

Miramont

A CLUB AS BOLD AS TEXAS IS BIG

Casual living with the advantages of being close to four of America's major metropolitan cities.



BRYAN, TEXAS—AGGIE COUNTRY: “I am an avid reader of the *Harvard Business Review*,” said Stephanie Malechek, president of Miramont. “I read, with interest, articles discussing the ‘value proposition.’ Most private clubs are having to reevaluate how they provide this ‘value proposition’ in today’s economic climate and changing member preferences. Some clubs have cut services and amenities, and have lowered initiation fees to stabilize membership levels. We decided that quality will always win in the long run. Members want to be proud of their club.

“We have continued to invest in the amenities at Miramont. I think our decision to focus on what we are really good at—providing an unrivaled private club experience—has paid off. We’ve continued to increase membership while having only four members leave the club and two of those members left because of job transfers. Losing less than 2 percent of our membership is a testament to our loyal membership. Our members are very connected with one another,” said Malechek.

Miramont is owned by the family operated Adam Corporation, a \$3.3 billion conglomerate with ties in

banking, life insurance, thoroughbred horse breeding, and residential and commercial construction. Patriarch Don Adam and his daughter, Stephanie Malechek, own and manage the club.

“I am proud of our membership’s support of our local charities. We recently held a fundraiser for the American Heart Association and had over 400 members and guests in attendance. It went off beautifully.”

—STEPHANIE MALECHEK, PRESIDENT

The community features a Robert Trent Jones Jr. designed golf course and the club’s centerpiece is a stately 93,000 square-foot, European-influenced brick clubhouse (interesting trivia: 2,129,010 bricks were used in construction).

Other amenities that will appeal to the whole family include a complete fitness center, 15 elegantly appointed guest suites, an exceptional tennis complex (with eight stadium courts), and an expansive swim facility.

“We are very attentive to detail,” explained Malechek. “Our clubhouse and grounds are meticulously maintained. We want to make a great impression on our members and guests. I think our members appreciate that we take the time to ‘think about the little things.’ We strive to exceed expectations,” said Malechek.

“Our management team is committed to finding and delivering the best services for our members,” continued Malechek. *(continued)*

HEART OF AGGIELAND

Miramont, located in Bryan/College Station, Texas—home of Texas A&M University, offers an attractive combination of casual but elegant living with the advantage of being within a three-hour drive to four of America’s major metropolitan cities (Dallas, Houston, San Antonio, and Austin).

The cost of living is relatively low and there is no state income tax. The local and state economy is stable and diverse. In 2008 Texas created 40 percent of all the nation’s new jobs. In the famous “what would \$100 buy”—using Bryan as the benchmark of \$100—it would take \$121 to live the same lifestyle in Atlanta.

The quality of life is enviable. In the fall, everything revolves around Aggie football, and in the summer, the Texas Reds Festival is a ‘can’t miss’ event. The weekend-long festival allows you to sample dozens of Texas wines and indulge in the steak-off BBQ competition.

“I have been here since day one and it is heartwarming to see 245 families enjoy what we spent so much time working on.” — MIKE HARRIS, DIRECTOR OF REAL ESTATE



The 50,000 strong student body of Texas A&M has a huge influence on the city. There are over 10,000 professors and researchers working in the area, providing a nice blend of academia and hard-working families proud to live in Texas. Because of the university’s draw, College Station has become a regional hub for medicine. Three regional hospitals are within minutes of Miramont.

Aggieland has conservative values where the principles of integrity, respect, tradition, and independence still matter.

The area is a sportsman’s paradise. It is on the edge (about 30 miles away) from the Piney Woods Forest covering the eastern one-third of Texas. Quail hunting is big and bay fishing is a two-and-one-half hour drive to the Gulf of Mexico. Because of Texas A&M’s size, almost all NCAA sports teams are “top 20” in the nation.

MIRAMONT—A COMFORTABLE PLACE TO LIVE

“Over the last decade, private golf clubs have had to become much more inclusive of the whole family,” explained Stephanie Malechek. “Family Friendly’ has become a buzz word in the industry. We didn’t need research to steer us in that direction. My husband Trey



“I am honored to have the opportunity to host many of Texas’ most important amateur tournaments.”

— BRAD LARDON, DIRECTOR OF GOLF

and I have four children [ranging in age from 15 to 28]. Whether I am having lunch with my daughter to discuss her recent engagement or having breakfast with my son Ty to give him words of encouragement as he heads out on the golf course, Miramont provides a place for special little moments in time.

“Today’s economic environment requires you to carefully consider the menu of amenities you are looking for versus the cost of ownership you can afford. Miramont provides a value you can’t get anywhere else in the country,” said Malechek. “Our clubhouse and service rivals Four Seasons’ quality at a price-point that is significantly less than comparable ‘Top 100’ private clubs in the country.”

“We have released our beautiful Villas at Miraloma,” explained Mike Harris, director of real estate. “These turn-key cottages are attractively priced. For around \$690,000 you can have a 3,500 square-foot, luxurious home. The architecture is European-inspired and features extensive upgrades including crown-molding woodwork and Honduran Mahogany exterior wood doors.

“We also offer an attractive ‘out of area’ membership program. If you live outside a 65-mile radius, you can join Miramont, pay a lower initiation fee, and have the option to stay in our clubhouse guest suites when you are in town,” said Harris.

GOLF AT MIRAMONT—A SOCIAL GAME

“You will enjoy the golf experience at our club,” stated Brad Lardon, director of golf. “One of our more interesting tournaments is our Miramont Masters. It is a weekend team event. The outcome is determined by three scores: the members’

“Promoting ‘green cuisine’ and educating our members on the importance of sourcing from local farmers and ‘from scratch’ cooking methods is important to me.”

— TODD ROGERS, EXECUTIVE CHEF



team score on Saturday and Sunday...and a ‘drafted’ PGA Tour player’s score during Sunday’s round at the Masters. Everyone watches the final round of the Masters, rooting for their player, over lunch in the dining room. This year, we hosted 96 teams from all over the state in the annual Texas State Father/Son tournament. It was such a big draw that it sold out in less than 24 hours,” continued Lardon.

“In addition to our 18-hole championship course, we have four practice holes. Members love to hit a bucket of balls and play the four holes—all wrapped up in one hour. Our practice holes are also a great place to take your spouse or kids out to teach them the game.”

THE ADAM FAMILY COMMITMENT

“Our town is an ‘All American City.’ We are a close-knit community, are grounded, and there isn’t a sense of entitlement,” explained Malechek. “This is our home town and our family has been here for decades. We live here. My dad’s home can be seen from the balcony of the clubhouse. The club has no debt and our bylaws guarantee no assessments. We offer all the amenities of a Four Seasons resort...but, in a strictly private environment...and with a warm Texan attitude.” ■



Miramont Masters competitors pose for a picture behind 14,000 range balls painted yellow and formed in the shape of the Masters logo.

Getting to Miramont: The club is located in Central Texas. Easterwood Airport (CLL) is five miles away. American Airlines (from Dallas) and Continental (from Houston/Bush) offer multiple daily flights. A nice touch: Easterwood Airport offers free parking and you can show up 30 minutes before your flight with time to spare. Austin and Houston are about a two-hour drive, Dallas is a three-hour drive.

For more information, please visit miramont.cc, or you may call (979) 774-7474.

