

# Country club buyers look to younger market

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This photo shows the outside area of The Greens Country Club. Plans for the club, at 13100 Green Valley Drive in north Oklahoma City, include grooming the 18-hole golf course and club house with more flowers, putting the finishing touches on an outdoor deck expansion and new amenities for members.

## From Staff Reports

David Box, chief executive of Box Talent, and a group of local businessmen have purchased the Greens Country Club from ClubCorp, a national country club corporation, for \$3.8 million.

After four months of renovations, the 27-year-old, 132-acre facility sports a new look, new features and programs, cosmetic improvements to the three swimming pools and 12 tennis courts, and even a new chef, Box said.

Box said he and the other investors -- Roddy Bates, Mike Dillard, Tommy English, Kevin Hill and John West -- believe they've created an atmosphere that will appeal to young executives, their target market, as well as the 1,200 members.



**David Box**

"We've revitalized a truly first-class place and made it more affordable for young people," Box said.

Plans for the club, at 13100 Green Valley Drive in north Oklahoma City, include grooming the 18-hole golf course and club house with more flowers, putting the finishing touches on an outdoor deck expansion and new amenities for members.

Tommy English, longtime tennis director, is the new general manager.

"People who haven't visited us in a while will be surprised at the change," Box said. "Oklahoma City has a terrific tradition of typical country clubs. We hope to be the new definition of 'country club cool.'"