimes we don't get home until midnight after tear-downs. When we hire people, we let them know they'll have to deal with flexible work hours, and they could be working Fridays, Saturdays, Sundays, Mondays, and nights. If someone needs to go to a medical appointment or deal with a family situation, we try to work around it. Our feeling about our employees is, since they take care of us, we'll take care of them. We have an awesome crew. Several of them have been with us for many years.

GL: When did your expansion into events take place?

John: Our father, Temp Gillespie, started growing the production side of the business in the 1960's. He built a small warehouse to store decorations and props for parties and conventions. At that point we were still outsourcing tents and tables and chairs. In the 1980's, after an experience with a subcontractor who forgot to bring a part for a tent, Dad decided the only way we could control things was if we had our own tent. The demand kept growing, and we kept adding larger tents and more tables and chairs. We're still adding.

Charley: Our new sailcloth tent is a hot item. It's large and it has peaks and flags on the top, like a festival tent. Brides love the way it looks. We have other tents that don't need poles inside to hold them up, so there's more room to move around and more space for tables and chairs. We had to learn how to set the sailcloth tent up, but it's been worth the investment of time and money.

John: One interesting difference between our generation and our father's is that he didn't believe in borrowing to expand. He grew it organically over time. We've been willing to take on debt to grow the business.

Charley: We built a 20,000 square-foot warehouse to store all the tents and chairs and miscellaneous things we need. We have a stake driving machine, which saves the crew from having to sledge stakes by hand and speeds up the setup process. We even



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have a tent washing machine. The temperature has to be precise because if it's too hot the binding on the seams comes apart. We've learned the hard way that washing a tent isn't nearly as hard as drying one!

Martha: During the pandemic, tents and rentals helped us survive. We continued to have weddings because Greenbrier County had fewer restrictions than some other places. We planned one very large wedding for a couple who were going to get married in Washington, D.C., but wedding receptions weren't being allowed there. Tents enabled us to have it here. The hotel could have indoor receptions in the ballroom if there were 6 or fewer people at each table and the tables were 10 feet apart, so that helped. In 2022 weddings and corporate business started coming back. We handled over 100 weddings last year. The addition of the chapel has dramatically increased the number of weddings we have at The Greenbrier. On any given weekend we could have two weddings at the hotel and one at the Sporting Club. Believe it or not, we even had weddings on Christmas Eve and Christmas Day.

GL: Do you do much work for the Sporting Club?

John: We take care of a lot of events for the Sporting Club and its membership. Besides helping the Sporting Club and the hotel decorate for Christmas and take down the decorations, some Sporting Club homeowners want help with Christmas decorating, too.

GL: People probably don't realize Gillespie's does graphic design work, too.

Martha: We have an excellent full-time graphic designer, Ryan Foster. We do The Greenbrier's custom poster printing. We can create signs and decals, and we can print on Foamcore and aluminum panels. We even do vehicle decals.

John: Honestly, we can print just about anything. When they had the red-carpet premiere for the Fox Nation movie that was filmed at The Greenbrier, we did a 100-foot wall graphic for the background.

GL: Do you serve areas besides Greenbrier County?

John: We handle events at The Omni Homestead in Hot Springs, Snowshoe, Glade Springs, private homes, and occasionally events in Charleston and Roanoke.

Martha: We worked on the inaugurations in Charleston for Governors Underwood and Wise, and the one at The Greenbrier for Governor Justice.

GL: Carleton Varney's death last year was a great loss to The Greenbrier. Did you do much work with Carleton?

John: We worked a lot with Carleton. He was an amazing visionary, and he loved flowers. Dorothy



Draper and Company are continuing to work with the hotel, and we work with them.

GL: Did the 2016 flood impact your business?

Martha: Luckily, our shop and our warehouse weren't flooded, so we could devote time to the recovery effort in White Sulphur. Initially we provided tents and tables. Eventually the outdoor operation moved to Butler Hall at St. Thomas Episcopal Church. Everyone in the community was helping out. I helped coordinate logistics and pay bills, and I was a volunteer case manager.

Charley: My nephew Steven helped with a rescue. We'll let him tell you about it.

Steven: A Baltimore company had a crew of 10 or 15 workers setting up tents for the PGA Tournament when the flood happened. They were living in a rented house on Greenbrier Avenue for the month they were here, and we were about the only people in town they knew. Their neighborhood flooded and they were literally surrounded by water and trapped in the house. Some of them couldn't swim and they were scared to death. It was getting dark and some fast water rescue people got them out. We put them in our trucks and took them to Butler Hall because we knew they could get shelter and food there.

GL: They were lucky.

Steven: We were glad we could help. They were just here doing their job and suddenly they were caught in the middle of all the chaos.

GL: How do young people who want to pursue your line of work get into it?

Martha: There are horticulture degrees, and you can even learn a lot online, but most people still learn it hands-on. Most of what I learned, my grandfather taught me.

John: It's interesting how things come back around. Granddad used chicken wire in his floral arrangements. Over the years that got replaced by floral foam. But it's not environmentally friendly because it's not biodegradable. So there's a movement back to chicken wire now!

GL: One final question. What are your favorite parts of your jobs?

Martha: The creativity. I enjoy helping brides bring their visions to fruition, and helping corporate clients decide on their themes and décor.

John: I love the challenge of the event design and execution.

Charley: It's easy to come to work when you're blessed with great employees.



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WELCOMING. ACCOMMODATING. LIFE CHANGING.

Story By Amanda Larch

Becoming Greenbrier Sporting Club members has been worthwhile for Craig Miller and Lisa Brock for these exact reasons, which also account for the couple and their two children spending as much time as they can at their home in the Copeland Hill cottages.

“We come down more than we thought we were going to,” Craig Miller admits. “The idea of buying Copeland Hill was that when we’re not there, we could be renting it and helping to pay for it.

“We were thinking maybe a couple of times a year, but we’ve been getting there maybe five or six times a year, which is great so far,” he says.

Located on the north side of The Greenbrier resort, Copeland Hill is a collection of 35 fully furnished, four-bedroom cottages that are articulately designed and decorated to resemble the opulent style of The Greenbrier’s Legacy Cottages. Owned by members of The Greenbrier Sporting Club, Copeland Hill cottages are also available for resort guests to rent.

The Miller-Brocks own Copeland Hill 31 and absolutely love it, Craig says. “The staff has been so great and so accommodating that it really does make it fun to come back,” he says.

Along with the friendly staff, fellow Copeland Hill occupants have made the venture worthwhile for this Sporting Club family.

“My neighbor in Copeland Hill 35 has been kind of my mentor, and when we first bought, he said, ‘Wait until you’re an owner because you’ll be treated like a king. It’ll be fantastic, and you’ll love it.’ And he was right,” Craig says.

Copeland Hill 31 had been completely renovated by renowned designer Carlton Varney when its previous owners, the McKnight’s, occupied the space.

“They put it up for sale right around the time we were considering property at The Greenbrier,” Craig says. “It looks a lot like The Greenbrier inside, and we just fell in love with it. We were able to negotiate a price and we’ve been happy ever since.”

That's part of what made Copeland Hill so appealing for the Miller-Brocks; trying to renovate it themselves from their home four hours away would not have been ideal, and they adored the finished, charming design of the interior, as it reminded them so much of the iconic designs of The Greenbrier resort itself.

"One of the appealing items was that it was just completely redone; it was turnkey for us," Craig says.

The Miller-Brocks will celebrate their second anniversary of joining The Sporting Club this upcoming Memorial Day weekend. A mortgage banker, Craig has been in the business for almost 30 years, and as he starts to consider retirement, he and his family already have plans to expand their residency at The Greenbrier.

"We really enjoy being out here," he says. "I'm in my upper 50s, so I'm thinking about retirement, and it would be nice to be able to come out here whenever we want as opposed to kind of living our life around the marketing of Copeland Hill."

The Miller-Brocks are tentatively planning to build a home in the lot they recently purchased at the Snead Golf Course.

"It probably won't be as Greenbrier-esque; it'll be more alpine, really making it our own," Craig says.

To prepare, Craig and Lisa's 19-year-old daughter and 14-year-old son have been given a dream folder, in which they can place ideas and wishes for this new home on the grounds of The Greenbrier.

"I told the kids, I want you to cut out things that you want in your room or want in the house and that'll be our dream folder," Craig says.

"We'll stick it in there, give it to an architect, figure out what we can't afford, and then we'll cut all that out and build something probably in between our dream home and what we want for a retirement home," he laughs.

Speaking of design, Craig's wife Lisa Brock is an artist, and spending so much time at The Greenbrier has inspired her to further pursue her art.

"That's been another thing for her; she's been at the at lodge painting, doing watercolor paintings and things, getting back into art," Craig says. "After having kids, she kind of took a break about being an artist, and I think The Greenbrier has helped get her back into that mode."

Additionally, Lisa has been spending a lot of time at The Greenbrier Sporting Club Equestrian Center, as she's also an equestrian at heart. This 24-stall facility offering an outdoor riding arena and a variety of activities for all skill levels is one more appealing aspect of The Greenbrier and The Sporting Club.

"If The Greenbrier didn't have an equestrian barn, I don't think we would have purchased; I don't think I would have gotten her out of Virginia," Craig laughs.



That's part of what made Copeland Hill so appealing for the Miller-Brocks; trying to renovate it themselves from their home four hours away would not have been ideal, and they adored the finished, charming design of the interior, as it reminded them so much of the iconic designs of The Greenbrier resort itself.





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“It’s almost like the best of both worlds for us,” Craig says. “I love that the people in West Virginia are very down to earth, which includes staff and people in White Sulphur Springs. Then you combine that with The Greenbrier—parts of it are super fancy but the staff make it very homey for us—and that has been really appealing.”

The Miller-Brocks hail from Alexandria, Virginia, and it was through Lisa’s father that Craig first heard of The Greenbrier.

“Interestingly enough, my father-in-law, years before the anyone ever knew about the bunker, had come up with a plan that if something catastrophic happened in D.C., that we were going to meet at the Episcopal Church just outside of Greenbrier,” Craig relates.

In 2020, Craig took this emergency action plan to heart and began thinking of The Greenbrier as a safe option for he and his family.

“We have a fair amount of land in Virginia, and I thought we probably need to diversify,” he says. “I started thinking about what my father-in-law had already set in place, so I started looking at The Greenbrier and realized you could buy some land out there.”

West Virginia also holds special appeal for the Miller-Brocks; its welcoming people and ideal, mild weather make for the

“When we go there, the staff, including the chefs, knows now what she can and can’t eat,” Craig says. “It’s easier to tell what she’s not allergic to as opposed to what she is allergic to.”

Recently, the Miller-Brocks were enjoying one of their most recent trips to Copeland Hill 31 and ordered a special from the lodge for dinner one night. A staff member from the lodge called the family to inform them that the chef realized there were certain things Lisa could not eat, but that they would replace those items with something she could safely consume.

It’s that dedicated service and attention to detail that make the Miller-Brocks continue to come back more and more, Craig says. While Craig does most of the cooking at Copeland Hill when the Miller-Brocks choose to eat in, he knows that when he’s not there, Lisa will still be well taken care of.

“I know that when I’m not there, she could walk into the lodge and they’ll have all of her allergies; she doesn’t have to worry,” he says. “It’s a huge personal touch, and it’s a big draw for us.”

Though they’ve been members for almost two years, the Miller-Brocks are still getting to know their fellow Sporting Club members, and they have been nothing short of incredibly kind, humble, and knowledgeable, says Craig.

“We’ve only been there two years so we’re still meeting people, and all the owners that we’ve met have been so incredibly humble and kind and just great,” Craig says. “The people that you meet along the way that are part of the owners have been a really nice surprise for us.”

Coming from four hours away can be an effort, but the people and staff at The Greenbrier Sporting Club make each trip worth every minute, and that sense of camaraderie has especially impressed Craig. There are also an abundance of activities to participate in while at The Greenbrier.

“When you get there, you want to be around people that are kind and giving and nice and just generally cool people to hang out with, and everybody seems to have a very neat story,” Craig says.

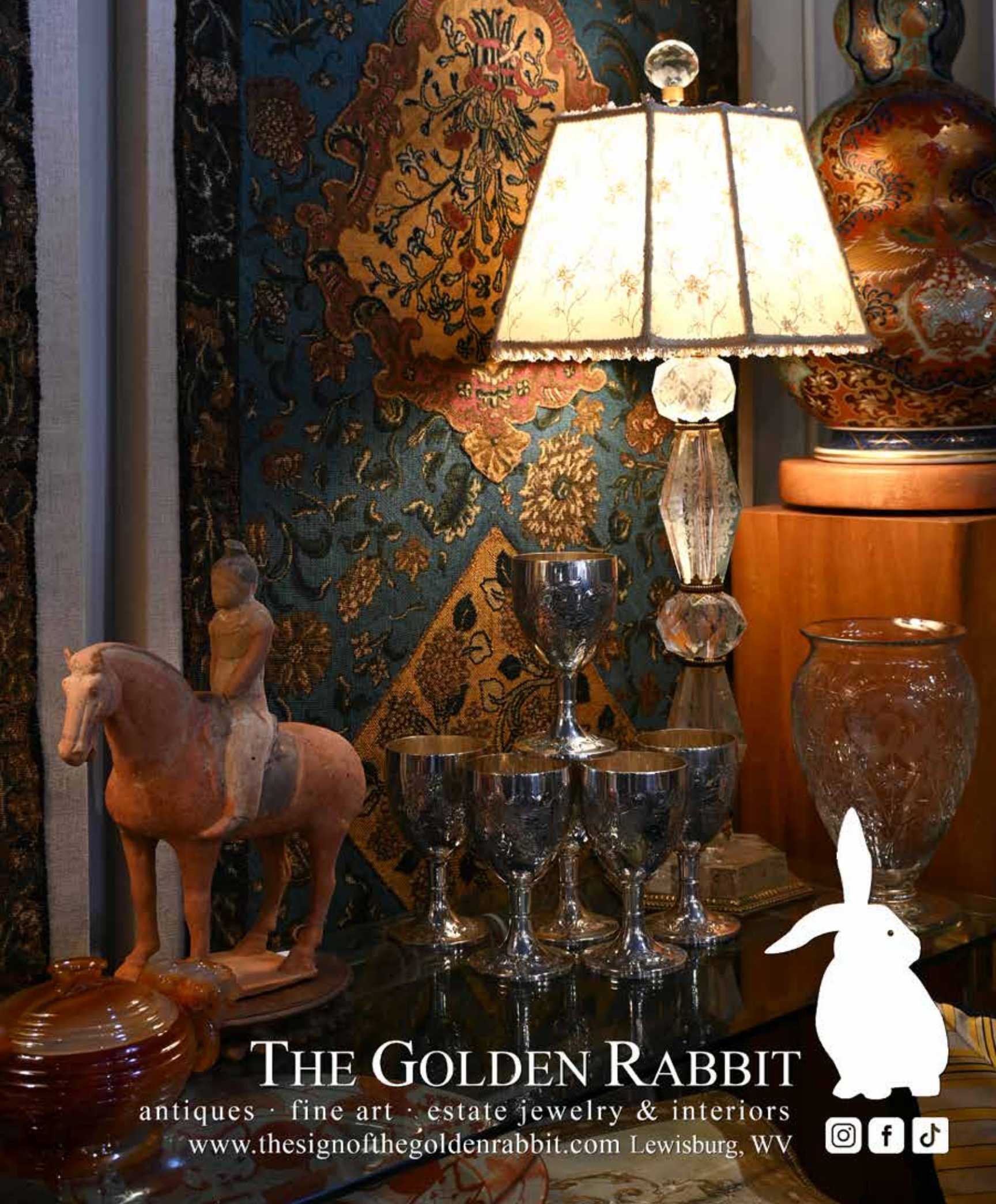
“When you sit down and talk with people, they’re so interesting, and even though it may be a distance from where you’re coming, it’s well worth the time, and there’s always things to do not only at the hotel, but it’s pretty cool The Sporting Club has their own list of things to do for the owners,” he continued. “That’s also been a great advantage for being a Sporting Club member.”



perfect getaway for this Sporting Club family. Located four hours away from their Alexandria home, the Miller-Brocks often take the train to The Greenbrier.

“It’s almost like the best of both worlds for us,” Craig says. “I love that the people in West Virginia are very down to earth, which includes staff and people in White Sulphur Springs. Then you combine that with The Greenbrier—parts of it are super fancy but the staff make it very homey for us—and that has been really appealing.”

The Miller-Brocks feel well taken care of during their stays at Copeland Hill and The Greenbrier. Lisa has many food allergies, and the staff goes above and beyond to cater to and accommodate her dietary needs.



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ELYCE ARONS & Frances Valentine

At the heart of my love and fascination with the Greenbrier lies a mystery. To explain, Dorothy Draper, the doyenne of American interior design who provided the post WW2 and on-going decor inspiration to the hotel has long been a personal heroine of mine. As I walk through the front door of our townhouse on Bank Street in Greenwich Village each day, I think of her. I was told by the previous owner of the house (who had lived there for 50 years), that our front door was painted its bright shimmering tulip red in the 1930's by the owner before them. One of Dorothy Draper's famous suggestions for that post-depression era was that people should paint their front doors in the "brightest red color" that they could find; this as the country sought to shrug off the dark veil of those difficult days. Did our former 1930's homeowner read Ms. Draper's words and take that good advice? Did they know each other? That previous owner was a famous author and book reviewer named Virginia Kirkus (there is still a "Kirkus Review" today) and Dorothy Draper had published her first book on home decorating in the 30's? Alas, that mystery will likely never be solved. What I do know is that I am lucky enough to have a daily reminder of the boldness and beauty that lies in the DNA of the decor of The Greenbrier. That aesthetic, that ode to joy that makes your breath take flight when you first walk through those grand doors of The Greenbrier is also at the heart of our brand, Frances Valentine.



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I started Frances Valentine in 2016 with my best friend and former college roommate Katy Spade and her wonderful husband Andy Spade. We set out to create a bold modern lifestyle brand and create products that were close to our hearts. We initially launched with shoes and handbags, and later added apparel pieces that were joyous and full of soul. We really wanted to offer the type of pieces that would make you smile each time you opened your closet.

When we decided to add apparel pieces into the line, we actually did so in response to several customer requests. We continually fielded questions about the clothes that we were using in our photo shoots and many of these were vintage pieces that we had collected over the years to use as styling pieces in our campaigns. Using those initial pieces as inspiration, we designed our apparel line based on vintage patterns, updated silhouettes, and original figurative artistic renderings of floral landscapes that we have collected. We included everything from Jacquard swing coats, colorfully embroidered caftans, hand embroidered sweaters, dresses to pants and skirts. By 2020 we had a full-fledged apparel collection to complement our successful accessories line.

Exuberant colors and pattern ripple like a breeze through the design aesthetic of Frances Valentine. Many of my friends have a hidden fear of wearing or buying bright colors of any kind. There is a safety in the austere, a zen calm to blending in and not having to worry about what others may think of your choices. This holds true in both interior and fashion design and sometimes we all feel like being safe. But for those times when we decide to take the plunge and make a statement with a vibrant print dress or a bright primary colored pair of shoes with sparkling costume jeweled buckles, the rewards can be life altering. We've often have had women tell us they have been stopped four or five times a day and asked where they bought their shoes, or who makes that jacket, dress, sweater, etc. They tell us it makes them feel a bit like a celebrity. It's almost as if there is an innate someone living inside us who wants to break free and express herself. That is the same sense of delight I felt the first time I crossed the threshold of The Greenbrier and viewed that incredible sweeping staircase, those bold hand painted striped walls and the eye-popping floor patterns.

Of course, I had read about The Greenbrier and its storied decorator for years. The oversize prints and Dorothy Draper's signature lush floral patterns and print combinations are so inspiring. We scout vintage stores in the United States and Europe to find interesting silhouettes and prints to create unique vintage-modern designs each season (one of the many reasons I love my job!). It was a dream of mine to someday shoot a campaign at The Greenbrier amongst that design aesthetic that had been







such an inspiration for so many years. We were able to fulfill that dream in the spring of 2021, when we shot our fall and holiday catalogue campaigns at the hotel. Our team contacted the hotel and to our delight they agreed to let us stage the photoshoot there. I don't think I was ever more thrilled than when I saw Frances Valentine designs being worn by our models in the over-the-top gorgeous rooms of The Greenbrier. Guests would stop for an entire hour and speak to us and watch us shoot. It was so much fun for both the guests and for our team. When the Fall Catalogue dropped that following September, we had more reaction with The Greenbrier as the backdrop than any catalogue we had sent thus far. Many of our customers were fans of the hotel and recognized The Greenbrier of course, but I think the stunning visual of our clothes: the prints, the color, the warmth that the whole affair generated was something that none of us expected. It is really that same sense of surprise when you couple two or more bright distinct patterns with each other and in some magical visual way they work beautifully together. Frances Valentine and The Greenbrier in some mysterious way just fit perfectly.

Shortly after that, we really took a deep dive around the hotel mostly in admiration of the brilliant work the designer Carlton Varney had done in honoring Dorothy Draper's legacy. During our on-going conversations with the people at the hotel, we were introduced to the stellar team that runs the retail shops at the resort. They graciously agreed to open a Frances Valentine "Shop in Shop" in the busiest store in the hotel – Bellissima. They have had overwhelmingly positive feedback from their customers, and we could not have found a more wonderful partner in a more elegant setting.

Though it is rare, sometimes in life one is lucky enough where everything goes right. Walking into The Greenbrier, we are fortunate to be standing in a living, evolving work of art conceived by a genius in the field of design. Dorothy Draper was a pioneer in many ways. An early woman entrepreneur, she set the stage for many of us to follow in her footsteps. She was an author and artist with true original design sensibility that was able to appeal to a vast swath of American people through her books and newspaper columns. It is so wonderful that beauty and glamorous decor has been preserved and honored by the good people at The Greenbrier. At Frances Valentine, we are so proud to part of that family.

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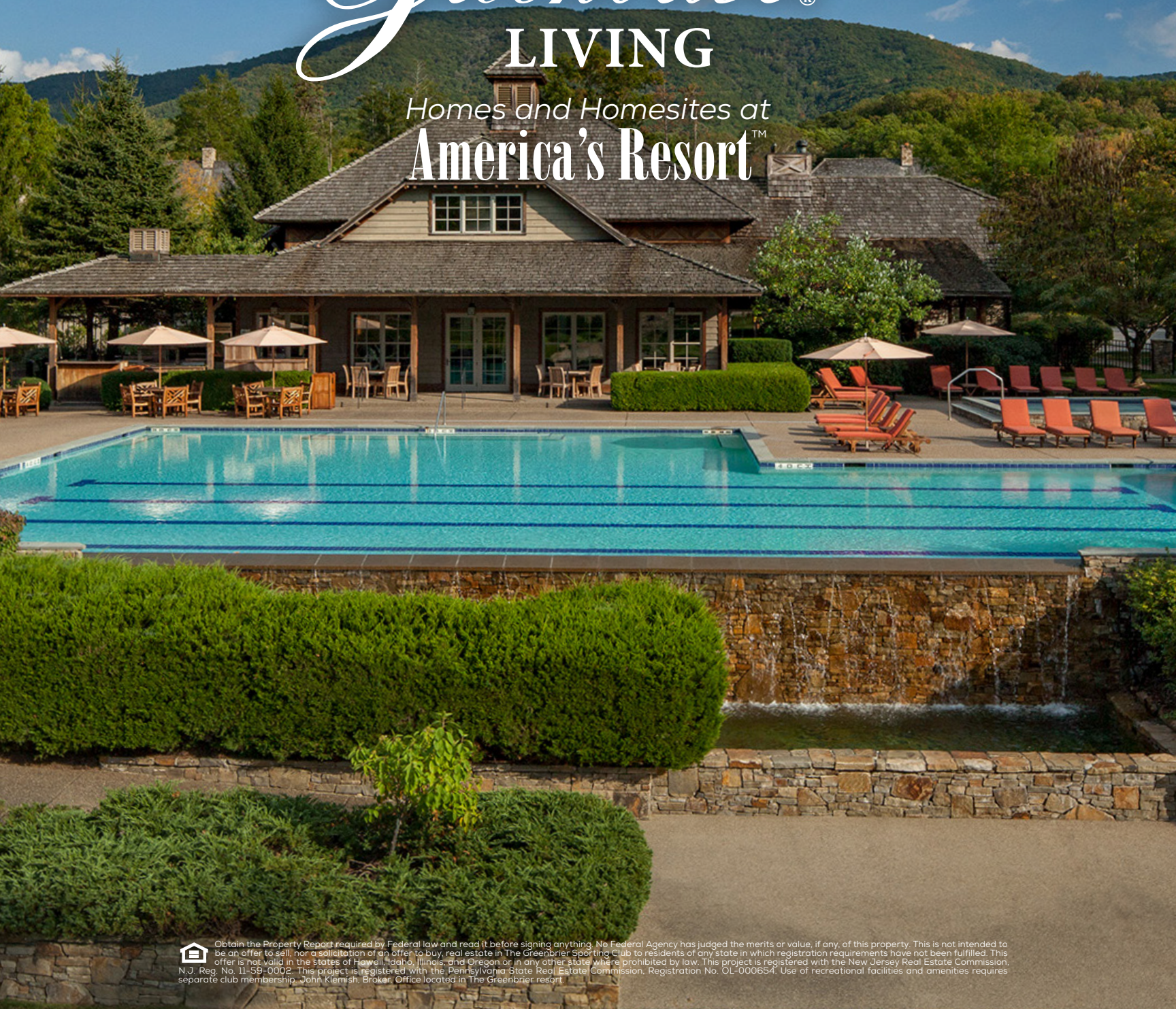
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