

IT'S RIGHT HERE.



**BOYNE
HIGHLANDS**

MEDIA GUIDE
SUMMER 2016

boynehighlands.com

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BOYNE HIGHLANDS

At Boyne Highlands we understand what matters —friends, family, and time well spent.

Since 1963, guests at Boyne Highlands have made a tradition of active sport, tranquil leisure, and building memories among the rolling hills of northern Michigan. Never pretentious, always welcoming, Boyne Highlands is an oasis in an ever-changing world.

Whether you fill your stay with early tee times, mountain bike rides, trail runs, swims, or quality time at The Spa, you'll find plenty of opportunity to pursue your passions. With four championship-caliber golf courses to choose from, more than 4,000 acres of wilderness to explore and a nearly limitless list of activities and amenities, Boyne Highlands offers everything you need to escape, to explore, and to share experiences with family and friends.

FOR MEDIA INQUIRIES



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THE HEATHER

The Heather Celebrates Its 50th Anniversary

Opened for play in 1966, The Heather has been widely credited as the spark that started northern Michigan's golf course construction boom. Robert Trent Jones, Sr., arguably the world's most famous golf course architect at the time, was given the task of designing a layout to put Boyne Highlands on the map as more than a ski destination. He succeeded in spades and to this day, The Heather is consistently ranked among the top 20 courses in Michigan. Boyne Highlands is celebrating with anniversary-themed deals and events throughout the season.



BOYNE Golf Academy Offers New Power Clinic

BOYNE Golf Academy offers a full menu of instruction programming, and new for 2016 is the Power Clinic focusing on techniques to hit the ball further off the tee. Scheduled for June 11, July 9, July 23 and August 6, the one-day sessions are capped at a 4:1 student-to-instructor ratio and priced at \$799 per person. They include a comprehensive evaluation using the Academy's GEARS Golf system, swing analysis on a TrackMan launch monitor, Titleist Performance Institute physical assessment, round of golf with on-course instruction, and more.

Reservations can be made by calling 231.526.3848.



GOLFBOARDING AT BOYNE HIGHLANDS

Surf Your Next Round at Boyne Highlands

Embracing the latest in golf innovation, GolfBoards are available this summer on The Moor and Donald Ross Memorial. GolfBoarding is an entirely new way to traverse the golf course. The four-wheel drive board allows users to turn by simply transferring their body weight in a carving motion akin to snowboarding or surfing.

Tech-Savvy Carts

Boyne Highlands has added 80 new state-of-the-art EZ-GO RXV carts to its fleet. The carts offer the latest advances in cart technology, including a USB port to recharge mobile phones, rangefinders, iPads, and other small electronics.



MAY

21-22 27th Annual Zoo-de-Mack Bike Bash

JUNE

2 105th Michigan Amateur Qualifier

10 Boyne Country Sports Golf Club Demo Day

6-7 Nike State Pro Am Championship

17-19 Dads Fly Free on Zipline Adventures

6/24-8/27 The Young Americans Dinner Theatre

JULY

4-7 American Junior Golf Association Coca-Cola
Junior Championship

6 AimPoint Express Golf Clinic

14 Drive, Chip and Putt Local Qualifier

SEPTEMBER

1-2 34th GAM Mid-Amateur

2-5 42nd Annual Kircher Cup Boyne Country Invitational

16-18 9th Annual Biketemberfest Fall Frenzy Weekend

18-19 The 2016 GAM Scramble State Championship

24 The Highlander Bike Race

24 3rd Annual Hops 'n Highlands Microbrew Festival

OCTOBER

13-16 Girls Just Wanna Crop Fall Scrapbook Weekend

ACCOMMODATIONS:

- Accommodations for over 1500 guests
- 400 guest rooms and suites
- Alpine Village — condominiums
- Arthur Hills Townhomes — townhouses
- The Bartley House — hotel rooms
- Heather Highlands Inn — hotel rooms and suites
- Heather Highlands Townhouses — townhouses
- Main Lodge — hotel rooms and suites
- Ross Cottages — cottages

FOOD AND BEVERAGE FACILITIES:

- Main Dining Room
- Slopeside Lounge
- Café at Boyne Highlands
- **Summer Only:**
 - › Dornoch Room — Country Club of Boyne
 - › Seminole Pub — Country Club of Boyne
 - › The Young Americans Dinner Theatre
 - › 10th Tee
 - › 19th Tee
 - › 55th Tee
- **Winter Only:**
 - › Anoach Mor Moonlight Dinner
 - › Champions Pizza
 - › Boyne Highlands Cafeteria
 - › North Peak
 - › Zoo Bar

CONVENTION FACILITIES:

- 31,500 sq. feet of convention space
- Audio visual, sound, and lighting equipment
- Professional group sales and convention services

GOLF FACILITIES & PROGRAMS:

- **Four 18-hole championship courses**
 - › Arthur Hills
 - › Donald Ross Memorial
 - › The Heather
 - › The Moor
- Cuff Links Executive Par 3 — 9-holes with lights
- Two driving ranges and numerous putting greens
- Two golf shops offering apparel and equipment
- Extensive practice facilities and teaching center
- BOYNE Golf Academy private and group instruction
- Great Escape Golf Vacations
- Nike Junior Golf Camps
- Caddy service on The Heather and The Moor
- GolfBoards on the The Moor and Donald Ross Memorial
- The First Tee of Northern Michigan
- Team building programs

ADDITIONAL SUMMER AMENITIES:

- Zipline Adventure Tours and Twin Zip Rides
- Segway PT Tours
- Horseback trail rides
- Scenic chairlift rides
- Hiking trails
- Mountain biking
- Expert lift-served Bike Park
- Four hard-surface tennis courts
- Pond fishing, fly casting clinics, and paddle boating
- Children's Adventure Camp





WINTER FACILITIES & AMENITIES:

- 55 downhill runs
- 435 acres of terrain
- 4 terrain parks including a skier/boardercross course
- 13' halfpipe
- Eight chairlifts and two Magic Carpets
- 16-acre free ski/snowboard beginner area
- SnowSports Academy private and group instruction
- Equipment rental
- Zipline Adventure Tours and Twin Zip Rides
- 35 km of cross country trails (rental available)
- Exclusive snowshoeing trails (rental available)
- Exclusive fat tire biking trails (rental available)

- Outdoor ice skating
- Tubing
- Horse-drawn sleigh and wagon rides
- Horseback trail rides
- Groomer rides
- Kids' Club

RESORT FACILITIES & AMENITIES:

- Country Club of Boyne
- The Spa at Boyne Highlands
- Indoor and outdoor swimming pools
- Two outdoor hot tubs
- Two saunas
- Exercise centers

- Boyne Country Sports (winter only)
- Child care (winter only)
- Complimentary wireless high-speed Internet

NEARBY ATTRACTIONS:

- Harbor Springs — 5 miles
- Petoskey — 10 miles
- Inn at Bay Harbor — 13 miles
- Charlevoix — 25 miles
- Boyne Mountain — 26 miles
- Mackinac Island — 35 miles
- Traverse City — 75 miles

250 Heather Drive • Harbor Springs, MI 49740

Course Schedule: April 29 – October 2

Architect: Arthur Hills

Opened: 1999

Tee Times: 866.759.3530

The Arthur Hills course bears all the markings of the master designer. Beginning with a wide, bunker-dotted fairway and continuing to a narrowing approach — and fascinating green complexes, this modern course provides wonderful variety and change in elevation for golfers of all skill levels. When this course first caught the attention of Michigan’s golfing elite, it quickly earned a reputation as a must play, bolstered by its brilliant design, superb course conditions and breathtaking good looks — all of which were showcased on Big Break X: Michigan, the Golf Channel’s popular golf travelogue.

Signature • No. 13. Par 5 — 570 yards

Perched high above a tree line offering incredible views and a massive fairway, “swinging for the seats” seems like the right thing to do. Further down the hill, some will go for the green in two, some will lay up short leaving a wedge shot approach. The green is smaller and has no fringe but does slope inward from most of the edges, creating a bowl effect. No matter how you play this hole, you certainly will not forget it.

Amenities

- Best Approach yardage and course app
- GEARS full swing club and body tracking system
- Laser Link facility with multiple putting greens
- PGA professional instruction
- Nike rental clubs
- Custom club fitting on-site
- Indoor/outdoor dining at the Country Club of Boyne
- On-course beverage and snack service
- On-course accommodations
- Drive-up bag drop



HOLE	RATINGS COURSE/SLOPE	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOTAL
BROWN	73.9/143	406	359	541	417	481	585	172	427	202	3590	354	575	397	570	186	440	203	420	577	3722	7312
PURPLE	72.3/140	395	341	529	386	456	547	156	397	178	3385	325	545	375	539	176	427	188	405	554	3534	6919
ORANGE	71.1/136	355	311	494	367	417	487	136	361	166	3094	285	531	331	516	160	401	151	385	498	3258	6352
GREEN	67.9/132 74.2/139	326	269	467	292	365	456	122	297	154	2748	232	494	274	431	154	375	125	351	431	2867	5615
SILVER	64.2/122 69.8/129	263	226	356	243	312	409	112	251	113	2285	206	448	251	355	136	326	91	310	403	2526	4811
PAR		4	4	5	4	4	5	3	4	3	36	4	5	4	5	3	4	3	4	5	37	73
HANDICAP MEN/WOMEN		9/7	13/9	7/3	11/11	1/5	3/1	17/15	5/13	15/17		14/16	2/2	12/14	10/8	18/10	4/12	16/18	6/6	8/4		

Juniors ages 17 and under play free after 2 p.m. and any other time for only \$25 when accompanied by a paying adult.

Contacts

- John Myers, Head Golf Professional
- Josh Richter, Director of Golf
- Nick Shaw, Superintendent

250 Heather Drive • Harbor Springs, MI 49740

Course Schedule: May 6 – October 9

Architect: Compilation of Donald Ross golf holes

Opened: 1989

Tee Times: 866.759.3530

The Donald Ross Memorial is a “greatest hits” compilation — borrowing some of the designer’s best known holes from the most renowned courses in his portfolio. Acting on pure inspiration, the journey to select classic Ross-designed holes that merged with Boyne Highlands’ unique terrain required countless miles of exploration and years of dedicated effort. In a single round of golf on the Donald Ross Memorial, players can experience the history and heritage of three Ryder Cups, eight U.S. Amateurs, 11 PGA Championships, and 14 U.S. Opens.

Signature • No. 18. Par 4 — 438 yards

The home hole is replicated after the 16th hole at Oakland Hills Country Club (South Course) and caps off a spectacular journey around the world of Donald Ross’ designs. The view from the tee presents a slight dogleg right with an encroaching water hazard guarding the right center. The pond continues to frame the right side all the way through the green. Large bunkers welcome all shots long and to the left of the green. The spectacular Country Club of Boyne provides a beautiful backdrop to this classic finishing hole.

Amenities

GolfBoards – **New in 2016**

Best Approach yardage and course app

GEARS full swing club and body tracking system

Laser Link facility

Multiple putting greens

PGA professional instruction

Nike rental clubs

Custom club fitting on-site

Indoor/outdoor dining at the Country Club of Boyne



HOLE	RATINGS COURSE/SLOPE	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOTAL
BROWN	73.4/138	383	336	196	434	617	402	336	181	497	3382	422	339	159	510	435	377	568	184	438	3432	6814
PURPLE	71.8/136	364	326	185	422	593	376	328	181	484	3259	413	330	159	502	410	366	533	184	407	3304	6563
ORANGE	70.7/131 77/145	351	317	174	399	561	365	311	167	467	3112	404	309	147	458	394	354	513	167	375	3121	6233
GREEN	67.8/123 72.9/128	338	309	146	377	476	348	293	143	379	2809	347	298	128	411	325	339	494	157	350	2849	5658
SILVER	68.7/122	290	260	113	318	364	324	253	118	351	2391	336	282	106	372	305	307	432	140	264	2544	4935
PAR		4	4	3	4	5	4	4	3	5	36	4	4	3	5	4	4	5	3	4	36	72
HANDICAP MEN/WOMEN		5/5	11/15	7/11	9/3	1/1	3/13	13/7	17/17	15/9		2/2	14/14	18/18	8/8	4/4	12/12	6/6	16/16	10/10		

On-course beverage and snack service

On-course accommodations

Drive-up bag drop

Juniors ages 17 and under play free after 2 p.m. and any other time for only \$25 when accompanied by a paying adult.

Contacts

John Myers, Head Golf Professional

Josh Richter, Director of Golf

Nick Shaw, Superintendent

1343 Heather Drive • Harbor Springs, MI 49740

Course Schedule: May 13 – October 16

Architect: Robert Trent Jones, Sr.

Opened: 1966

Tee Times: 866.759.3530

The first course of the BOYNE Golf family, The Heather is celebrating its 50th anniversary in 2016. Widely credited with launching the golf boom in northwest Michigan, The Heather features wide, rolling fairways, natural wetlands, white sand bunkers with temptations and mystery in design. Ranked in the "Top 100 Courses You Can Play" by Golf Magazine.

Signature • No. 5. Par 5 — 560 yards

A true risk-reward par 5 guarded by a watery marsh for the majority of the left side. However, for those brave enough to hug the left hand side, it presents the best opportunity at clearing the pond that guards the green. Otherwise, play safely into the second landing area that is from 120–160 yards away from the green. This will set up a reasonable shot that will need to carry the front bunker. The approach must be struck solidly as a ball with minimal spin as the green slopes substantially toward the water.

Amenities

Caddy service

Best Approach yardage and course app

GEARS full swing club and body tracking system

Laser Link facility

PGA professional instruction

Nike rental clubs

Drive-up bag drop

Indoor/outdoor dining at the Country Club of Boyne

On-course beverage and snack service

On-course cottage accommodations



HOLE	RATINGS COURSE/SLOPE	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOTAL
BROWN	74.6/141	383	403	403	202	560	161	406	450	617	3585	416	550	174	419	418	506	196	403	487	3569	7154
PURPLE	72.0/135	373	376	373	182	539	151	371	387	561	3313	384	510	170	414	385	482	181	374	434	3334	6647
ORANGE	69.8/130	342	362	341	162	467	139	353	363	540	3069	379	496	153	386	354	466	162	346	415	3157	6226
GREEN	68.1/125 74.0/137	328	350	325	133	424	129	333	338	482	2842	350	448	130	364	339	447	149	310	392	2929	5771
SILVER	68.7/117	311	302	287	112	370	96	288	281	401	2448	329	382	78	252	293	359	137	270	297	2397	4845
PAR		4	4	4	3	5	3	4	4	5	36	4	5	3	4	4	5	3	4	4	36	72
HANDICAP MEN/WOMEN		13/5	9/9	7/13	15/11	1/3	17/17	11/15	5/7	3/1		14/6	2/2	16/18	8/14	6/8	10/4	18/16	12/10	4/12		

Juniors ages 17 and under play free after 2 p.m. and any other time for only \$25 when accompanied by a paying adult.

Contacts

Dave Trudell, Head Golf Professional
 Josh Richter, Director of Golf
 Jeremy Neer, Superintendent

250 Heather Drive • Harbor Springs, MI 49740

Course Schedule: May 6 – October 9

Architect: Bob Newcomb

Opened: 1974

Tee Times: 866.759.3530

The Moor serves as a favorite for those looking for a true test of game, and is regarded by many as the most fun among BOYNE Golf's courses. Designed with numerous twists and turns, there's plenty of variety with pond and water hazards.

Signature • No. 18. Par 5 — 525 yards

The finishing hole on The Moor is one of the most exciting finishes that BOYNE Golf offers. The majority of golfers will follow the 'S' shaped fairway to the right, back to the left, and back to the right. The bold player will try to clear two different water hazards on two consecutive shots for a chance at eagle. By today's standards it is not a long par 5, but it will clearly penalize any careless decision. Conversely, you are rewarded with two purely struck shots allowing you to leave this great course on a high note.

Amenities

GolfBoards – **New in 2016**

Caddy service

Best Approach yardage and course app

GEARS full swing club and body tracking system

Laser Link facility

Multiple putting greens

PGA professional instruction

Nike rental clubs

Custom club fitting on-site

Indoor/outdoor dining at the Country Club of Boyne

On-course beverage and snack service

Drive-up bag drop



HOLE	RATINGS COURSE/SLOPE	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOTAL
BROWN	73.7/141	350	391	539	208	442	203	377	520	408	3438	399	185	393	403	533	410	404	160	525	3412	6850
PURPLE	72.6/139	350	360	503	208	426	196	360	499	397	3299	390	185	362	392	522	394	379	160	514	3298	6597
ORANGE	70.9/128	337	335	473	189	402	174	333	476	387	3106	383	161	328	378	503	374	356	145	502	3130	6236
GREEN	68.7/124 74.0/134	313	297	446	169	367	145	312	432	366	2847	347	148	308	362	491	338	321	129	473	2917	5764
SILVER	70.8/123	264	267	385	148	333	119	288	408	289	2501	320	121	294	297	462	299	302	97	407	2599	5100
PAR		4	4	5	3	4	3	4	5	4	36	4	3	4	4	5	4	4	3	5	36	72
HANDICAP MEN/WOMEN		13/11	9/9	1/1	15/15	5/5	17/17	11/7	3/3	7/13		2/4	16/18	14/8	12/14	6/2	10/10	8/12	18/16	4/6		

Juniors ages 17 and under play free after 2 p.m. and any other time for only \$25 when accompanied by a paying adult. Family Fun Days are Sundays after 2 p.m., and family foursomes (two adults, two juniors) play for the price of one adult.

Contacts

John Myers, Head Golf Professional
 Josh Richter, Director of Golf
 Jeremy Neer, Superintendent

RESORT AWARDS

- **GOLF Magazine's** "Top 10 Favorite U.S. Golf Resorts for Value (#1)" in 2015
- **GOLF Magazine's** "Top 10 Favorite U.S. Golf Resorts (#2)" in 2015
- **GOLF Magazine's** "Top 10 Favorite U.S. Golf Resorts for Buddy Trips (#2)" in 2015
- **Golf Digest's** "The Best Teachers In Your State" — Brian O'Neill, BOYNE Golf Academy in 2015/16
- **Golf Magazine's** "Premier Golf Resorts: Silver Award" in 2014/15
- **Petoskey News-Review** "Best Ski/Snowboarding Resort" — Best of the Northwest Readers' Poll
- Named a Family Vacation Critic Favorite in 2015 and 2014
- **Golf Digest's** "Michigan's Best Teachers" — Brian O'Neill, BOYNE Golf Academy in 2014
- **MTBParks.com's** Best Mountain Bike Parks in North America Riders' Choice Awards in 2014 and 2013
- **Golf Digest's** "Top 75 Golf Resorts in America"
- **Golf Digest's** "Top 10 Mountain Resorts in the United States"
- **GOLF Magazine's** "One of America's Best Golf Resorts"
- **Travel + Leisure's** "World's Best Golf Resorts"
- **Condé Nast Traveler's** "Top 100 Golf Resorts"

COURSE AWARDS

- **Golf Digest's** "Best In State" in 2014/15 and 2013/14 — The Heather
- **Golf Digest's** "Best In State" in 2014/15 — Arthur Hills
- **Golf Digest's** "America's 100 Greatest Golf Courses" — The Heather
- **Golf Digest's** "Top 50 Courses for Women" — The Heather
- **Golfweek's** "Best Courses You Can Play" in 2014, 2011, and 2010 — Arthur Hills
- **Golfweek's** "Best Courses You Can Play" in 2010 — The Heather
- **Golfweek's** "America's Best Courses" — The Heather
- **Golf for Women's** "Top 50 Courses for Women" — The Heather
- **GOLF Magazine's** "Best Public Golf Courses in Michigan" in 2012 — The Heather
- **The Graphic's** "Best Golf Course"
- **The Oakland Press** "Top 10 Golf Courses" — The Heather
- **The Oakland Press** "Top 10 Golf Courses" — Arthur Hills

MEETING AWARDS

- **Groups Today** Readers' Choice Finalist
- **Michigan Meetings + Events'** "Best Golf Venue"



**600 Highland Drive
Harbor Springs, MI 49740**

GPS/Online Maps use:
600 Highland Pike Road

MILEAGE FROM MAJOR CITIES

- 195 miles north of Grand Rapids, MI
- 280 miles north of Detroit, MI
- 370 miles north of Chicago, IL

From southeast Michigan, take I-75 north, then exit 310 onto MI-68, turn right onto US-31 N, left onto E. Brutus Road, left onto S. Pleasantview Road, and right on Highland Pike Road to arrive at Boyne Highlands on your right.

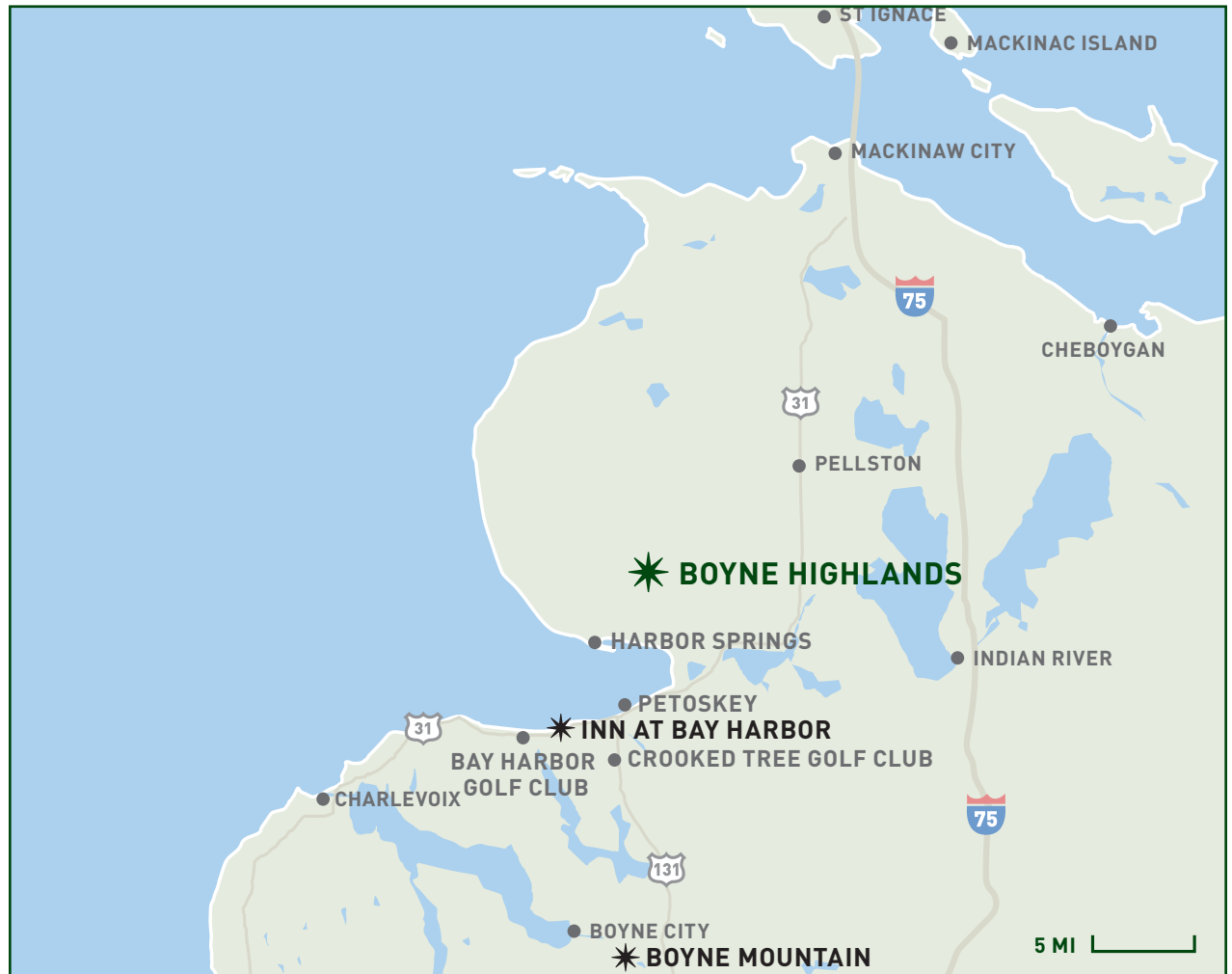
From southwest Michigan, take US-131 north, US-131 becomes US-31, turn left onto M 119, turn right onto S. Pleasantview Road, left onto Highland Pike Road to arrive at Boyne Highlands on your right.

AIRPORTS

Harbor Springs Airport: The Harbor Springs Municipal Airport (MGN) is owned by the City of Harbor Springs and is located in Little Traverse Township. The Harbor-Petoskey Area Airport Authority operates the airport under lease from the City.

Pellston Regional: The Pellston Regional Airport (PLN) is owned and operated by Emmet County and serviced by Delta. Located on US-31 in Emmet County just north of Alanson, the airport is approximately 20 minutes from Boyne Highlands.

Airport amenities include: ILS, VOR, WSI Pilot Brief Vector Weather Briefs, JETA and 100LL Fuel, AVIS and HERTZ Car Rental Service, Mackinaw Shuttle and Wolverine Stage Taxi Services, Boarding Bridges



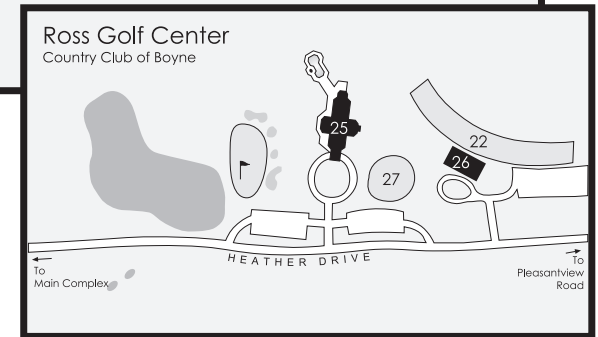
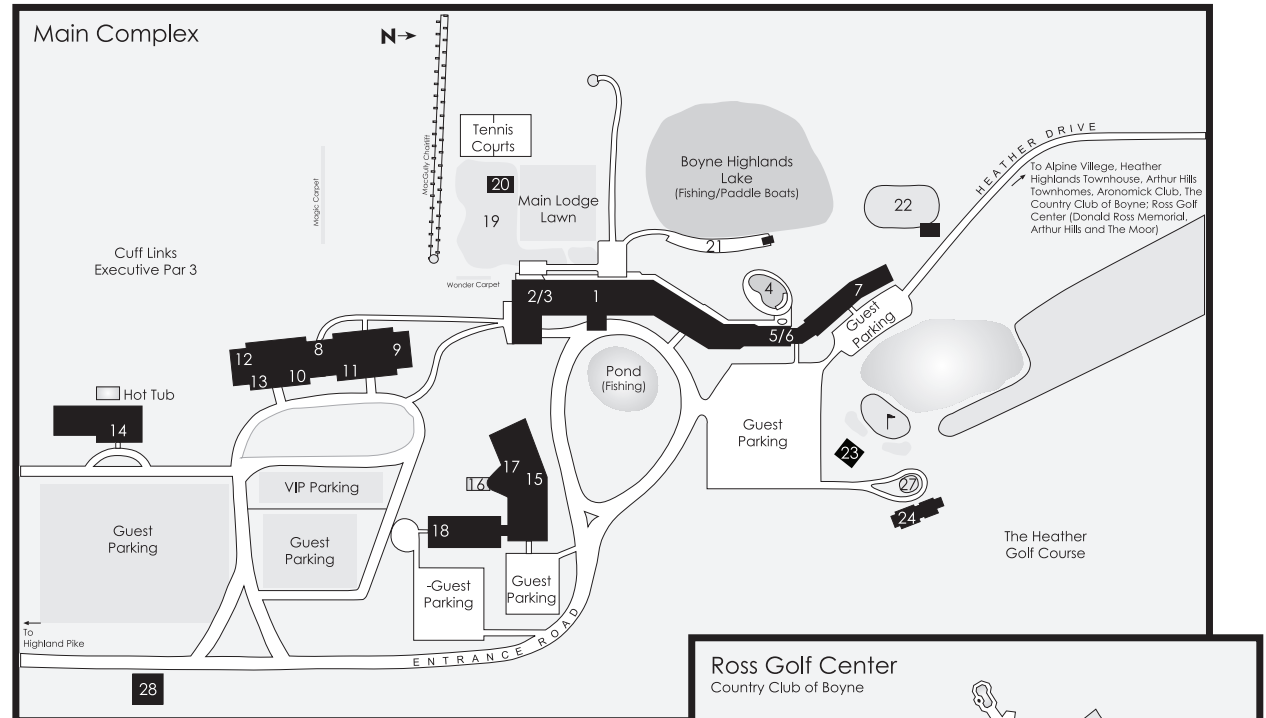
for Covered Access to Flights, Hoppie’s Landing Restaurant, Gift Shop, and Conference Room.

Traverse City Cherry Capital (TVC): With direct flights offered by Delta Airlines, United Express, and American Airlines to Chicago, Detroit, Minneapolis, and seasonally

to New York (LaGuardia & Newark), New Jersey, Denver, and Atlanta, Cherry Capital Airport connects travelers to over 750 domestic and international destinations both conveniently and economically. Cherry Capital Airport and the Traverse City area is approximately 1 hour and 30 minutes from Boyne Highlands.

MAP DIRECTORY

- 1 Main Lodge**
Main Lobby • Front Desk • Guest Services • Computer Stations • Lodging • Meeting Rooms • Fitness Center Arcade • Adventure Center • Cafe at Boyne Highlands
- 2 Main Dining Room & Olympic Room**
- 3 Slopeside Lounge**
- 4 Swimming Pool and Hot Tub**
- 5 Laundry Facilities**
- 6 Tower Lobby & Elevator**
- 7 Conference Rooms A, B, C & D/E**
- 8 Day Lodge / Convention Center**
Conference Rooms • Exhibition Hall • Cafeteria (winter only) • The Young Americans Dinner Theatre (summer only)
- 9 Zoo Bar**
- 10 Lift Ticket Window**
- 11 Snowsports Center**
Equipment Rental • SnowSports Academy Registration
- 12 Polar Cubs Childcare Center**
(upper level — winter only)
- 13 Boyne Country Sports**
(lower level — winter only)
Boyne Highlands Adventure Camp
(lower level — summer only)
- 14 The Bartley House**
Lodging • The First Tee of Northern Michigan • Hot Tub
- 15 Heather Highlands Inn (Pleasantview Building)**
Condominium Lodging • Conference Rooms
- 16 Heather Highlands Inn Pool**
- 17 The Spa at Boyne Highlands**
- 18 Heather Highlands Inn (Inverness Building)**
Condominium Lodging
- 19 Putting Course** (summer only)



- 20 Par 3 & Activity Equipment Center** (summer only)
- 21 Lakeside Patio**
- 22 Driving Range**
- 23 19th Tee Snack Bar**
- 24 The Heather Golf Shop** (summer only)
Cross Country Center (winter only)
- 25 Country Club of Boyne**
Dornoch Room • Seminole Pub • 55th Hole Snack Bar
- 26 Ross Golf Center**
Donald Ross Memorial • Arthur Hills • The Moor
- 27 Putting Green**
- 28 Owner Services**



LEFT TO RIGHT: UNKNOWN, BILL FLEMMING, EVERETT KIRCHER, FORREST EVASHEVSKI, BILL WINCHESTER

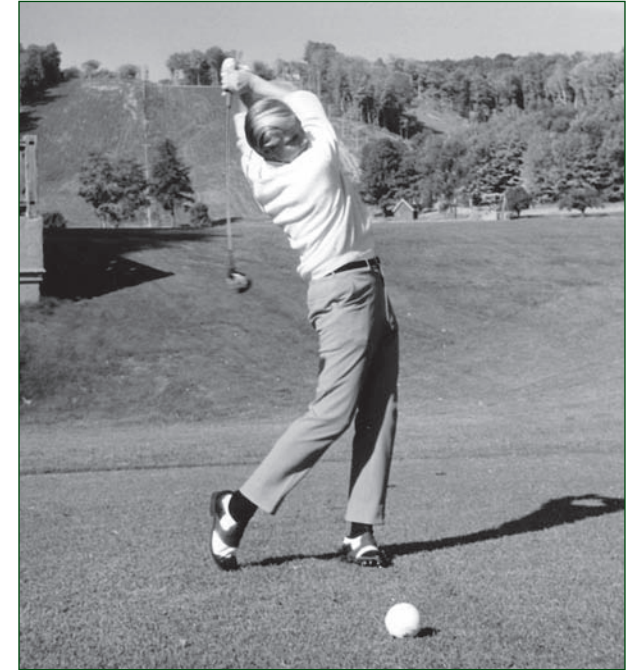
Skiing was on the upswing and Boyne Mountain was doing well when Everett Kircher, founder of Boyne Resorts, decided it was time for another move.

The Harbor Highlands ski area in Harbor Springs had been founded by 27 stockholders from Petoskey and Harbor Springs, and started in 1955. A total of five runs had been cut, which extended less than halfway to the top of the ridge and uphill transportation consisted of a pomalift and four rope tows. A small day lodge with a bar and restaurant had been built at the base of the hill. But the owners soon ran out of money, amassed considerable debt, and were forced to close. After being closed for two seasons, the ski area went up for sale. When Kircher decided to buy the property, he insisted on paying off the

creditors as well as making sure that all the shareholders recovered their full investments. He said at the time, "I'd like to go into the area with everybody feeling happy about the deal and about Boyne."

Kircher committed the next year to planning and went on to purchase an additional 2,900 acres of land adjacent to Harbor Highlands in order to carry out his vision of a large year-round ski and summer resort.

Kircher discovered his passion for golf after carving a nine-hole executive course at Boyne Mountain in an attempt to lure more summer business. When he was contemplating who should build his new course at Boyne Highlands, he leaned on friend Bill Harber for



JOHN JORGENSON, FIRST GOLF PRO

advice. Harber said, get the best, Robert Trent Jones. He named the course The Heather to carry on the resort's Scottish theme. The Heather was an instant success and by 1971 became one of Golf Digest's Top 100 golf courses in the United States. In the years that followed, three more courses would be built, The Moor, Donald Ross Memorial, and Arthur Hills, along with many expansions to lodging accommodations, meeting space, and resort offerings.

Kircher was inducted into both the Michigan Golf Hall of Fame and U.S. Ski and Snowboard Hall of Fame for his contributions and innovations to the sports.

By The Years

- 1947** Boyne USA Resorts was founded — now called Boyne Resorts
- 1963** Boyne Highlands Resort opens
- 1963** World's first three-place chairlifts installed at Boyne Highlands
- 1966** The Heather golf course opens — the first in BOYNE Golf's collection
- 1970s** Patented Boyne Snowmaker (a.k.a. Highlands Snow Gun) introduced
- 1971** Main Lodge expanded
- 1974** The Moor golf course opens
- 1978** The Young Americans Dinner Theatre opens — second longest running dinner theatre in America
- 1989** Donald Ross Memorial golf course opens
- 1987** Heather Highlands Inn (phase one) opens and is the only condo-hotel at the resort
- 1989** Convention Center and south wing of cafeteria opens
- 1990** Country Club and Golf Center opens — now called Country Club of Boyne
- 1990** Michigan's first high-speed quad chairlift installed at Boyne Highlands
- 1993** Heather Highlands Inn expands to 128 rooms from 72 rooms
- 1993** The Bartley House is purchased
- 1995** North Peak ski area expansion opens with 12 additional runs, two additional chairlifts
- 1995** Arthur Hills golf course opens (first 9 holes)
- 1999** Arthur Hills golf course expands to 18 holes



- 2006** Michigan's first lift-served Bike Park opens
- 2006** Midwest's longest Magic Carpet conveyor lift opens
- 2006** Introduction of the exclusive Boyne Bed sleep system
- 2006** The First Tee of Boyne Highlands begins operation
- 2007** Proprietary snowmaking technology, Boyne Low-E fan gun, introduced
- 2008** Resort selected as host of Golf Channel's Big Break X: Michigan
- 2008** Green Lodging Michigan certified
- 2009** Expanded adventure sports including Zipline Adventure Tours and winter horseback trail rides
- 2009** One of only two Burton 'Learn to Ride' centers in Michigan opens — the other is located at Boyne Mountain
- 2010** Furry friends become part of the vacation experience with the availability of pet friendly lodging
- 2010** Cafeteria goes green reducing resort's garbage waste by up to 70%
- 2011** Resort honored as host of the 100th Michigan Amateur
- 2012** Burton Riglet Park introduced for young snowboarders ages 3-6
- 2012** The Spa at Boyne Highlands opens
- 2013** Snowmaking system is fully powered by proprietary Boyne Low-E fan gun
- 2015** BOYNE Golf Academy becomes only golf school in the Midwest to offer GEARS Club and Body Tracking System
- 2015** Phase one of a new Boyne Low-E fan gun nozzle design rolled out
- 2015** Boyne Resorts partners with Powder and Intrawest to introduce the M.A.X. Pass

Boyne Highlands proudly contributes in-kind support to hundreds of charitable organizations and special events each year.

Causes we're passionate about:

- **Healthy Lifestyles:** Encouraging kids and families to be active and healthy. We support nutrition education programs and outdoor recreation programs.
- **Conservation:** We want to preserve nature for future generations and help kids develop life-long passions with nature through exploration and recreation.
- **Entrepreneurship:** The entrepreneurial spirit is at our core. We support programs that inspire and help young people to follow their entrepreneurial dreams.
- **Enhancing Quality of Life in our Local Communities:** We seek to be a positive and productive member of our local communities by supporting causes that enhance the quality of life in Charlevoix, Emmet, Antrim, Cheboygan and Otsego counties.

Harbor Cup

Each year the Harbor Cup golf tournament held in September brings together twelve BOYNE golf professionals to compete against twelve area golf professionals in a 54-hole Ryder Cup-style event. More important than the Harbor Cup's golf rivalry is a significant commitment to fundraising with each team selecting community organizations and raising money for charity. Since its inception in 1997, Harbor Cup has contributed nearly \$300,000 to beneficiaries.

Notable beneficiaries include The Manna Food Project, a pantry and warehouse that supplies food to more than 35 pantries and agencies in Antrim, Charlevoix



HARBOR CUP CHECK PRESENTATION 2015

and Emmet counties, and The First Tee of Northern Michigan, an organization that promotes character development and life enhancing values through the game of golf.

Pink Weekend — Boarding for Breast Cancer

Boarding for Breast Cancer in February raises money and awareness for the early detection of breast cancer, while also encouraging a healthy and active lifestyle. Proceeds from the event benefit two non-profit organizations, Boarding for Breast Cancer, and the Kathleen Jontz Breast Health Fund at McLaren Northern Michigan Foundation. Skiers and snowboarders can show support by purchasing pink ribbons, t-shirts and wristbands, participating in snowboard demos, bidding on auction items, riding in the name of prevention at the Rail

Jam, and rocking pink at the Pink Party with live music and pink-themed drinks.

Boarding for Breast Cancer (B4BC) is a non-profit, youth-focused education, awareness, and fundraising foundation established in 1996. Their mission is to increase awareness about breast cancer, the importance of early detection, and the value of an active lifestyle.

Through McLaren Northern Michigan Foundation, the Kathleen Jontz Breast Health Fund provides mammograms to women ages 40 — 64 years old that have no insurance or are underinsured and supports breast health educational programs.

The event has raised nearly \$15,000 since its inception in 2013.



Student Freeride and Beyond the Slopes

Launched in 2005, the Student Freeride Program offers local students an incentive to advance themselves in the classroom as well as on the slopes by offering discounted passes based on performance in the classroom. The program is available to students in grades 6 through 12 residing in Antrim, Charlevoix, Cheboygan, Emmet, and Otsego counties.

In the winter of 2011/12, the Beyond the Slopes Initiative was introduced as an additional incentive. Beyond the Slopes encourages students to challenge themselves and inspires creative thinking based on a "positive idea." Students participate by submitting a project idea, outlining the benefits and/or positive impact, identifying a to-do list of manageable steps and selecting a mentor. Students then provide an update reviewing how



successfully the idea was implemented, the impact, benefiting parties, and what if anything they would do differently. The projects are evaluated 50% on quality of idea, and 25% each for implementation and impact. The first place project earns a \$1,000 BOYNE Gift Card, and second and third place receives a \$500 card and \$250 card, respectively. Nearly 10,000 kids have participated in the Student Freeride Program.

"Cold is Cool"

Boyne Highlands is proud to be an annual partner with the Michigan Snowsports Industries Association to give Michigan kids an opportunity to get out, have fun, and enjoy winter. Michigan fourth and fifth graders can ski, snowboard, or cross country ski for three days free each season with their "Cold is Cool" Ski & Ride Passport.



Locals Appreciation Day

In appreciation of local patronage and support, Boyne Highlands offers a full day of free skiing/snowboarding and more to residents of Antrim, Charlevoix, Cheboygan, Emmet, and Otsego counties on the second Sunday of January. Free access to the downhill trails, plus the parks, pipes and cross country trails is available 9am to 4:30pm. Local residents can show their driver's license or other form of identification with proof of residency at the lift ticket windows to receive their free lift ticket for the day. Ages 15 and under can ski and snowboard free during Locals Appreciation Day if accompanied by an adult with proof of local residency. Many other specials and discounts are offered to local residents in celebration of this event.



Boyer Falls, Michigan

The place that started it all — Everett Kircher’s first ski operation. Founded in 1947 and originally called the Boyne Ski Club, the first 40 acres offered the Midwest’s first chairlift, two ski runs and a lodge. The resort now boasts over 5,000 acres, 10 chairlifts and two surface lifts, 60 ski runs, an impressive array of snowsports, over 420 accommodations, and year-round amenities including the largest spa and waterpark facilities in the state, plus two golf courses, beach activities, scenic chairlift rides, tennis, and more.



Carrabassett Valley, Maine • The largest ski area east of the Rocky Mountains and home to the only lift-serviced above tree line skiing and riding in the East. As one of New England’s top year-round destinations, Sugarloaf boasts 1,230 acres of developed skiable acreage, 13 lifts, a wide array of slopeside accommodations, as well as one of Maine’s premier golf courses according to Golf Digest, scenic lift rides, ziplines, off-road Segway tours, and more.



Newry, Maine • A four-season destination, Sunday River Resort is home to eight interconnected mountain peaks of world-class skiing and snowboarding. The resort includes 135 trails and six terrain parks on 870 skiable acres, plus an extensive snowmaking system that provides the most dependable snow in New England. Sunday River also offers year-round accommodations and amenities, over 20 miles of mountain biking, scenic chairlift rides, zip line tours, and more.



Lincoln, New Hampshire • Loon Mountain, New England’s most-accessible mountain resort destination, is located in New Hampshire’s White Mountains just two hours north of Boston. Loon offers skiers and snowboarders 61 trails, 2,100 feet of vertical, and a full progression of award-winning terrain parks. Loon also offers plenty of exciting year-round activities, including scenic gondola rides, summit glacial caves, Aerial Forest Adventure Park, ziplines, rock wall climbing, and more.



Gatlinburg, Tennessee • A scenic year-round chairlift ride offering beautiful views of the majestic Smoky Mountains and surrounding Gatlinburg.



Bay Harbor, Michigan

Located four miles west of Petoskey, the Inn at Bay Harbor — an Autograph Collection Hotel — combines the tradition of a grand hotel with an endless list of modern amenities. Resting on the shore of Little Traverse Bay, the Inn affords horizon-wide perspectives of Lake Michigan, with access to championship golf, swimming, biking and one of the most celebrated resort spas in the world. And for guests looking to explore beyond the resort grounds, the greater Petoskey region is rich with opportunities for boutique shopping, fine dining, and cultural discovery.



Brighton, Utah • One of America’s oldest alpine ski areas founded in 1936 and purchased by Boyne Resorts in 1986.



Big Sky, Montana • The resort is located in Montana’s southwest corner in Madison County just 18 miles north of Yellowstone National Park and 43 miles south of Bozeman’s Gallatin Field. Skiers and snowboarders have access to 5,800 acres and 4,350 vertical feet. Summer vacationers now have the Big Sky Resort Basecamp to Yellowstone activity center from which to launch unique adventures such as the Lone Peak Expedition, numerous ziplines, ropes courses, shooting sports, and children’s activities.



Crystal Mountain, Washington • This Northwest jewel, which first opened in 1962, is located on the Northeast corner of Mt. Rainier National park in Washington State.




Snoqualmie Pass, Washington • Less than an hour from Seattle, The Summit at Snoqualmie including Alpentel Ski Area, has possibly the best access in the nation with an interstate right to the resort, and less than an hour from downtown Seattle.





West Vancouver, British Columbia • Cypress is only 30 minutes from downtown Vancouver and continues to provide skiers, riders and sliders with the most vertical drop, most terrain, most lifts, and best snow conditions on the highest skiing and riding peak of Vancouver’s legendary North Shore Mountains.



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