



Vacation of a Lifetime at World Golf Village

Want to experience the vacation of a lifetime? Here is our invitation for you and your family to visit the newest and most exciting resort in North Florida.

World Golf Village is fast becoming a major international focal point for the game of golf, as well as a premier tourism, business and recreation destination. World Golf Village (WGV) has been designed to please them all—golfers, tourists, businesspeople attending conventions and families looking for a relaxed and uncrowded place to vacation together.

In the Beginning

The roots of World Gold Village spring from an idea—the PGA Tour (headquartered in nearby Ponte Vedra) wanted to create a Golf Hall of Fame. After several years of researching various possible locations, sending invitations to other golf organizations to participate, and gaining the support of international professional tour in Japan, Europe, Australia, South Africa, and the Royal Canadian Golf Association, the PGA Tour was joined by PGA of America, which contributed millions of dollars.

Shell Oil Company, a pioneer not only in the oil business but also in the game of golf, agreed to become the Founding Corporate Partner of World Golf Village for the first twenty years.

Three golf organizations—PGA Tour, LPGA and PGA of America—visited Tallahassee, Florida's state capital, in

a joint effort to request support from the State of Florida for the project. A special bill was passed which provided substantial long-term funding for the project.

The John Q. Hammons Hotel agreed to build and manage a four-star hotel on the site, and St. John's County agreed to provide a funding mechanism for a convention center. Together, these participants created the largest convention center and

result is a place where the game of golf is celebrated, and both players and non-players can have fun in an inspiring setting.

WGV Attractions

These attractions are now open at the World Golf Village:

- ♣ World Golf Hall of Fame.
- ♣ IMAX Theater.
- ♣ Slammer & Squire Golf Course.
- ♣ World Golf Village Hotel.
- ♣ PGA Tour Productions.
- ♣ Great restaurants and stores, including Tour Stop, ann more than 80,000–square-feet of retail stores, shops, , boutiques and more.
- ♣ Real estate communities, including Pinehurt, Pointe at St. John's.
- ♣ And perhaps most significantly, the Vistana Resort at World Golf Village.

Vistana Resort

Vistana is indeed a jewel of a secure, cloistered recreation community in the heart of World Golf Village. It deserves special attention and a special mention.

Briefly, Vistana is where it all comes together for World Golf Village. It offers both the "height of luxury" and a "home away from home" for its guests.

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hotel between Atlanta and Orlando. Located on I-95 between Jacksonville, and St. Augustine, the World Golf Village is providing a new landmark for travelers and fans alike.

But it took an extraordinary number of people, companies and public entities to make World Golf Village a reality. They all worked together; the



LEADERS TO FOLLOW

To contact the Institute:

830-13 A1A North, #317
Ponte Vedra Beach, Florida USA
Tel: 904/285-5467
Fax: 904/285-4956
Email: tusek@leading.net

Your Partners in Excellence

The International Leadership Institute is an American-based firm dedicated to assisting top executives in business leadership development.

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Vacation of a Lifetime—continued

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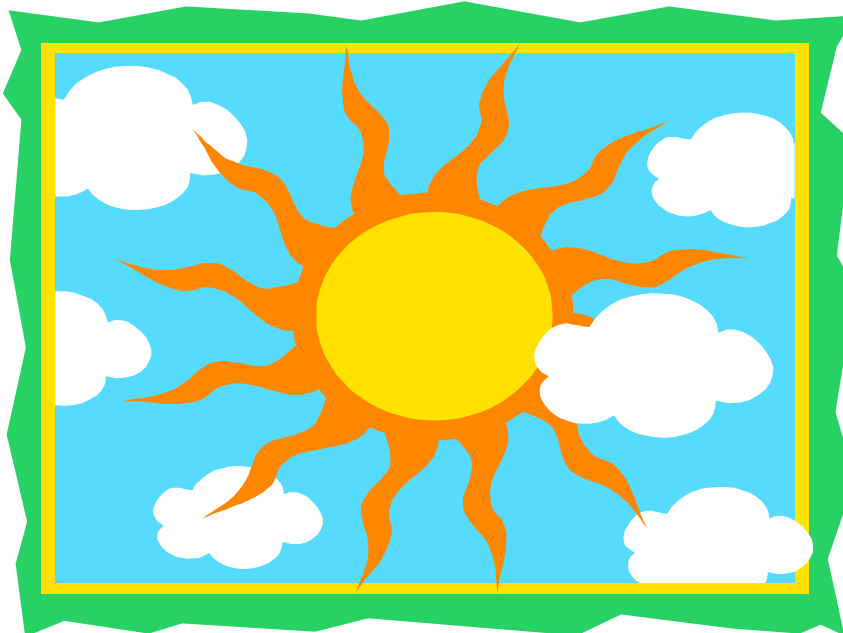
Vistana Resort offers guest options including both brief vacation stays and interval ownership—a new and exciting concept in vacation ownership. Beautifully-furnished one- and two-bedroom villas with all the comforts of home have access to such amenities as a temperature-controlled year-round large swimming pool, whirlpools, great fitness center, tennis courts, volleyball and basketball courts and preferred tee times at the prestigious Slammer & Squire Golf Course.

Within view of the World Golf Hall of Fame, and bordering the 17th and 18th fairways of Slammer & Squire, Vistana's prime location and terrific amenities ensure a memorable vacation. Just a short drive takes the vacationer to historic St.

Augustine, the nation's oldest city.

St. Augustine

A key tourist attraction, St. Augustine offers historical sites of importance, good restaurants, and abundance of shops and stores, and lovely beaches on the Atlantic Ocean.



More than 433 years old, the city has lived through more than five centuries of history

Vacations around the World

Vistana Resort is part of Orlando-based Vistana, Inc., a leading innovator, developer and operator of vacation ownership properties. With six currently-owned resorts, and membership in a worldwide network of vacation properties and hotels, Vistana, Inc. gives its owner-members access to a lifetime of very inexpensive vacations around the world.

World Golf Village, with its impressive facilities, offers interesting and exciting vacation opportunities to travelers from the U.S. and from abroad.

We'll be happy to provide you all the details to plan a great vacation in North Florida's newest resort complex. Let us know when you'd like

to visit and we'll handle the details.