



PGATM

MAGAZINE

Volume 98, No. 3

March 2017

PGAmagazine.com

Five Dollars



REVENUE GENERATORS

**WHAT PGA PROFESSIONALS ARE DOING TO
HELP DRIVE REVENUE FOR THEIR FACILITIES**



On the **Itinerary** Cattle Ranch Beefs Up Western Golf



Travelers looking for a unique experience and a new golf destination will soon have a new Western getaway to check out. **Silvies Valley Ranch** (silviesvalleyranch.com) is a working cattle and goat ranch in eastern Oregon that uses sustainable agricultural practices – and is known for producing some of the world’s best organic beef. Starting this summer, it will also be known as home to a distinctive trio of golf courses and boutique resort that combines luxury with traditional Western mystique.

The resort portion of the property is known as The Retreat at Silvies Valley Ranch, and it is set to open this July with a variety of golf options. The main course is really two courses – the Hankins and Craddock courses – as architect

Dan Hixon built extra greens to use the same land as two different reversible courses on alternate days. Using different tees and greens, the courses offer nearly endless options for unique rounds, all without a single water hazard (beware of the hundreds of bunkers, though). The Retreat will also be home to McVeigh’s Gauntlet, an 8-hole course atop a razor back ridge, and Chief Egan, a 9-hole par-3 course running through a mountain meadow. The courses were designed to be challenging but fun, and to take full advantage of the Western scenery. Silvies Valley will open with a 34-room lodge, and additional accommodations will come on line next year – making this wild Western destination a fun place for group golf getaways. ■

At a Glance

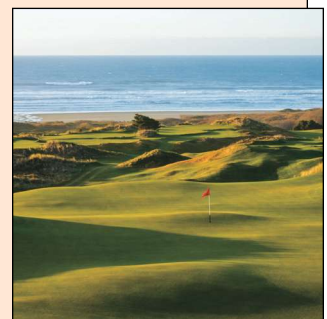


■ Reunion Resort

(reunionresort.com) is offering a Masters Skills Challenge for resort guests April 7-8 at the Reunion Golf Academy. Guests will receive a 15-minute tip from the golf staff, then test their skills in putting, chipping, full swing, flop shots and more for a chance to win prizes.

■ **PGA Professional Dirk Willis** has been named Vice President and General Manager of Golf at **Pelican Hill** (golfpelicanhill.com) in Newport Beach, California, and nearby Oak Creek Golf Club. Willis was previously Director of Golf Operations at Wisconsin’s Whistling Straits and Blackwolf Run.

■ **PerryGolf** (perrygolf.com) is adding Argentina to the company’s travel portfolio in 2018. The “Best of Argentina” package will include six rounds of golf on an 11-night escorted tour for 20-24 guests.



■ Bandon Dunes Golf Resort

(bandondunesgolf.com) has announced seasonal non-stop flights on United Airlines between Denver and Southwest Oregon Regional Airport in North Bend will resume June 11. North Bend is less than an hour’s drive from Bandon Dunes.