

Trump Out to Conquer California Golf: A Fairways & Greens Exclusive

Donald Trump Live and in Person on How His New Course Will Be 'Better Than Pebble'

Reno, NV. - When Trump National Golf Club Los Angeles opens this winter on the Palos Verdes Peninsula, it will be better than Pebble Beach, says Donald Trump in the October 2004 edition of Fairways & Greens magazine.

During an exclusive two-hour visit with the real estate magnate-turned-TV star, Fairways & Greens Managing Editor Vic Williams got the Cover Story goods on why The Donald is laying down the gauntlet on Pebble Beach, the West Coast's most famous and revered public course some 250 miles up the coast.

Trump led Williams and his co-publishers, Darin Bunch and Rich Green, on an in-depth tour of the course formerly known as Ocean Trails, which lost its 18th hole to a landslide shortly after opening in 1999. Trump bought the course in bankruptcy court for \$27 million. He and his investors have since sunk nearly \$300 million - including \$61 million on the new 18th hole alone - into creating a completely new experience.

I said, 'We can rebuild the 18th hole and be done, or I can re-do the whole place and have a course that's gonna be better than Pebble Beach,' Trump said. It's an entirely new course. I don't think I can even use the word 'rebuilt.' We're building a masterpiece.

Trump hired his favorite architect, Tom Fazio, to oversee the changes while maintaining the seaside spirit of Pete Dye's original Ocean Trails routing and design. When completed in early 2005 - after years of governmental and environmental hoop-jumping - Trump National Los will boast dozens of new bright white bunkers, wider fairways, 800 yards more length and unobstructed views of the open Pacific from virtually every hole, something even Pebble can't match.

I just want to have the four best courses, Trump said, adding Trump National Los Angeles to his three award-winning private courses in New Jersey, upstate New York and south Florida. The big difference with this one is the two miles on the Pacific Ocean. That's very tough to beat.

Fairways & Greens' biggest cover story to date also offers insight on Trump's go-for-it mentality, his unmatched work ethic, his love and respect for the game of golf and, of course, his marketing savvy. During a Breakfast at Trump's sidebar he offers opinions on everything from who's the world's best professional golfer (Annika Sorenstam) to how Trump National will stack up against L.A. classics like Riviera.

Readers also meet key staffers including Trump National General Manager Mike Van der Goes, whose job was saved when The Apprentice season one winner Bill Rancic opted to head up a Trump construction project in Chicago instead; get a sneak peek at the clubhouse construction, which includes more special events space and a patio extension for its gourmet restaurant; and find out what the project is doing to Palos Verdes real estate values.

I love the story, Trump said after reading an advance copy. It's very complimentary and gives a fair idea of what I'm doing at the golf course, what my plans are and what golfers will find when it opens early next year.

Now in its seventh year, Fairways & Greens is a bi-monthly magazine covering golf, travel and lifestyle news for the West. It's available through over 1,000 golf courses, resorts and retail outlets throughout California, Nevada and the Pacific Northwest, and is also sold at select West Coast bookstores including Barnes & Noble and Borders.

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