



2015 NOMINEE

NGCOA NATIONAL COURSE OF THE YEAR





NEGCOA
COURSE OF THE YEAR NOMINATION FORM

Name: Peter Doherty Course Name: Atkinson Resort & Country Club

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Serving the public seven days a week.





August 18, 2014

New England Golf Course Owners Association
300 Arnold Palmer Blvd.
Norton, MA 02766

Dear New England Golf Course Owners Association:

Please accept this application for the 2015 National Course of the Year Award. We believe that our golf course, staff, and contributions to the community epitomize the exceptional quality and management excellence that the award recognizes.

The attached application includes the required criteria to be nominated and further explains the superb quality of the course and our management. Outstanding contributions to the community and the significant support to the game of golf are key to the future of the game.

Thank you for your consideration.

Christine Lewis Morse
President and Owner
Atkinson Resort & Country Club

Exceptional Quality of the Course

Atkinson Resort & Country Club, a public facility, is a proud part of the Lewis Group of Companies, family-owned and operated and started in 1958 by Ralph and Lillian Lewis, along with their son Peter Lewis. Since that time the Lewis Family has been literally “building neighborhoods since 1958”. In the 1990’s, one of the company’s most ambitious undertakings in land development originated with the construction of Atkinson Resort & Country Club. In its third generation of management, Christine Lewis Morse, the daughter of Peter Lewis, is President and Owner and actively manages the daily operations. The land surrounding the golf course is being designed for a residential and commercial planned unit development that will be in keeping with the Lewis Standard of Excellence.



The resort’s public 18 Hole Par 72 golf course, of which the front 9 holes opened in 1996 and the back 9 was completed in 1998, rolls across 420 acres of New Hampshire field and forest. The practice facility is designed to truly help golfers improve their game, with 15,000 square feet of grass tees, 12,000 square feet of putting greens, multiple bunkers and a 65-yard short-game practice hole. The top-notch levels of play afforded by the course were showcased during the New Hampshire Open in 2009 - 2012. The 75,000 square foot clubhouse opened in 2002, complementing the golf course with two restaurants, sixteen overnight guest rooms and 15,000 square feet of elegant function and meeting space. Our manicured gardens, trellis area with a pond and fountain, the gazebo which is encircled by cascading waterfalls, and rolling green fairways, are part of the impeccable grounds and landscaping architecture of the resort.

The 9 Hole Par 3 course, which has earned the PGA Family Course designation, is a favorite for casual games, family events and beginners. Opened in 2009, the Par 3 course also offers serious golfers the opportunity to practice new skills or to play a shorter round when they don’t have time for the full 18, as well as being the perfect, no-pressure way to introduce a newcomer to the sport.

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Skills growth is a commitment, especially at Willowcreek Golf Academy which opened in 2009 with the Par 3 course, dedicated to the education and advancement of golfers of all skill levels and abilities through golf lessons and access to dedicated practice areas. The academy has three private coaching studios, each featuring multi-camera V1 Pro Video Analysis Software with Branded Academy, Trackman, and custom club fitting. These tools give the resort's PGA Professionals a customized approach to the lessons, clinics and outfitting they provide to golfers seeking to improve their games.



The wedge range is a strategically designed practice area consisting of nine 4x4 concrete targets set at 10 yard increments from 30 yards to 110 yards, that allow our PGA Professionals to see exactly where you are losing shots and how to fix it. The Willowcreek Golf Academy also offers three large natural turf practice tees that will accommodate large groups, or allow private space to hone your skills. A private practice hole offers on course situational practice to help the transition process of taking your new skills to the course. Our large, pristine private putting green allows us to get you rolling the ball in the hole like never before. Because the resort is open year-round, golfers can practice their game in the winter from heated hitting bays and the winterized driving range before action shifts to the fairways.

Merrill's Tavern Game Room has four of the most sophisticated virtual golf simulators in all of New England. With new courses added including TPC Sawgrass and TPC Scottsdale and the latest in fully three-dimensional graphics, including high-dynamic range lighting, shading and 3D textures. Year-round virtual golf is the perfect way for everyone to keep their skills sharp in the off-season or for beginners to try out a round before getting on the golf course. With over 35 courses to choose from, players have the option of match play, scramble, closest to the pin and long drive competitions for two to four players.

Atkinson Resort & Country Club's entire facility is always open to the public. The staff is dedicated to welcoming all guests with warm, inviting hospitality and offers many of the amenities most commonly found at the finest private country clubs.

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ATKINSON RESORT & COUNTRY CLUB AWARDS



FOUR OUT OF FIVE STARS



2014 #5 PAR 3



2014 #3 TOP RESORT



2013 #6 PAR 3



2013 #2 RESORT



2012 #12 PAR 3



2012 #4 RESORT



#18 INSTRUCTOR OF THE YEAR



2011 #23 GOLF COURSE



2010 #7 RESORT



2013 MERCHANDISER OF THE YEAR



2013 CLUB FITTER OF THE YEAR



BEST OF NORTHEAST GOLF
READER'S CHOICE SELECTION

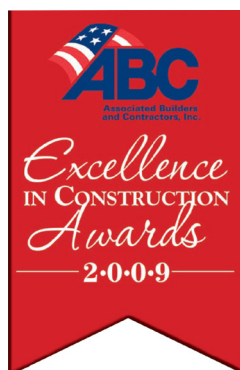


FAMILY COURSE



WMUR-TV
NEW HAMPSHIRE

NEW HAMPSHIRE'S GREAT 18
HOLE 11 & 18



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Exceptional Quality of Ownership and Management

Business NH's Top Family Business



Lewis Builders, Inc. has diversified over the years with affiliated companies being launched as the needs of the parent company grew. East Coast Lumber & Building Supply Company, Lewis Builders Development, Inc., Lewis Equipment Company, Inc., Hampstead Area Water Company and Hampstead Area Water Services Company were created.

Peter Lewis was a farmer with a very modest income and background. He realized at a young age that he needed to do something else as farming was not profitable. Instead, he decided to start building homes and in 1958 launched Lewis Builders. The company began installing its own water systems in developments and in 1965 started Hampstead Water Company. In 1976 East Coast Lumber, a lumber and building supplies store opened. Then he took his construction equipment and built his dream business, Atkinson Resort & Country Club.

Christine Lewis Morse is not only carrying on her father's legacy but creating her own. She is the President of Atkinson Resort & Country Club and oversees all of the Lewis Group of Companies. Lewis Morse has been working in the family business since she was 10 years old. Between the companies Lewis Morse employs 216 full-time and 180 part-time employees. All the businesses are very much a family affair. Now a 49-year-old mother of 17 and 19 year-olds, Lewis Morse was raised on a family farm in Atkinson. They have the 80 acres of fields for their 36 beef cattle as well as sell the hay to customers. They have two horses that belong to her mother. Haying the field with her husband is something she enjoys because it gives her a break from the other business responsibilities.

Lewis Morse is the acting General Manager of Atkinson Resort & Country Club and where she spends about 60 percent of her time. The facility is open year-round to host large events such as weddings, business and social functions, overnight guests in the 16 hotel rooms, and dining for breakfast, lunch and dinner in two restaurants.

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Lewis Morse is also President of Lewis Builders Development, which is focused on building condominiums for residents 55 and older. Her husband, Harold, manages the construction company and Lewis Builders Inc. which owns and manages its 450 rental apartments.

She is the sole owner of Hampstead Area Water Company and serves as Vice President while her husband is President. The water company serves approximately 3,200 water customers in Southern New Hampshire. This is the 3rd largest privately owned water company in New Hampshire.

Lewis Morse is also the sole Owner and President of East Coast Lumber & Building Supply. Servicing building supplies, kitchen and baths, doors and windows since 1976. The Equipment Center provides sales, service and rental for items for the local consumer as well as construction companies. She credits her managers and employees with the ongoing success of the businesses and they are part of the extended family.

She has been honored with the Business NH Top Family Business and Top 50 Women-Led Business winners.



2013 New Hampshire Business Magazine

- o Top 10 Fastest Growing Women-Led Businesses in NH - #10 Lewis Builders Development, Inc.
- o Top 60 Women- Led Businesses in NH
 - \$15 Million - \$25 Million. - #16 East Coast Lumber & Building Supply Company, Inc.
 - \$6 Million - \$14 Million - #19 Lewis Builders Development, Inc.
 - \$6 Million - \$14 Million - #27 Atkinson Resort & Country Club
 - \$1 Million - \$5 Million - #55 Hampstead Area Water Company

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Outstanding Contribution to Local Community

Since 2002, Atkinson Resort & Country Club has hosted with the local help of the community our Annual Light the Tree Holiday Celebration. Thousands of local residents attend this free, fun-filled



family event. There are activities for all ages including hayrides, caroling, arts and crafts, live music, ice-carving demonstrations, holiday cookies and hot chocolate. A 45 foot tree is donated, installed and decorated by the Lewis Builders and Atkinson Resort & Country Club Staff. It is lit with the arrival of Santa on the fire station's truck with a fireworks show in the background. Everyone sings Christmas carols and then have the opportunity to have pictures with Santa.

For the past seven years the Peter A. Lewis Golf Tournament has taken place at Atkinson Resort & Country Club to benefit the Lawrence Boys and Girls Club. Peter A. Lewis, the founder of the resort, passed away in May 2008. To honor his memory we hold the tournament to raise money for the organization that he held dear to his heart. The tournament has contributed over \$140,000 to the Lawrence Boys and Girls Club.



Since 1997 we have provided unlimited practice and play opportunities complimentary for Timberlane Regional High School's Junior and Varsity Golf Programs. Since its inception one of our Golf Professionals has been Head Coach of one or both of their teams.

We have hosted USGA events from 2000 - 2012 and numerous NEPGA events as well as the NH Open.

We offer donations and complimentary room rental for Atkinson Youth Baseball and Softball. As well as Central Catholic High School. We are Central Catholic's partial home practice course and offer reduced rates.

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Since 2010 we have donated to YMCA Camp Tricklin' Falls with supplies and labor to improve facility conditions. Camp Tricklin' Falls provides over 1,500 kids and teens, the opportunity to challenge themselves and grow as an individual while surrounded by the positive and unique experiences only found at summer camp. At Camp Tricklin' Falls the Y's four core values of Honesty, Respect, Responsibility, Caring and Camp Tricklin' Fall's fifth value of Awesomeness provide a setting that meets the needs and expectations of our campers and their families.



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Significant Contribution to the Game

This year we received a grant from the New England PGA to purchase SNAG (Start New at Golf) equipment. Our PGA Professionals developed a program with five different local elementary schools to introduce the game of golf to over 150 kids in a fun learning environment. Four of the schools were three week programs with 16 different kids participating each week. The last program was a five week program that had a total of 16 kids that attended each week.



We hosted a Junior PGA League team, which models its league similar to Little League baseball. We participated with three other courses providing complimentary practice areas for the kids which ranged in age from 7 - 13. The kids learned the values of competition, golf etiquette, golf rules, and sportsmanship on the course.



Since 2009 when we opened our 10,000 square foot golf facility, we have offered junior programs, private and group lessons and adult clinics to players of all abilities. In 2009 we also opened our PGA Family Par 3 course. In efforts to develop future golfers we offer special pricing for kids ages 3 - 9 to pay their age. The Get Golf Ready programs increased participation in all our clinics by 79%.

In honor of our former Head Golf Professional that passed away in 2011, Atkinson Resort & Country Club and our Director of Golf, organize and run the Joseph F. Healey Memorial which provides scholarships to local college students who are employed or are members at one of the 10 participating clubs. To date there have been 11 recipients each receiving \$1,000 in Joe's name to further advance their education.

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