



Fact Sheet

- Address:** 3 Clubhouse Drive
Rogers, Arkansas
- Management:** Pinnacle Country Club is owned and operated by the Hudson family led by Mike Hudson, son of the late James T. “Red” Hudson – founder of Hudson Foods and Pinnacle Country Club who died in August 2006. The club is managed by General Manager Pat Hennessy.
- Course Architect:** Originally designed by the late Don Sechrest, with PGA TOUR great Bruce Lietzke serving as a consultant.
Re-designed by Randy Heckenkemper in 2009.
- Club History:** Pinnacle Country Club began as farm land in the serene rolling hills of Rogers. In 1988, with the goal of creating a superlative private golf course and gated community, a group of visionaries led by Berky Resources Corporation, developers and local golf enthusiasts transformed the pristine, fertile land into what was originally known as Champions Golf & Country Club. The golf course was designed by renowned golf course architect, the late Don Sechrest, with PGA TOUR great Bruce Lietzke serving as a consultant. The course opened for play in 1990, and true to their vision, the club rose to prominence as one of the most desirable private clubs in the region.

Course Overview:

Already considered among the best golf courses in the state of Arkansas, Pinnacle Country Club's spectacular championship golf course – home to the LPGA's Northwest Arkansas Championship – was made even better in 2009 as a result of a \$6.2 million renovation spearheaded by acclaimed golf course architect Randy Heckenkemper. The renovation was initiated to modernize and fine-tune this superb golf gem without jeopardizing the unique character and topographical nuances that have made the course a favorite among both members and LPGA players, with the ultimate goal of enhancing the golf experience for members.

Pristine fairways and newly built bunkers and greens enhanced with new grasses make Pinnacle's magnificent par-71, 7,001-yard layout one of the most strategically diverse and visually stunning layouts in Northwest Arkansas, while multiple tees on each hole enable golfers of all abilities to enjoy an exhilarating challenge.

The course's signature hole is its par-3 #15 featuring elevated tees leading to a beautiful island green. Three bunkers and tightly mowed Zoysia grass roll-offs surround the putting surface, with the abundance of water surrounding the complex adding to both the beauty and intimidation factor of this outstanding golf gem. Another notable hole is the 595-yard, par-5 finishing hole, a challenging dogleg left that requires pin-point accuracy with every shot. Off the drive, players need to place their shot between two bunkers on the right side of the landing area and one in the fairway to the left. From there, the hole begins to take its turn left. As players consider their next shot, they must negotiate a new pond that extends into the fairway, leaving only 20 yards of fairway landing area to the right, followed by deep rough and another water feature. The approach shot is difficult to an elevated, undulating green featuring steep Zoysia roll-offs.

Renovation Overview: Known for his impeccable attention to detail, hands-on approach and reverence for nature, Randy Heckenkemper worked with Pinnacle Country Club Golf Course Superintendent Todd Towery and his team to totally re-vamp the playing surfaces using a variety of cutting-edge, finely textured turfgrasses, with an eye toward enhancing the strategic value of the layout while ensuring premium conditions regardless of the weather.

- Fairways, tees and green surrounds were converted from Meyer Zoysia grass to Zorro Zoysia, a fine emerald-green colored, player-friendly variety that thrives in heat and humidity.
- Roughs were converted to a tall fescue/Midnight Kentucky Bluegrass Blend, a cool season grass that is highly tolerant and disease-resistant.
- Greens were converted to Tyee Creeping Bentgrass, a superior putting surface that is heat-tolerant, exceptionally dense and resistant to brown patches and weed invasion.

Most significant in the renovation was the re-building of the greens throughout the course, many of which were completely re-positioned. Additionally:

- Greenside and fairway bunkers were added to some holes while others were re-located or completely removed – most notably, the long fairway bunker at the par-4, 5th hole.
- A state-of-the-art SubAir sub-surface “vacuum” system was installed to remove excess moisture on the greens.
- A technologically advanced irrigation system was added, along with a new pump station.
- Tee boxes were rebuilt to allow for better drainage, and then laser leveled; and beautiful new water features and trees were added to enhance the overall aesthetics of the course. Adding to the risk/reward value of the course, the layout was lengthened from 6,745 yards to 7,001 yards while remaining a par-71.

Course Measurements 7,001 yards, par-71

Course Ratings Currently being rated

Practice Facility: Pinnacle’s 10-acre practice facility features:

- North and South practice tees
- North Tee features 24 hitting bays and nine targets – drivers can use every club in the bag, from drivers down to sand wedges
- South Tee is utilized primarily for irons
- Chipping area leading to a Tyee Creeping Bentgrass green, with two practice bunkers
- New 12,000 square-foot putting green
- A variety of private and group instructional programs taught by award-winning teaching professionals
- State-of-the-art diagnostic technology

Course Facts:

- The course spans 148 acres.
- The course encompasses 100 acres of rough, 62 bunkers, and 18 water features.
- With the exception of holes 1 and 10, every hole on the golf course features either a wet or dry rock creek system or ponds. All of the water features are interconnected, beginning from the top of the property at holes 11, 13 and 14, to the bottom at hole 6. Many of the water features come into play more than once.
- Pinnacle Country Club serves as home to the LPGA's Northwest Arkansas Championship.

Clubhouse Overview:

Blending the time-honored traditions of golf with today's conveniences, Pinnacle's 50,000 square-foot clubhouse serves as a welcoming focal point for member dining, hospitality and relaxation.

The luxurious yet comfortable clubhouse features a friendly, family-oriented ambience where the emphasis is always on superior service. The clubhouse includes:

- Men's and women's golf locker rooms complete with sauna, Jacuzzi, showers and amenities
- Full-service golf and tennis shops
- Distinguished Board Room for meetings, dinners and intimate events, with seating for up to 34 guests
- Numerous inviting lounges
- Beautiful native rock patio overlooking the golf course, featuring spectacular vistas and seating for up to 250 guests
- Kids' Korner facility offering professional childcare services and a fun variety of activities and programs for children of all ages
- Massage therapy available upon request
- A variety of elegantly appointed event space including a spacious banquet hall, private meeting rooms and a conference facility.

Dining:

Members and their guests enjoy a variety of dining options at Pinnacle Country Club, featuring traditional American and Continental cuisine freshly prepared in-house by the club's executive chef and culinary team. This includes:

- The Pinnacle Pub, an ideal locale for relaxing with friends and family, featuring beautiful parquet floors and copper ceilings; a full-service bar; inviting fireplace; three flat-screen TV's; and one portable 57" portable flat screen for special events such as Super Bowl viewing.
- Men's and women's card rooms featuring a mahogany bar.
- An outdoor patio for al fresco dining and socializing.
- The Terrace Bistro, a "country casual" restaurant featuring a delicious assortment of freshly prepared fare in a sophisticated ambience, including a large mahogany bar with brass rails.
- The Pinnacle Room, a formal dining experience overlooking the 18th green and fairway, offering table-side service for dinner in an intimate, upscale setting. The room features a magnificent stone fireplace and upscale furnishings for a romantic, elegant setting.

Meetings & Events: Pinnacle Country Club's inviting clubhouse features a variety of meeting and event venues, including:

- Expansive banquet facilities with state-of-the-art audio-visual capabilities
- Several private meeting rooms, including a stately 34-seat Board Room
- Outdoor area for tented events

Tennis Center: Pinnacle Country Club's acclaimed tennis center encompasses five clay courts and one hard court, impeccably maintained to ensure premium conditions throughout the season. The award-winning center features a variety of nationally recognized instructional and competitive programs led by a distinguished team of top certified instructors including one master professional.

The courts are complemented by an array of outstanding amenities, including:

- Ball machines for honing consistency
- An expansive, beautifully appointed tennis shop featuring premium brand equipment and apparel, with demo clubs and stringing services available along with men's and women's locker rooms
- A snack bar featuring a delicious assortment of snacks and beverages
- Spectator viewing decks, the perfect vantage point for cheering on family members or socializing before or after a game
- Courtside food service is also available from the clubhouse, including lunch, beverages, ice, appetizers and snacks

Membership: Pinnacle Country Club's exceptional golf, amenities and benefits make it one of the most coveted private club memberships in Northwest Arkansas – as well as a unique venue for client entertainment and premier corporate events. Pinnacle members enjoy a sense of community, camaraderie and belonging that come with participation in exclusive members-only golf and social events scheduled throughout the year for the whole family.

A variety of membership opportunities are available, including:

- Corporate
- Golf (plus Senior Golf, Junior Golf and Out of Radius Golf)
- Tennis (plus Junior Tennis, Out of Radius Tennis and Junior Traveling Tennis)
- Dining and Social (including Out of Radius Dining and Social)

Environmental Stewardship: Pinnacle Country Club was designed to fit seamlessly into the Rogers countryside, in perfect balance with nature. Great care was taken during the construction of the course to preserve and protect natural wildlife habitats, while at the same time incorporate the distinct natural contours of the land into the design – diminishing its impact on the environment. The result is a serene stage for golf that serves as a refuge for numerous wildlife species.

Awards:

- “Favorite Country Club,” *Celebrate Magazine* readers (2009)
- “Favorite Golf Course,” *Celebrate Magazine* readers (2009)
- “Favorite Subdivision,” *Celebrate Magazine* readers (2009)
- “Best Private Golf Course,” *Arkansas Democrat-Gazette* readers (2009)
- “Best Golf Course,” *Citiscap Metro Monthly* readers (2008)
- “Best Country Club,” *Citiscap Metro Monthly* readers (2008)
- “Top Tennis Courts,” *Citiscap Metro Monthly* readers (2008)
- “Classiest Country Club,” *Celebrate Magazine* readers (2008)
- “Top 25 Golf Courses in Arkansas,” *Golfink.com* (2008)
- “Tennis Facility of the Year” (two consecutive years)
- “Tennis Pros of the Year” (two consecutive years)
- “State and Southern Charity Event of the Year,” USPTA, USTA and ATA

Inquiries:

3 Clubhouse Drive
Rogers, Arkansas 72758
(479) 273-0500
www.pinnaclecc.com