

National Treasure The American Club

By Greg Jourdan

What began in 1918 as housing for immigrant workers has evolved into an American resort paragon in Wisconsin's cozy Kohler community. The American Club's Tudor-styled hotel and four Top 100 golf courses are the epitome of the better life. Whether it is a stay at the hotel or a round of golf, your time in Kohler at the American Club is a deserved respite. Time at the resort is an affirmation that you have life's priorities in line and appreciate the finest that life has to offer. In August, the resort will become the world's stage for this year's fourth major championship when the best players in the world will try to tame The Straits course in search of the 97th PGA Championship.

13,126 truckloads of sand and Dye's genius transformed the former air strip into what has become a rapturous playground for golfers.

River Course at Blackwolf Run: Hole 14 'Blind Alley,' Swan Lake, and Club House

Straits Course at Whistling Straits: Hole 17, Pinched Nerve

Kohler Design Center



Our memories of the 2010 PGA Championship are probably about a gambler taking a risk on the third playoff hole, and a club grounding that cost a young gun his first major. The answer to the inevitable trivia question will be ‘a man named Bubba’ and ‘a kid named Dustin,’ but the eventual champion in 2010 was Martin Kaymer. Kaymer played brilliantly and hoisted the Wanamaker trophy for his first major championship.

In true Major fashion, the 2010 Championship was contested on a course that is hallowed ground. Whistling Straits is an old soul. Herb Kohler unveiled the artistic, Pete Dye design in 2000. Even 15 years ago, The Straits course was revered by the resort’s guests and PGA Tour members alike. Now that the PGA Championship returns for a third run on the two-mile stretch of Lake Michigan’s coastline, the country will once again view Whistling Straits as a brilliant platform for drama, and one of the game’s greatest stages.

On Sunday August 16th, the networks will most likely need to extend their television coverage, because both the 2004 and the 2010 PGA Championships ended in playoffs. In 2004, Vijay Singh triumphed after three additional holes, while the aforementioned Kaymer was the patient victor in 2010. The Straits course has hosted three majors, including the 2007 U.S.

Senior Open, which proves that Pete Dye met the challenge from Herb Kohler when he was hired to construct Kohler’s third course at The American Club. Kohler told Dye to, “Make it look like Ireland.” 13,126 truckloads of sand and Dye’s genius transformed a former air strip into what has become a rapturous playground for golfers.

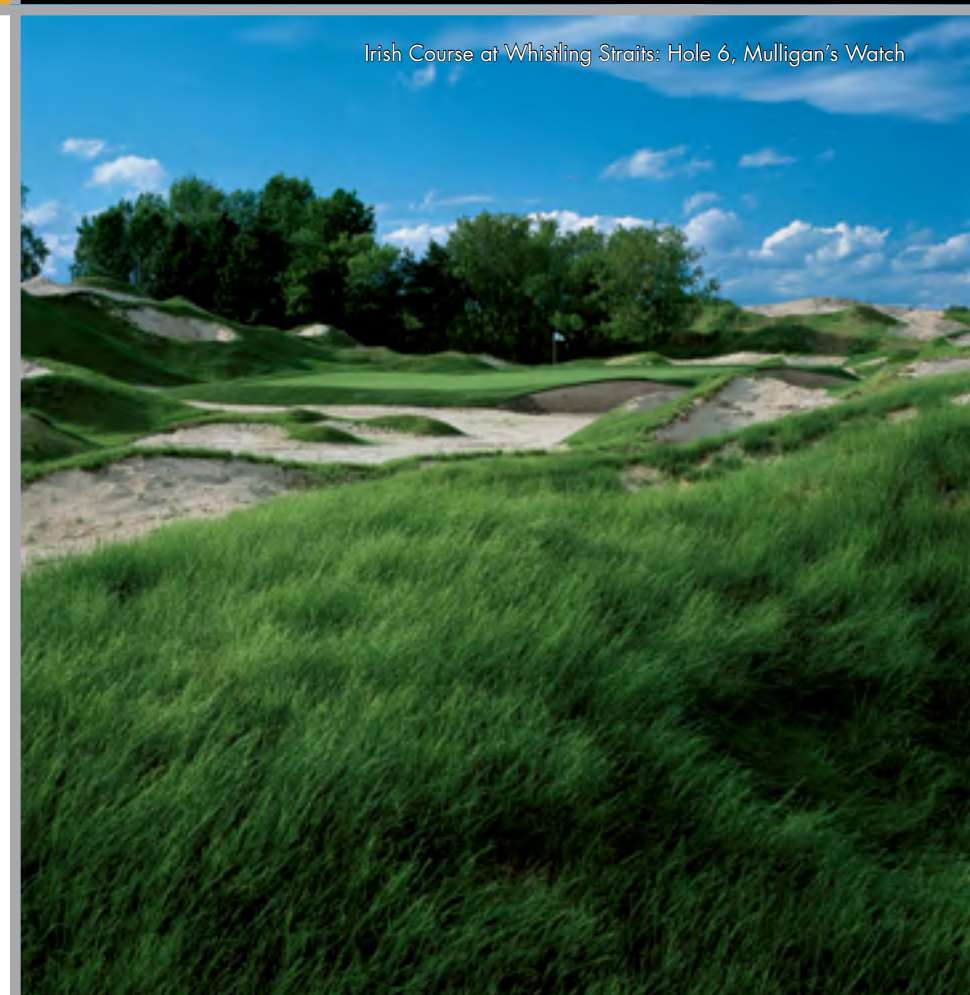
“There is no more challenging and dramatic a venue in Major Championship golf than Whistling Straits,” said David Kohler, General Chair of the 2015 PGA Championship and President/COO of Kohler Co. “We are committed to executing an event of exceptional caliber. My father Herb Kohler, along with Pete Dye, who built the course together, really could accept nothing less.” The Straits course will host the Championship from August 13 to 16; moreover, Whistling Straits will be the battle ground for the 2020 Ryder Cup. The cozy community can handle the infrastructure of a major championship and accommodate one of golf’s greatest spectator events. But unlike Augusta National, Merion, and Shinnecock Hills, *you* can play The Straits, which makes this venue a National Treasure for all golfers.

In addition to The Straits Course, Whistling Straits also offers the Irish Course, which is the second highest-ranked course at the resort. Darien, Illinois, native Mike O’Reilly, head professional at Whistling Straits, has insights to help his fellow Chicagoans enjoy their experience along the lake. “The courses at Whistling Straits are fair and enjoyable, but they can be very visually intimidating,” shared O’Reilly, adding, “Many guests who play the Irish Course for the first time are blown away by the beauty and challenge of the course.” While the Irish course offers incredible views of Lake Michigan, it does not have any holes that run along the coastline. Despite this element, Dye’s green complexes and bunkering will leave you convinced that you have been transported to the Emerald Isle.

The golf courses at Blackwolf Run are equally impressive, yet more aligned to the natural topography of the glacier-formed region. If Whistling Straits is that date who was out of your league, then Blackwolf Run is the one that you marry. The River and Meadow Valleys courses hosted two U.S. Women’s Opens (1998 and 2012) and present golfers with an unparalleled experience.

For empty nesters, a trip to Kohler is your reward for those insane trips with the kids to waterparks and theme parks. You deserve this experience! Whether it is a couples’ getaway, or the regular foursome, The American Club’s Dye-Abolical Golf Package promises to top your bucket list for golf experiences.

Irish Course at Whistling Straits: Hole 6, Mulligan’s Watch



Straits Course at Whistling Straits: Hole 12, Pop Up



River Course at Blackwolf Run: Hole 1, Snake



The Dye-Abolical Golf Package includes a round of golf at each of the resort's courses (caddie fees included at Whistling Straits and the Irish Course), complimentary re-play rounds at the Irish and Meadows courses, three nights lodging, a half-hour golf lesson with video analysis, and a plethora of pampering opportunities.

The package offers lodging at one of three facilities. The American Club's Tudor-style hotel will pamper guests with perfectly appointed suites, exquisite charm, and a warm, personal service that sets the bar for resort expectations. Each suite offers luxurious comfort and the fantastic Kohler Co. fixtures that create a phenomenal showering experience. Yes, the bathrooms are that nice. From the moment you check in, there is no doubt that you are experiencing *Forbes'* only Five-Star and AAA 5-Diamond-rated resort in the Midwest.

Two more options for lodging during your Dye-Abolical getaway are equally comfortable, yet they offer distinct amenities. The Inn on Lakewood is set next to a picturesque lake and offers a beach and a putting green. The Inn offers modern, boutique-style rooms, and the Kohler experience is in full force throughout. Guests will enjoy a sensational shower session in well-appointed rooms with round-the-clock service. The third lodging option is at the exclusive Sandhill Cabin. Sandhill is a 2,000 square foot cabin that is isolated on 350 acres 10 miles from the American Club in Kohler. While Sandhill is secluded, the amenities are impeccable for even the most discerning guests. If you are seeking the calm and comfort of friends in a once-in-a-lifetime setting, Sandhill cannot be described as anything less than a refuge, insulated by nature, that affirms you are inaccessible to the hassles of the rest of the world.

To book your Dye-Abolical Retreat at the American Club, simply call 855- 444-2838 to get the ball rolling toward an amazing sabbatical on four of the world's finest courses while resting your head at one of our nation's premier resorts.

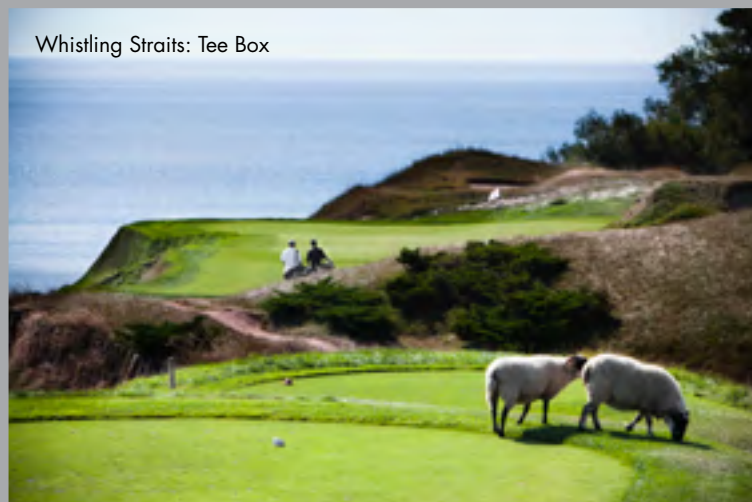
Before departing Kohler for you return to reality, be sure to take a bite of Kohler home. Available in most of the shops are the world-renowned Terrapins. Crafted at Kohler Original Recipe Chocolates, Terrapins, much like the entire Kohler experience, redefine your sense of how good things can be. These treats are to turtles as Garrett is to popcorn.

Begin your holiday from the hectic by visiting www.GolfKohler.com. Single-day tickets and tournament packages for the 2015 PGA Championship are available at www.pgachampionship.com.

Straits Course at Whistling Straits: Hole 3, O'Man



Whistling Straits: Tee Box



PGA Whistling Straits



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