FROM THE DESK OF THE PRESIDENT
Plenty to be Thankful for This Holiday Season

Wow! Where did 2019 go? Another year has passed and we are about to ring in 2020. But, before we do, we are really excited about holidays in the Pinehurst-Southern Pines-Aberdeen area. Be sure to check out our list of holiday events contained inside this destination newsletter. Our destination has plenty of holiday traditions, but a couple of my favorites include the Veteran’s Day Parade in Southern Pines as we pay tribute to those who served in our Armed Forces; the Sandhills Festival of Trees at Pinehurst Resort is a can’t miss event; and the Blessing of the Hounds is unlike any event in North Carolina – something you can only see here! Ok, they’re all awesome events, so please make it a point to attend as many as possible, and invite friends and family from near and far to come and visit the Home of American Golf (and so much more). On behalf of our amazing CVB staff, we wish to extend to you the heartiest of holiday wishes. May God bless you and your families and here’s to a great 2020 ahead!

Phil Werz
President & CEO

NOVEMBER & DECEMBER: SAVE THE DATES

Nov 4-Dec 21: William Mangum- NC Beautiful Art Show at the Broadhurst (Pinehurst)
Nov 8-9: Carolina Philharmonic with Natasha Korsakova
Nov 8-Dec 6: Jazzy Fridays (Wagram)
Nov 9: Veterans Parade (Southern Pines)
Nov 9: Reds, Whites & Brews Craft Beer & Wine Walk (Pinehurst)
Nov 15: Michael Feinstein (Pinehurst)
Nov 17: The Rooster’s Wife: Jill Andrews in Concert (Aberdeen)
Nov 17: Santa in the Gardens (Pinehurst)
Nov 20-24: Sandhills Children's Center Festival of Trees (Pinehurst)
Nov 21-24: Judson Theater Company Presents "Witness for the Prosecution" (Southern Pines)
Nov 22-24: Celebration of Seagrove Potters (Seagrove)
Nov 23: FirstHealth Pinehurst Turkey Trot and Flapjack Fest (Pinehurst)
Nov 24: The Rooster’s Wife: Chris Jones and Night Drivers (Aberdeen)
Nov 27-30: Carolina Philharmonic: Holiday Pops at the Carolina (Pinehurst)
Nov 28: The Blessing of the Hounds (Southern Pines)
Nov 29-Dec 1: Gary Taylor Dance's Nutcracker (Pinehurst)
Nov 30-Dec 1: It's A Wonderful Life - Live Radio Play (Southern Pines)

Dec 3: Aberdeen Christmas Parade
Dec 5: The Rooster’s Wife: Jonathan Byrd and the Pickup Cowboys (Aberdeen)
Dec 6: Village Christmas Tree Lighting (Pinehurst)
Dec 6-15: A Christmas Carol (Southern Pines)
Dec 7: Southern Pines Christmas Parade
Dec 7: Reindeer Fun Run (Aberdeen)
Dec 7: A Colonial Christmas at the House in the Horseshoe (Sanford)
Dec 7: Ornament Sale (Star)
Dec 8: Annual Candlelight Tour of Homes (Southern Pines)
Dec 8: Bryant House Christmas Open House (Carthage)
Dec 14: Shaw House Christmas Open House (Southern Pines)
Dec 14: Old Fashioned Christmas at Malcolm Blue Farm (Aberdeen)
Dec 23: NC Symphony: Holiday Pops (Southern Pines)
CVB To Launch New Destination Website
Very soon, the CVB will launch a new destination website! The new website will be much more visually-appealing, easier to navigate and showcases more videos and helpful new information about what to see and do, and of course, the latest golf packages inside the Home of American Golf. Meantime, until we launch the new website, visit our current one at: HomeofGolf.com!

Southern Supreme Creates a Holiday Favorite All Year Long
Here's a great holiday story for you! And one that brings many people to our area to see how this holiday favorite is created. Southern Supreme's fruitcake is arguably the best on Earth. They've flipped the narrative about fruitcake and have turned heads across the globe in the process. The family owned company has been making edible treats for decades. And their fruitcakes are ordered by people everywhere. Watch how they make and bake this classic holiday treat. Click Here!

Hilton Garden Inn Taking Shape in Aberdeen
The new Hilton Garden Inn in Aberdeen is taking shape and on schedule to open in the summer of 2020. The hotel will offer 108 guest rooms, outdoor pool, a restaurant and bar, plus, 1,500 square feet of meeting space. The location of this hotel will be adjacent to the other two properties owned by Bonnie McPeake and the McPeake hotel group, the Hampton Inn and Towne Place Suites. Bonnie is a former CVB chairperson and current CVB board member.

Mangum Brings North Carolina Art Show to Pinehurst
Moore County native William Mangum returns home for a special art show that celebrates North Carolina at the Broadhurst Gallery (2212 Midland Road, Pinehurst). The one-man exhibition will feature 50 new paintings that showcase the state's natural beauty of seasons and topography. As one of the South's leading landscape artists, William Mangum's art career is synonymous with celebrating his beloved state of North Carolina. The exhibit runs from November 4 through December 21. Read more.

CVB Earns Reader's Choice Award for 10th Consecutive Year
The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau (CVB) has earned its tenth consecutive Reader’s Choice Award as determined by the voters of ConventionSouth magazine. The CVB is among nearly 350 convention and visitors’ bureaus, meeting facilities and hotels located across the South to receive this year’s award. Read More.

Hatchet Brewing Co. Opens in Southern Pines
The fourth brewery in the destination will launch in early November at their location in downtown Southern Pines. Hatchet Brewing Company is located at the corner of SW Broad Street and West Illinois Avenue. Greg Walker and Mike Carey founded the brewery two years ago and we wish them well with the new place to hang and have a cold one! Read More from The Pilot
CCNC to Host 2023 ACC Men's Golf Championship
The Dogwood Course at the Country Club of North Carolina has been chosen to host the 2023 Atlantic Coast Conference Men’s Golf Championship. “The tournament is generally televised and will give CCNC more national exposure,” said CCNC president and CVB board chairman, Tom Beddow. “Overall, we believe this will be another great golf experience for the Club.” Beddow’s comments appeared recently in an article inside The Pilot Newspaper. Read More!

Golf Channel Special to Air on November 12th
Be sure to tune into Golf Channel on Tuesday, Nov. 12th at 7:30pm for a 30-minute special on the Pinehurst area. The Golf Advisor Road Trip show is hosted by Matt Ginella and will focus on all the improvements and additions to Pinehurst Resort like the resign of Pinehurst No. 4, The Cradle Par 3 Course, the legendary Pinehurst No. 2, Pinehurst Brewing Company and much more inside the Home of American Golf. To see a preview of what to expect, check out the video.

Nothing Like Fall & Winter Golf (Packages) in the Sandhills
Fall is one of our favorite times for golf inside the Home of American Golf. The temps are cooler, the humidity is gone and the scent of pumpkin spice lattes fill the air! Well, maybe not so much the last one, but fall golf also offers some of the best pricing for buddy trips, girls golf getaways, or larger groups. Check out our current Fall & Winter Golf Packages! Click Here.

CVB Produces Latest Video for Tobacco Road
Recently, the CVB produced a brand new video to promote Tobacco Road Golf Club near Sanford. Dan Dreyer, CVB Destination Storyteller, shot, produced and edited the promotional piece which you will soon see being used on their website and in a variety of marketing items to drive more business to the Mike Strantz designed golf course. Want to watch it? See the Video.

Northeast Golf Profiles Fall Golf
There is nothing like fall golf in the Home of American Golf. The summer heat has passed and course conditions are perfect. There are also great fall golf deals and packages to be had as well. In the current issue of Northeast Golf Magazine, the Home of American Golf was profiled and several golf courses were highlighted with their fall offerings. Read the Article.

Forest Creek Golf Club Unveils New North Course
Forest Creek Golf Club unveiled the “new” North Course Sept. 14. The Tom Fazio design was originally opened in 2005, and Fazio’s design team was back this summer to give the award-winning layout a thorough renovation. The main change in the project was converting the bent grass greens to Champion Bermudagrass. This ultra-dwarf Bermuda grass is the most popular in this region because of it’s fast growing and drought tolerant properties. The contours remained the same, but the greens were enlarged back to their original size. The surface was very receptive Sept. 14, rolling a consistent 11 on the stimpmeter. Thanks to The Pilot for this story. Read More.
Phil Werz  
President & CEO

Beverly Stewart  
Executive VP

Lisa Long  
Creative Director

Karln Toomey  
Digital Content Director

Donna Garner  
Staff Accountant

Dan Dreyer  
Destination Storyteller

Emily Jack  
CVB Svcs/Community Engagement Manager

Our Must See Pick!  
Festival of Trees, Nov. 20-24 - Pinehurst Resort  
Festival of Trees has grown to an annual display of over 100 trees and raising over $200,000 each year for Sandhills Children's Center. For a small fee, you support the cause and you can bid on these amazing and creatively decorated trees!

Get The Guide!  
Our 2019 Destination Guide is ready for you to order, so you can plan your next trip to the Home of American Golf. Order online at HomeofGolf.com and we will ship it to you for FREE! Who doesn't like free? See you soon in the Sandhills!