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NEW GOLF CONSULTANT GROUP MINES SUCCESS DESPITE ECONOMY

- *Borders Golf Group experiences increased demand from U.S., Mexico and Central America*
- *Boutique management company specializes in luxury resort clubs and developments*

RENO, Nev. – – Borders Golf Group is not a typical golf development consulting firm. The company, founded by industry experts Joseph Petrash and William Timken, is literally turning the old agency philosophy upside down, ensuring clients the involvement of the group principals throughout all phases of operations. Instead of simply focusing their efforts on business development and then assigning an account manager to handle further interaction with each client, Petrash and Timken are involved on a continual basis. The duo brings to the table both personality and perseverance and, despite the current economic climate, they've become a hot commodity among club developers and owners in the U.S., as well as in Mexico and Belize. While many new developments and clubs have been shelved or shuttered, Borders clients are looking toward the future and preparing for economic recovery along with ensuing demand for new golf product.

Petrash and Timken lend a completely hands-on approach to each project, drawing on almost six decades of collective expertise in golf industry development, management and operations to assist clients with clubs in all stages of development, from initial planning, to consulting on established operations.

“We saw a need in our industry for resorts and clubs to receive undivided attention from the experts that they hire,” said Joseph Petrash, principal. “Our private boutique approach caters to every aspect of high-end golf club management, from course construction and development to ongoing, day-to-day operations with meticulous consideration for the details.”

“We’re very focused on delivering exceptional service for our clients while meeting the goals of the ownership group,” added Bill Timken, principal.

Petrash and Timken have experienced initial demand for the company’s services from entities with an eye toward the future and an ear to the ground.

“The owners and developers we’re working with are forwarding-thinking; they don’t dwell on the current situation but look toward the future and want to be prepared for the economic upswing,” added Timken.

Current clients, including Danny Posen from The Cordillera Group, and Punta Lobos developers Edmond Montaña and Jesus Santa Ana of Mexico, point to Borders Golf Group’s unique approach within an industry full of churn-and-burn consulting companies as the detail that sets this team apart.

“I have relied on Joe Petrash, Borders’ Golf Group principal, to manage the daily operations and annual health and growth of my clubs,” added Posen. “His experience and knowledge of the club market is an invaluable resource for my team; we look to Joe for advisement on a number of levels.”

Many companies would hesitate to start a golf development consulting firm in this climate, but Borders has persevered – even thrived – thanks to diversifying their client base and seeking business in and outside of the U.S. Petrash and Timken see the Mexican and Central and South American markets as areas of potential growth now and in the future thanks to their willingness to look beyond the challenges they face today.

“It’s refreshing to work with developers and owner groups that are not mired by issues that feel insurmountable in the present,” said Petrash. “These groups stay focused on what it will take to be successful and they want to come out of the gate sprinting versus trying to catch up. When conditions begin to turn they’ll be leading the pack.”

ABOUT BORDERS GOLF GROUP

Borders Golf Group is led by Joseph Petrash, a seasoned executive in the club and hospitality business for the past 31 years, and William Timken, a successful 25-year veteran of Wall Street. Borders Golf Group is a full-service management company that offers qualified and knowledgeable consulting, restructuring and recruiting leadership to the club industry. Borders Golf Group is based in Reno, NV with offices in Vail, Colo., San Francisco, Lake Tahoe and Morelia, Mexico.

Management: Borders provides full-service development and operations management for the club, golf and hospitality industries with experience in all project levels ranging from top 100 courses to daily-fee courses.

Consulting: Borders has in-depth knowledge of all aspects of operations and development, specializing in difficult situations and otherwise challenging environments.

Restructuring: Borders will work with lenders, boards of directors and owners to restructure project organization and provide the resources necessary to manage continuing operations or dissolve the entity in the best manner possible for the lender and ownership group.

Recruiting: Borders specializes in the golf and club industry and brings an entirely new approach to hiring.

SERVICES

- Accounting & System Services
- Agronomy & Turf Management
- Club Operations
- Consulting
- Development
- Financing
- Food & Beverage Management
- Golf Operations Management
- Information Technology
- Membership Development
- Recruitment
- Restructuring

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