

the Call

BLUE RIDGE MOUNTAIN CLUB COMMUNITY MAGAZINE | ISSUE 3, WINTER 2012 | FREE

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Winter Issue!

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BLUE RIDGE
MOUNTAIN CLUB

EST.  2008



SEE WHY WE
LOVE WINTER!

The Call of Winter

Cover photo courtesy of Todd Bush
Community photography courtesy of Todd Bush
and Brian Gomsak

Winter is one of our favorite seasons in the mountains. It's a time of year when the air is crisp, clear, and invigorating, calling you to bundle up, strap on your skis, snowboard, ice skates, or snowshoes, and carve your own tracks in the freshly fallen snow. Of course, one of the best parts of winter adventuring is the cozy *après-ski* scene that keeps community fires burning and guests returning year after year.



This winter, get Outbound! Play, explore, and adventure with the Blue Ridge Mountain Club (BRMC) community... Every season offers fantastic options for discovering the Blue Ridge Mountains, Blowing Rock, and these unbelievably great outdoors.

WINTER OUTBOUND EVENTS

- FAMILY SKI 'N SKATE
- WINTER DISCOVERY TOUR – VIEW BREATHTAKING PROPERTIES AT THE CLEAREST TIME OF YEAR!
- PLAY NOW! PROGRAM: BOOK ALL YOUR ACTIVITIES THROUGH OUTBOUND!

STILL SEARCHING FOR THE PERFECT MOUNTAIN HOME, WHERE VALUE IS HIGH AND COMMUNITY IS STRONG? THEN IT'S TIME TO GET TO KNOW BLUE RIDGE MOUNTAIN CLUB.

Turn to the back page for more on our Winter Discovery Tour, or drop by our Blowing Rock office at 1155 Main Street.
www.BlueRidgeMountainClub.com

Dear Reader,

One of the biggest questions asked of new communities today is what kind of amenity package is there? Where will I exercise? Where will we eat as a family? Is there a spa? What can the kids do? While amenities like gyms, spas, pool areas, and game rooms are among the most sought-after perks of mountain living, they also represent the most significant cost to members. In these challenging economic times, ensuring a stable footing for our community means keeping the cost of membership manageable from the outset, and building an amenity experience in conjunction with our growing community. Rest assured that our objectives are to exceed member expectations and elevate the community experience, but in the interim, we are intent on answering our community's call for access to outstanding amenities *right now*.

Being part of a vibrant, larger community that includes the surrounding towns of Blowing Rock and Boone means that BRMC members and guests are in close proximity to a wealth of public and private amenities ranging from ski mountains, to golf and country clubs, to trout fishing and sporting outfitters, to spas and fitness centers. In this issue of *The Call*, we're featuring *Play Now!* – our newest lifestyle program dedicated to helping you experience the full spectrum of life as a homeowner in this magnificent mountain community. **We've secured preferred access agreements and, in some cases, special rates for BRMC members and guests to some of the best amenities in the Blue Ridge.** Read more about *Play Now!* In this issue, and be sure to download the complete (and growing!) program from our website.

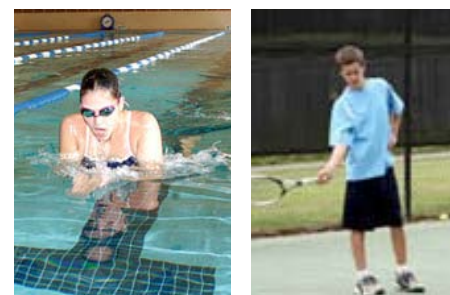
Whatever your preference for playing, relaxing, adventuring, or communing with nature and family, BRMC is dedicated to helping you achieve your ideal mountain lifestyle, all year 'round.

Sincerely,

Jim Pitts
General Manager
Blue Ridge Mountain Club



Looking for something not listed in the program? Contact Outbound Coordinator Harrison Herbst to help you locate and arrange the experience of your choice. Reach Harrison at (828) 295-8667 ext. 5916



FEATURED EXTRAORDINARY

OUTFITTED FOR LIFE

The Play Now! Program

One of the extraordinary features of Blue Ridge Mountain Club is our commitment to ensuring that every member of our community is properly 'outfitted for life' here in the mountains. That means not only having access to maps, gear, and supplies, but also knowing where to find the best amenity experiences in the area. The *Play Now!* Program (created and operated by BRMC Outbound) has scoured the region to bring you our top picks for family fun, wellness, and adventure destinations you can enjoy right now. Download the complete program from our website today!

www.BlueRidgeMountainClub.com



Amazing Area Amenities

These two Play Now! partners offer two radically different, yet highly complementary experiences: relax in a world-class spa after a day on the slopes of one of the area's best ski resorts.

APPALACHIAN SKI MTN.

Located a short 15-minute drive from Blue Ridge Mountain Club, we like to think of Appalachian Ski Mtn. (ASM) as an extension of our own awesome natural playground when winter rolls around. Always offering a warm welcome and well-rounded outdoor experience, there are many reasons why we love to spend as many winter days as we can on the slopes, skating rink, and lodge of this outstanding ski resort.

Making the most of winter means each year ASM aims to open one week before Thanksgiving and remain open until late March and often into April. ASM's tremendous snowmaking capabilities are what allow it to meet its goals year after year and keep its 12 slopes beautifully groomed and packed with powder all season. Now in its 50th year, ASM is not just a favorite for avid downhill skiers and snowboarders, it is also the number one destination for the terrain park experience. Featuring three different parks with setups that change weekly, adrenaline hounds can take their pick of rails, jumps, gibs, orbs, walls, and any other natural or man-made obstacle you'd want to ski or ride over. A special course on park safety and etiquette is mandatory for the park pass, ensuring a safe and enjoyable experience for all.

Adjoining the lodge is the refrigerated and professionally maintained ASM skating rink – a great spot to spend the day or even end a day on the slopes, with its outdoor firepit and music creating one of the best après-ski scenes around.

FRENCH SWISS SKI COLLEGE

Though they call Appalachian Ski Mtn. home, the French Swiss Ski College (FSSC) is an independent institution that has taught over a million people to ski and snowboard since its founding in 1969. FSSC is well known in the area as *the* place to learn, having developed physical education and recreation programs for over 100 colleges throughout the Southeast, as well as military programs for Green Berets, Navy Seals, Secret Service, and the Marines. FSSC instructors go through more intense training than any other instructors in the region and have the lowest turnover. Whether looking to get your little ones comfortable on their first pair of skis or snowboard, or just wanting to brush up on your technique, FSSC is another excellent reason to make ASM your home ski resort this winter.



ROWLAND'S

The same impeccable standards that define the Relais & Châteaux guest experience also govern dining and gastronomy; stringent criteria, and according to restaurant Manager Matthew Metz, "all things we've been working on since before we were a glimmer in Relais' eye." From 28-day, wet-aged, prime New York strip from south Florida hand-selected by owner Bonnie Schaefer, to locally caught North Carolina snapper and sea bass, only the finest meat, seafood, and fresh produce are used to create menus that rival the best restaurants in New York, Chicago, or L.A.



Westglow Spa

Tucked within 45 of the highest acres in Blowing Rock lies one of the sweetest surprises of the entire Blue Ridge area: a Relais & Châteaux (R&C) resort and spa. As one of only 40 in the U.S. and 300 in the world, designation by this exclusive French network of Inns is one of the highest and most coveted in the hospitality industry. The antithesis of pomp and ceremony, R&C reserves its membership for only the most thoughtfully intimate, genuinely luxurious, and exquisitely located boutique inns and spas, where "the soul of the innkeeper" informs the guest experience. For Westglow Spa owners Bonnie and Jamie Schaefer, the 2010 induction into the R&C network after only five years in operation came as a happy surprise. For General Manager and Architect Steven Price, it has made an already fulfilling second career that much more rewarding.

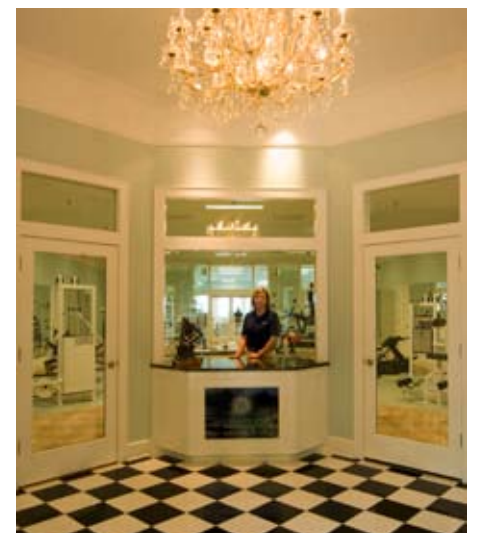
Housed in the former home of noted artist Elliot Daingerfield, Westglow enjoys breathtaking views of Grandfather Mountain and the Johns River Gorge. It took one year to complete the restoration of the original spa facility (built in the '70s) to standards that have enabled Westglow to continually rank among the top spas in the world (this year voted #1 by Spafinder, #2 by Travel & Leisure). According to Price, location and facilities are certainly crucial to Westglow's success, however what

truly sets this spa apart from the rest is their attention to detail and doting staff. With a four-to-one staff-client ratio, Westglow guests often describe their experience as exceptionally personable, with someone always ready to attend to their needs.

All staff at Relais & Châteaux establishments undergo rigorous training. Bi-annual sessions given by R&C executives to share information on trends and techniques, as well as an ongoing mentorship process among staff members have allowed Westglow to move from regional spa status to international destination in one short year. Having the support and guidance of such a specialized network has been the key to fostering that special, elusive, and unique intimacy that characterizes R&C establishments. For Steven Price, "the soul of the innkeeper" is exemplified by all the little things he is happy to do for guests, like a personal pick-up from Charlotte airport, or taking someone staying alone out for dinner – basically going above and beyond whenever possible to convey the generosity of spirit that earns one the title of a Relais & Châteaux Innkeeper. "It really becomes your life," says Price, "and I just love it. You get to interact with people who are here for a happy event or an occasion, or they're here to get away, and you're embellishing that level of happiness."



WESTGLOW SPA & ROWLAND'S
224 WESTGLOW CIRCLE
BLOWING ROCK, NC 28605
TOLL-FREE: 1-800-562-0807



Celebrating Community AT WATSON GAP

Since its establishment in 2008, the Blue Ridge Mountain Club community has been steadily growing. More and more families are coming to discover both the tangible and intangible benefits of owning pristine mountain land, adjacent to a genuine small town, in a family-focused community bent on celebrating life in the unbelievably great outdoors. Each year welcomes new faces to the fold, and Watson Gap Park is where we like to celebrate our seasons, traditions, and each other. This issue, our property spread is dedicated to the past year's many events and gatherings... Enjoy!



Cozy COTTAGE LIFE

No season allows us to appreciate the coziness of a mountain cottage quite like winter. This is the time of year when "musts" include a real, wood-burning fireplace, a dining table that seats at least ten, and a closet full of warm quilts to lay over guest beds. A luxurious take on this typical mountain dwelling, the Model Cottage at Blue Ridge Mountain Club features interior design by Dianne Davant Interiors, and plenty of ideas for outfitting or warming up your own mountain property. Talk to a BRMC sales representative to arrange for a personalized tour today!

HOMESITES FROM \$125K

Properties at Blue Ridge Mountain Club give families room enough to create gardens, hang a tire swing, strategically place a gazebo for sunsets, or simply leave the landscaping to the practiced, serendipitous hand of Mother Nature.

WATSON GAP COTTAGES FROM \$399K

Featuring stone foundations, timber beams, cedar siding and shingles; as well as spacious outdoor living areas, room enough for a ten-person dining table and plenty of guest beds; our sophisticated, designer-decorated model cottage is a home for generations.

MODEL COTTAGE OPEN DAILY FOR VISITS!



**ANSWER THE
CALL TODAY
(828) 295-8667
1155 MAIN ST, BLOWING ROCK N.C.
WWW.BLUERIDGEMOUNTAINCLUB.COM**

When you book a Winter Discovery Tour of Blue Ridge Mountain Club, you not only get to discover the community considered 'the best value in North Carolina' at an especially enchanting time of year, you also get automatically entered into a drawing for a free "Stay & Play" weekend of family fun and outdoor adventure! For more information visit www.BlueRidgeMountainClub.com or call Harrison Herbst at (828) 295-8667 ext. 5912.

**STAY
AND
PLAY
GIVEAWAY**