



# Borders Golf Group:



Hole #9 - TPC Cancun, Mexico

## Solving Problems Through Creative Solutions

BY TIM EBERLEIN, PGA

The golf season is beginning to start in the Phoenix area and new golf management companies are preparing to attract new golfers and members, and rebuild relationships with current golfers. The newest management company to enter the Phoenix arena is the Borders Golf Group ([www.bordersgolfgroup.com](http://www.bordersgolfgroup.com)) and owners Joe Petrash and Bill Timken are excited to be in Phoenix. "We are very excited to be part of the Phoenix area golf community", says Petrash and Timken. Mr. Petrash and Timken established the company in September 2008 with offices in San Francisco, Denver, Cancun and Phoenix. Collectively the Borders Golf Group has over 75 years of golf industry management, consulting, restructuring and recruitment experience.

Petrash's operating belief is, "The member and guests always come first. This is applied in many ways throughout the operations, especially in the service and hospitality areas." According to Petrash, being available for the members is what this business is all about, and his

goal is to have each member forget the outside world the minute they pass through the entrance gates. We also believe that there is a solution to every challenge. Challenges create opportunities to be different, and provide a differentiated product, which is the key in the market today. We will find a way to eliminate your challenges. We have never found a situation we could not resolve to the satisfaction of our ownership groups.

Prior to forming Borders Golf Group, Mr. Petrash was President of the Cordillera Group, which owned and operated golf communities throughout the United States. Mr. Petrash also served as Executive Vice President for the Club at Cordillera, a 7,500 acre mountain community, located in the heart of the rocky mountains of Colorado.

Mr. Timken brings years of successful sales experience from a career on Wall Street. Prestigious firms Mr. Timken worked for include Dean Witter, Everen Securities, and the U.S. equity division of the Royal Bank of Canada. Mr.

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Timken strengths are the day-to-day nurturing of customer relationships in addition to resolving client issues in a satisfactory way. Mr. Timken's role is primarily in due diligence, sales and acquisitions of properties and management contracts along with working with financial institutions to obtain financing and development funds.

Both Petrash and Timken feel a true luxury golf experience includes an exclusive collection of world-class amenities and services that stand out in a sea of golf club opportunities. Borders Golf Group is acutely aware of these standards of excellence and has cultivated a distinct brand of golf club management in which homeowners, club members, and guests benefit from exceptional upscale ambiance, superior service and operational authority. Petrash and Timken state, "Our private boutique approach caters to every aspect of high-end golf club management ranging from course construction and development to ongoing management with precise attention to detail."

Today, Borders currently manages 5 courses. Three are in the Phoenix area - Western Skies in Gilbert, Tres Rios in Goodyear, and Moon Valley Country Club in Phoenix. They also manage the first TPC course outside of the US, TPC Cancun in Mexico and own and manage Heritage Todd Creek Golf Club in Thornton, Colorado, just outside Denver. Borders intends to expand its management portfolio in Arizona, Nevada (Las Vegas area), and Colorado. Other international opportunities are currently being pursued in Mexico, India, and Africa.

About The  
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