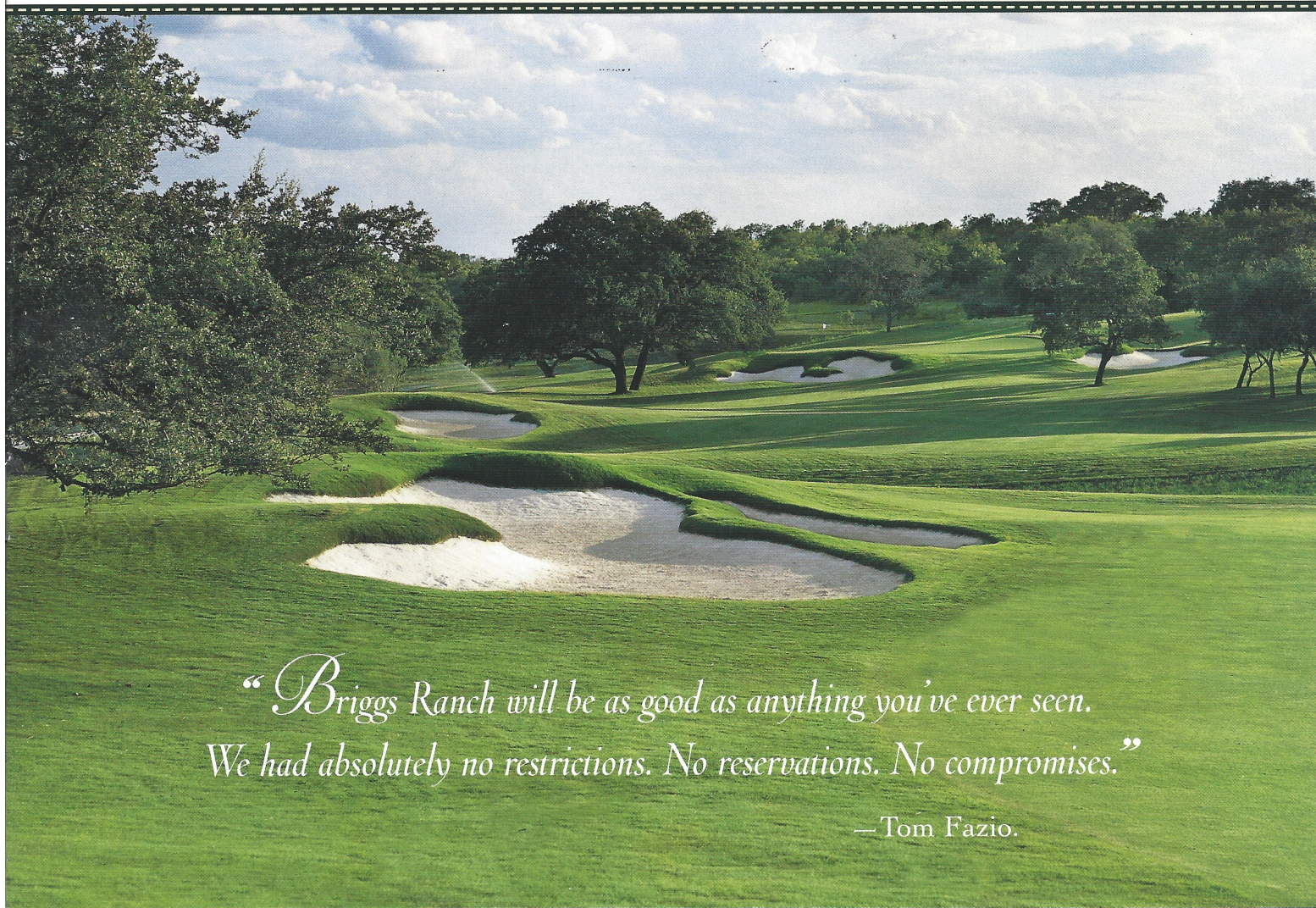


A large, faint, circular watermark logo for Briggs Ranch Golf Club is centered in the upper half of the page. The logo features the text "BRIGGS RANCH" at the top and "GOLF CLUB" at the bottom, with a stylized "BR" in the center.

# —Fazio On Briggs Ranch—



*“Briggs Ranch will be as good as anything you’ve ever seen.  
We had absolutely no restrictions. No reservations. No compromises.”*

—Tom Fazio.




who is one of the most energetic entrepreneurs you'll ever meet... and Captain Bill Rogers, former British Open winner, with his reputation as a player and as a Director of Golf. They completely understand what the true golf experience should be, and they've allowed me total freedom to plan and create a course that delivers such an experience. Combine that with a tremendous site such as this...that's what really excites me. In all candor, you could have the finest piece of land in the country, but without the will, support and commitment of the developer, you could easily produce a mediocre course. I guarantee you that won't be the case here. Briggs Ranch promises to be one of the premier golf experiences in North America.

**Q:** *When you sit down at the drawing board and review the plans before you, what motivates you? What makes you strive harder?*

**A:** Mostly it's the intense competition we feel. It is this competitive spirit among us and other designers, as well as an inner competitive drive to do something better than we've done in the past, that motivates us. Most people know what we've accomplished in the past, and some of those courses are really sensational. But they're history now. It's what you are doing today and will do tomorrow that count.

You have to remember that designing a course is a creative endeavor. You continually have to grow. To look at things in new ways. And to incorporate new technology. For



*"Briggs Ranch takes advantage of technology that was not available a few years ago."*

—Tom Fazio.



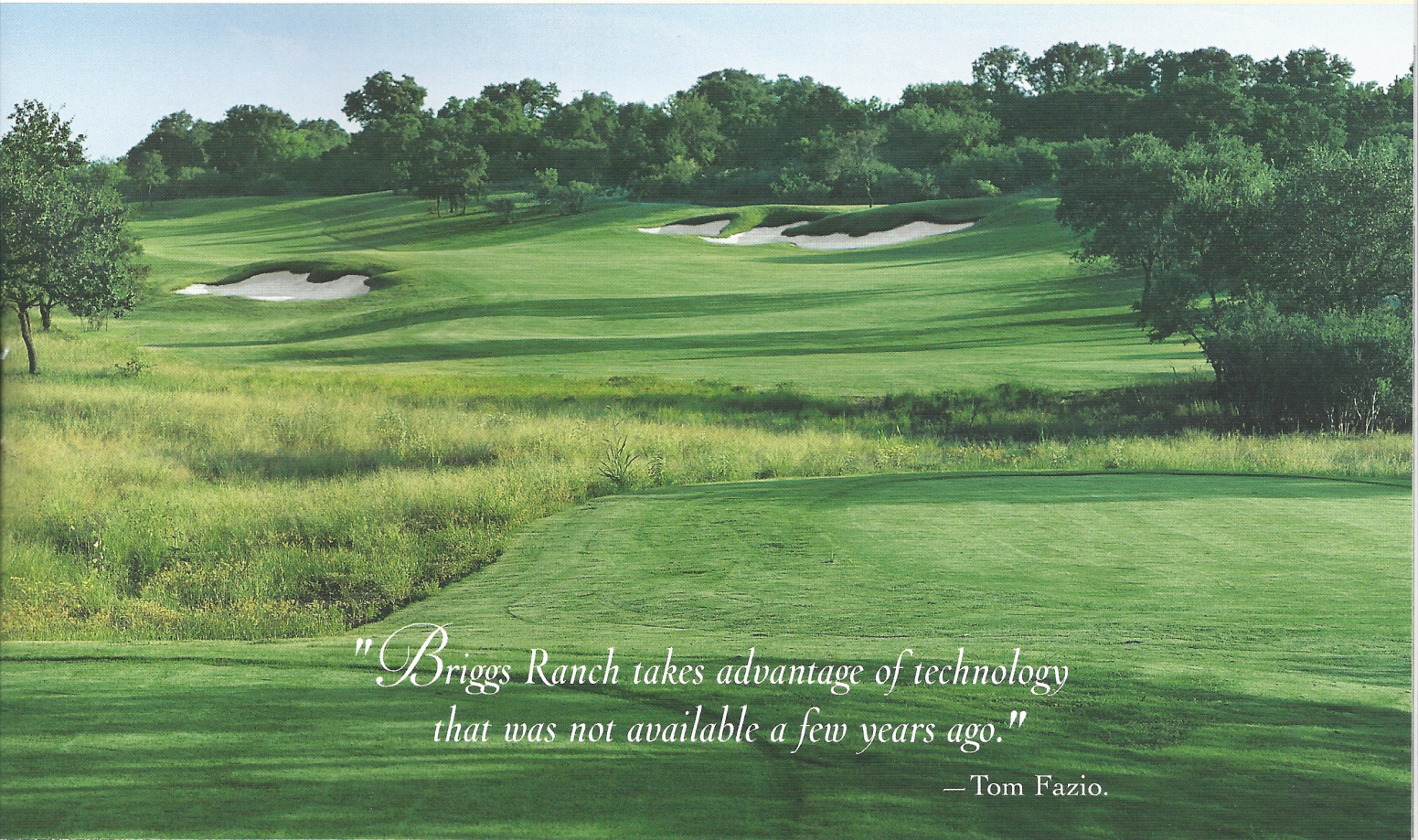
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Each and every hole on this course is*

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example, Briggs Ranch takes advantage of technology that was not available a few years ago. What that has enabled us to do is to provide a course that is without compromise. I promise you that it will be as challenging, as beautiful and as playable as any other course in America.



Of course, the real satisfaction for me will come when people are able to see and judge this new creation for themselves, and compare it to all the others they've seen and experienced around the world. I think they're going to love it.

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**Q:** *Could you elaborate on this new technology you mentioned, and what it means to the golfing experience?*

**A:** Absolutely. On our fairways, we're using a new hybrid strain of grass called Zeon Zoysia 2. It's hardier during the summer than previous grasses and stays greener longer. Add to that the fact that we chose to completely sod our fairways and roll them smooth,

instead of sprigging them, and you have a course that will reward you every time for hitting the fairway. The biggest development, however, is what we've been able to accomplish with our greens, because we're using the latest hi-tech methods of greens construction. Not

too long ago, we had to settle for grass that was suited to general areas of the country, such as "the southwest." But the science today is so refined that there actually are strains of grass available for what is known as a "microclimate," which allows you to pinpoint the optimum strain of grass for a relatively small area. Now we can compensate for differences as subtle as the temperature and humidity found on the east side of a city versus the west side. At Briggs Ranch, we're using one of the most tested bent grass varieties on our greens, L93/Crenshaw. It's more heat tolerant than others and should hold up beautifully. As added insurance,

we're employing a sub-air underground system, which allows us to blow cool air into the subsurface root structure and, when necessary, pull moisture from the soil underneath the greens. This assures that our bent grass greens will stay beautiful throughout even the hot summer season. And the great thing is, this system is totally hidden to the golfer, so there will be no distraction from a truly enjoyable experience.

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**Q:** *How do you think the Briggs Ranch course will stack up against other already highly acclaimed courses?*

**A:** It isn't what I think Briggs Ranch will be, it's ultimately what everyone else thinks. I'm prejudiced.



*they come here. They're going to find an unexpected treasure. designed to be special and memorable."* —Tom Fazio

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I think Briggs Ranch will be considered one of the best courses in America. But as I said, I only get excited when other people like what we've done. That's when I know that person will tell another that this is a really great course. That's when you know you really have something. So how I feel about Briggs Ranch is only part of the picture.

Time will tell, but I expect Briggs Ranch will be perceived as being absolutely world-class. Your whole experience, from the moment you go through the gate to the time you leave, will be as good as it gets. When you take the ingredients we worked with — the commitment by the developer, a wonderful parcel of land, total freedom and flexibility and excellent resources—Briggs Ranch will be as good as anything you've ever seen. We had absolutely no restrictions. No reservations. No compromises.

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**Q:** *You have been designing golf courses for 30 or more years. Do you have a signature look or style, or do you consider yourself evolving with each new effort?*

**A:** If you're a designer who has done only one or two courses, you find yourself thinking about a signature look. You're influenced by other courses you've seen either in person, on TV or in a magazine or book. And you respond accordingly. But after you've completed 20 or 50, even 100, you stop thinking in those terms. I don't think there's a golf course I've seen or worked on that could not be improved. And almost all change is for the better.

We have unlimited opportunities to do things that are different, unique and exciting. To me, it makes no sense

to create the same thing here, there and everywhere.

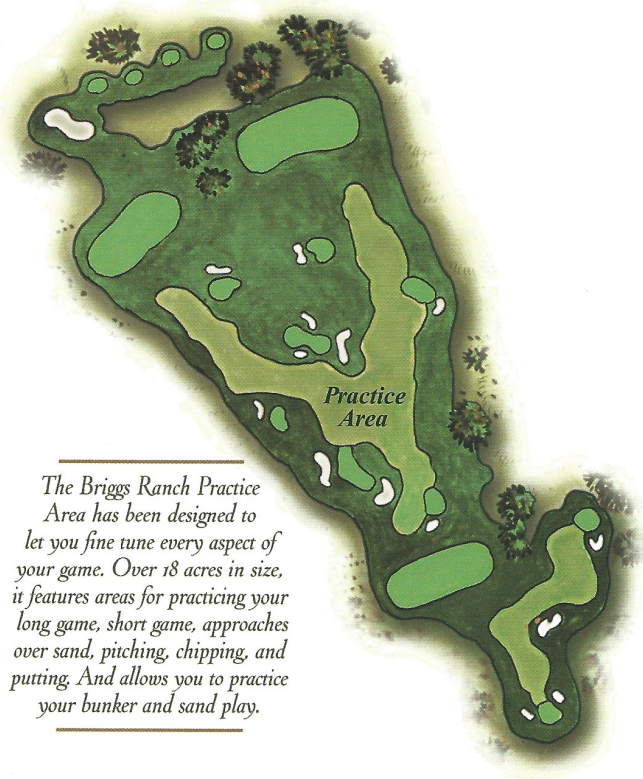
Our job is to create uniqueness, and the kind of environment in which a player says, "Wow, this course is really special. It has something I've never seen before. It offers a challenge that makes me want to play it again and again."

Golf course design is not a hard-line mechanical process. It's an art form. And it's fun. To me, it creates memories that stay with you for a lifetime. I remember nearly every fairway I've walked through the years. These are the memories that I'll treasure for the rest of my life.

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**Q:** *Can you tell us a little about the character of the Briggs Ranch course?*

**A:** I think people really are going to be surprised when they come here. They're going to find an



*The Briggs Ranch Practice Area has been designed to let you fine tune every aspect of your game. Over 18 acres in size, it features areas for practicing your long game, short game, approaches over sand, pitching, chipping, and putting. And allows you to practice your bunker and sand play.*





unexpected treasure. First of all, as we've discussed, the land itself is beautiful. When you have that to work with, it really pushes you as a designer to get the most out of it. Each and every hole on this course is designed to be special and memorable, and they will challenge you in completely different ways. By the time you finish the front nine you'll think, "Now how can the back nine match up with that?" And then, when you start on the back nine, you'll understand that there is no letup; and then you can't wait to see what the next hole brings, all the way to 18.

You've got the 14th, a par 4 that features an imposing 150-yard bunker that stretches down the left side of the fairway. The 15th, a tough par 3, with an elevated tee and a ravine you have to carry. And of course the 18th, one of the highest elevations on the course, which allows you to look back and see most of the back nine. It has a false-front green protected by two bunkers and oak trees, along with some intriguing undulations and contours you have to figure out.

I don't want to give too much away, because people need to discover this for themselves. Suffice it to say,

I definitely believe that Briggs Ranch will be compared to the best courses in North America, and when people finish the 18th, they'll want to turn right around and play it all over again.

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**Q:** *How about your perspective on the Briggs Ranch Practice Area?*

**A:** This is another one of those changes that I'm proud to have helped bring about. I can remember as recently as 10 or 15 years ago, we struggled with clients just to include driving ranges in course plans.

At Briggs Ranch, it is golf and only golf. There is no racquet club. No swimming pool. But there is an incredible Practice Area. Whether you're a scratch golfer or a relative beginner, you're always looking for improvement in your game. Consistency is so important to golfers. To achieve consistency, you need a practice range. But not just a tee and fairway. You need to take it to the next degree with the ultimate in everything available.

The Briggs Ranch Practice Area truly is the practice center of the future. Very few developers can afford to, or are willing to use as much real estate as it takes to create a facility like this. But at Briggs Ranch, we've devoted over 18 acres to our Practice Area. It's divided into areas that allow you to practice your long game and short game, with specialized areas for shaping your shots and approaches over sand. And for pitching, chipping, and putting, as well as practicing your bunker and sand play. The driving lanes are contoured to match the design of the course, and they feature



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Membership in Briggs Ranch Golf Club is by  
invitation only and will be strictly limited.

Both resident and non-resident memberships are available.

If you would like more information concerning membership

in the Briggs Ranch Golf Club, please contact

Captain Bill Rogers or Buddy Cook at 210-670-9400.

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### *Location*

Briggs Ranch Golf Club  
is located west of  
San Antonio at  
13600 Briggs Ranch  
San Antonio, TX 78245

