

ON REMOVING YOUR SOCKS

This August Kiawah's Ocean Course will host The PGA Championship. Owner Bill Goodwin has been an extraordinary and caring steward of his very special links by the sea. He's brought the incomparable Pete Dye back often to enhance this amazing two and one-half miles of Carolina's shore. Then he convinced the PGA to pit the world's best players against the planet's toughest collection of holes.



Gerald Gaylord Barton

This, however, is the back story of a man and island converging in 1989 to undertake an urgent mission. The Ocean Course needed to be "born Miss America" as it had been named site of the 1991 Ryder Cup Matches well before it was built.

Gerald Gaylord Barton was a Depression-era child born in 1931 in Stroud, Oklahoma, pop. 800. His mother, Dolly, a school teacher, ran the family movie theaters; his father, Lewis, was the town's mayor, high school principal, football coach. (To Jerry he was simply "the most honest man in the world.") His paternal grandfather made the Oklahoma Land Rush on a rented horse, age sixteen, marrying a girl he'd met the night before. Lasted seventy-five years. Jerry would often exhibit such staying power.

Jerry worked the popcorn machine for money to buy property. He'd acquire a corner house, move it, then sell the corner to a gas station. The blue collar side of town was a long way from his elite universities: Chicago, UCLA Law, and Oxford. Having a profound love for the classics, he became a top debater. Still, Jerry's ace has long been his wife, Jo, brilliant lawyer, vivacious mom to three kids, loving "Nana" to ten lucky grandchildren.

After law school Jerry worked in the Pentagon JAG office, then he began an odyssey constructing all sorts of commercial buildings and projects. A friend introduced him to the opportunity with Landmark in 1970; soon he merged his Oklahoma assets into it, becoming CEO. With golf pros Joe Walser, Ernie Vossler, and the one and only Chris Cole, Landmark was all of a sudden America's Golf Resort Developer from Carmel to Kiawah.

Jerry presents contract proposals that end up pretty much the way he wants ... by (of course) doing you a significant favor. I visited him in California in 1988 to negotiate becoming partners at Kiawah. Formidable, amusing, folksy, unflappably generous, the Oklahoma homilies doing little to mask a steel trap mind. "So covert," says a colleague, "that he can remove an adversary's socks without untying his shoes."\*

Landmark built PGA West in 1987 seeking the PGA Championship. But it was too hot in August in Palm Springs, so it got The 1991 Ryder Cup Matches as consolation. Somehow, the PGA allowed Landmark to move the Matches east to Kiawah for European TV on a promise that the course would be great.

Our company, KRA, wanted to sell homesites, design neighborhoods, provide elegant private club amenities. So we offered Jerry Kiawah's public "resort assets" for a hefty price. Jerry answered enthusiastically: "Leonard, I sure hope you get that fantastic price! Cause while you won't own a five-star resort anymore ... you'll definitely be able to go stay in one." The price went south; Landmark came east and built The Ocean Course.

After the '91 Ryder Cup matches, Landmark was a public company, had \$2.5 billion in assets, \$825 million in stockholder's equity, 5,000 employees, 20 courses (five in the Top 100). Then it was over, thanks to our Federal government's illegal taking.\*\* Jerry never expressed bitterness, forging ahead with ten new courses like the recent Apes Hill Club in Barbados. He just celebrated Landmark's fortieth and his eightieth birthday.

Jerry's son, Doug, remembers, "When we were kids, dad would always ask us, 'What did you do for the good of the country today?' He feels each day is a gift, so leave it better than you found it."

For Kiawah that would be the situation. And for Jerry then, Bill now, we dedicate Volume 23 to them both. Each is a preeminent businessman for whom our superb course has been a jewel cherished and shared.

I'll be pushing on now, leaving this magazine I started twenty-three years back to chase a few rainbows. We tried to create a little poetry, and maybe did at times.

LEONARD L. LONG, JR. | Editor In Chief

\*Jerry on advising patience: "You can't eat an elephant but one bite at a time." Avoiding obvious pitfalls: "You milk goats from behind. Nothing good can happen to you behind a goat." On remote resorts: "Even if you have a better mousetrap, you still need mice, or it doesn't much matter." And his best advice: "To have a friend, be a friend."

\*\*Trapped wrongly in the too wide "net" of the S&L reforms known as FIRREA, overzealous Federal agents took control of all Landmark assets in 1991. Ten years elapsed before vindication and justice occurred in 2001 when the US Court of Claims delivered a stinging decision critical of the obtuse government action. By then the resort assets at Kiawah had long been auctioned. Landmark had paid all of its obligations to an S&L it owned; yet, the blunderbuss law allowed Federal government agents to take over. The good news for Kiawah was that one Bill Goodwin from Richmond happened along at the auction a few years later. Out of tragedy came a most fortuitous result.