

Golf Oklahoma

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Special Holiday
Gift Guide Inside!



**Roy Oxford:
OGA loses
friend, mentor**

Willie Wood **Happy days are here again**

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Hill Country original Horseshoe Bay upgrades amenities

BY ART STRICKLIN

*Golf Oklahoma readers get a special discount
at Horseshoe Bay Resort.*

HORSESHOE BAY, Texas — A Texas Hill Country golfing original, Horseshoe Bay is continuing to add to its considerable golfing legacy to spur its latest success story.

The first Lone Star golf resort in this scenic, golf-rich section of the state has recently added a variety of new products including a spectacular new Jack Nicklaus private golf course, Summit Rock, new poolside cabanas and a variety of new dining options to provide new life to an old golfing favorite.

Located one hour west of the Texas capital of Austin, Horseshoe Bay has always been one of the most drivable golf resorts in the Southwest.

It is three hours from Dallas, four from Houston and six from Oklahoma City, almost all by interstate highway to the property located on the shores of Lake LBJ.

First opened by cousins Norman and Wayne Hurd in 1971, the 2,400-acre facil-

ity has always been an embarrassment of golf riches with three Robert Trent Jones Sr., public courses – Slick Rock, Applerock and Ram Rock – the latter long considered one of the toughest courses in Texas.

When San Antonio business executive Richard Jaffe bought the resort from the Hurds in the mid-1990s, he began working on upgrading the entire Horseshoe Bay image. The golf courses had matured nicely and Jaffe added some gradual renovations and maintenance to the varied layouts. His masterstroke was recruiting industry resort leader Marriott in 2004 to build its first Texas resort, a six-story hotel complete with a huge pool, top restaurants and clay tennis courts.

Now the resort has the three Jones designs plus the new Jack Nicklaus-designed Summit Rock, which opened in October 2011. It also boasts a huge tennis complex,

conference facilities, an extensive marina and even its own 6,000-foot airstrip for visitors and members to fly in and out for a fun-filled weekend.

Another unique feature was a championship 18-hole natural-grass putting course, Whitewater, along with prime Lake LBJ access, rentable boats and power water crafts of all shapes and sizes, plus bikes to ride and even a video arcade for the young and young at heart.

There are ample activities for the entire family at Horseshoe Bay, from the hardcore golfer to the boater, swimmer, tennis fan or just lounging-do nothing expert. “We’ve really made Horseshoe Bay a true family friendly resort destination,” said director of resort operations Mike Abbott.

“We are combining our great Hill Country location, Lake LBJ destination, our great golf course, great service and great people for

Golf Oklahoma Special Offer!

To celebrate their new additions, Horseshoe Bay is offering The Instant Replay Golf Package which includes:

Standard accommodations, daily breakfast buffet at the Lantana Grill, unlimited round of golf per person on any of three Robert Trent Jones Sr. golf courses, shuttle service to and from the golf courses, complimentary round on Whitewater Putting courses, and a 30-minute group golf lesson.

This special is for Golf Oklahoma magazine readers and must be booked through the toll-free line at Horseshoe Bay Resort at 877-258-4512.

For information on the Horseshoe Bay vacation experience, go to www.hsbresort.com or call 877-258-4512.

a fantastic time for both resort guests and members alike.”

Abbot was another key addition to Horseshoe Bay; bringing more than a decade of resort management skill to the property. The par-72 partly elevated Summit Rock layout had a soft opening late last fall and is now enjoying its first full year of play, after nearly 10 years of financial delays. “Summit Rock will be the newest jewel in the crown of our golf courses at Horseshoe Bay Resort,” said Jaffe, chief executive officer, Horseshoe Bay Resort & Horseshoe Bay Resort Realty. “There is no other place in the Hill Country and few places in Texas which can match this collection of four outstanding golf courses designed by legends of the game.”

While the course is private, tours are currently being offered to visitors interested in viewing the course and the new homes that will be part of the Summit Rock community.

Nicklaus has done more than a dozen courses in Texas, but Summit Rock is one of his more successfully mellow efforts.

Starting on the third hole, the courses overlooks the dramatic Hill Country scenery and the huge lake in the backdrop, but at no time do you feel overwhelmed and beaten up by this layout, something that cannot be said of all Nicklaus courses.

Other recent improvements at Horseshoe Bay include luxury poolside villas, which offer fresh fruit, personal refrigerators and flat



A giant pool with Lake LBJ in the background and beautiful views await guests.

screen TVs, along with a sand beach, plus an upgraded resort pool.

Dining options include the newly renovated Lakeside Grill, where you can eat inside or out, watching the boats tie up to the dock. The more formal Yacht Club also offers dining inside or outside on a shaded patio. The is also the Lantana Grill and Bar inside the Marriott, which features Texas-sized steaks for lunch or dinner along with a large breakfast buffet

There are several bars along with food available at the three golf courses.

Golf is what made Horseshoe Bay popular with decades of visitors and what continues to draw the crowds from across the Southwest.

The Slick Rock course was the first to open in 1971. It plays 6,834 yards from the

back tees with a par of 72 and is considered the most user-friendly of the three courses. It has plenty of open fairways, but is routed through colorful outcroppings of native granite and a wide variety of trees.

Ram Rock was the second course to appear in 1981 and for nearly two decades carried the label as the toughest track in Texas.

There are plenty of long, narrow greens, surrounded by water or small putting surfaces, which require an accurate approach shot. The course features 62 deep sand bunkers, slick bent-grass greens with water hazards on 10 holes and a natural creek on six more.

Apple Rock was the third course to appear at Horseshoe Bay in 1986 and occupies some of the highest points of land at the facility, which gives it stunning views of the lake and surrounding landscape.