



Fact Sheet

Description

Located 12 miles north of downtown San Diego and 110 miles south of Los Angeles, the 98-room La Jolla Beach & Tennis Club is one of only two beachfront properties in the exclusive La Jolla Shores section of La Jolla, a Pacific Coast enclave known for its picturesque beaches, underwater parks, university, oceanographic institute, aquarium and museums. The Club has been the site of numerous amateur and professional tennis tournaments since the 1940s, attracting top tennis professionals from around the world. Resting on 14 acres, the Club is adjacent to San Diego/La Jolla Underwater Park, a 600-acre ecological refuge bounded by Torrey Pines State Park on the north and Alligator Head on the south. A palm-tree-lined drive leads from the Club's private entrance to the porte-cochere and main lobby, passing by a wildlife lagoon, nine-hole Par-3 golf course and tennis complex.

With its original structure built in 1927, the Club resembles a picturesque Spanish-style hacienda, revealing an architecture of light-brown, adobe-textured exteriors, red-tile walkways and low-slung canopy roofs. The rooms, many of which are only a few feet from the lapping surf at high tide, include standard hotel rooms, cottages, one-bedroom studios with kitchens, and one-, two- and three-bedroom suites with living rooms and fully equipped kitchens.

History

Originally opened in 1927 as the La Jolla Beach & Yacht Club, Frederick William Kellogg (known as F.W. Kellogg) purchased the property on August 19, 1935, transferring all of its assets to himself and his wife, Florence Scripps Kellogg. Recognizing the Club's potential, F.W. Kellogg envisioned an oceanfront resort that would attract out-of-town visitors, as well as La Jollan's.

Kellogg broadened the Club's appeal by changing the emphasis to that of an exclusive oceanfront tennis resort. He built four tennis courts and an Olympic-sized swimming pool, and promptly renamed the resort the La Jolla Beach & Tennis Club. To attract out-of-town guests, he constructed the "Beach Club Apartments" at the south end of the property. Kellogg continued to expand the property, building a cofferdam to protect oceanfront apartments during construction. The dam later became the foundation for the Marine Room, an oceanfront restaurant and lounge just south of the Club.

Kellogg never lived to see the opening of the Marine Room; he died on September 4, 1940, while on a trans-Pacific cruise to Japan. The responsibility for managing the Club fell to his son William Scripps Kellogg (known as W.S. Kellogg).

In 1967, the Kellogg family began work on the Sea Lodge Hotel (which was renamed La Jolla Shores Hotel in 2007), a companion property located on two acres just north of the Club. Opened in 1970, the 128-room hotel is adjacent to Kellogg Park, a seven-acre public beachfront park donated to the city of San Diego in 1951 by Florence Scripps Kellogg, the mother of William S. Kellogg.

Rooms

The La Jolla Beach & Tennis Club consists of 98 units -- 14 hotel-style rooms, one parlor, two fairway cottages, 18 studios with kitchens and 55 one-, two- and three-bedroom suites with living room, one or two baths and a kitchen. The fully equipped kitchens each have a refrigerator, oven, microwave, coffee-maker and all pots, pans, utensils and dishes. The two fairway cottages include a kitchen, living room and fireplace. Laundry facilities are available on site and dry-cleaning services are also available for guests. Fifty-one of the 55 suites offer oceanfront views, as do six of the hotel-style rooms and one of the studios. The remainder of

the units (with exception of the fairway cottages) face the patio courtyard or Spindrift Drive to the east.

Dining

Guests can choose from three oceanfront restaurants: the casual Club Dining Room; the more elegant, but not too formal (coat and tie optional), Marine Room restaurant; or the Shores restaurant located next door at the La Jolla Shores Hotel. In addition, the Beach Hut, a beachside snack bar, is open from Memorial Day to Labor Day. During the summer and holidays, a beach staff serves food and drink to sunbathing guests on the Club's private beach.

**Tennis/
Recreation**

The La Jolla Beach & Tennis Club has 12 hard-surface tennis courts, which are also lighted; a roque (croquet played in the sand) court; table tennis; a 75-foot-long heated swimming pool and two children's wading pools; a nine-hole Par-3 golf course; a quarter-mile-long jogging path; and a children's playground. There are also men's and women's locker facilities, fitness equipment and massage facilities and services. Beach accessories, including towels, chairs, tables and windbreaks, are provided to guests free of charge. Barbecue and banquet set-ups also are available in the evenings on the beach for modest fees. Beach cabanas are available for half and full day rentals and also for cabana massages (based on availability).

Unlike many tennis resorts, the Club does not charge for court time and court reservations are not required, although they are available. A complete line of tennis apparel and accessories is available through the tennis pro shop. Racquet rentals also are available. Individual and group tennis lessons are available from assistant USPTA professionals.

Recognition

La Jolla Beach & Tennis Club received the Gold Medallion Award for Best Recreation Club in San Diego for the two years that it was awarded (2006 and 2007). Gold Medallion award winners are voted on by the 400 members of the San Diego County Chapter of the California Restaurant Association (CRA). Members vote on creativity, dining and overall accomplishments.

Management:

William J. "Bill" Kellogg, president
John Campbell, general manager
Lisa Araiza, director of membership
Kristin Ferguson, director of marketing
Marco Menzhausen, resort manager & group sales
Dennis Rush, director of food and beverage
Bernard Guillas, executive chef
Jeannie Porter, controller
Ellen Gaines, director of human resources

Location

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FAME OF LA JOLLA BEACH & TENNIS CLUB TESTIFIES TO KELLOGG FAMILY INFLUENCE

La Jolla, California - "La Jolla is a bit of sea coast of many moods and manners, sometimes sparkling, crisp, buoyant; again despondent, troubled, morose; at intervals, tumultuous, defiant, angry, but the dominant mood is soothing, restful and comforting."

That was the La Jolla described by the *San Diego Union* on Jan. 1, 1923. Four years later, the sparsely populated township would become the site of the La Jolla Beach and Yacht Club, original descendent of today's La Jolla Beach & Tennis Club.

The landscape then revealed an expanse of gray-green sagebrush and darker chaparral with patches of brilliant wild flowers...poppies, painted cup, larkspur, lilies, sea-dahlias and sand-verbena. Set back from the site of the club-to-be, stood round-shouldered Mount Soledad as it does today, overlooking pebble-strewn beaches, serrated cliffs, and rock formations ulcerated by wind and sea. Meandering among the hills, farmhouses and grazing cattle, a few dusty roads wound their way to the beach from the outskirts of town.

So set the stage for the emergence of the La Jolla Beach & Tennis Club, now a well-known oceanfront landmark much adored by tennis aficionados and affluent La Jollans and outsiders. Unlike today's glass-and-steel hotel monoliths, whose history is as long and as colorful as a set of fresh blueprints on a building inspector's desk, the La Jolla Beach & Tennis Club is, in a very real sense, a monument to the past - a revered oceanfront icon whose wind-scoured walls bear witness to its history.

INVESTORS BREAK GROUND

The Club's history began in April 1926 with the decision by several prominent businessmen -- including F.W. Kellogg, a Pasadena, California newspaper publisher and patriarch of the Kellogg family that today owns the resort, to build the La Jolla Beach and Yacht Club. Exclusive membership in the Club was to be by invitation only.

The group acquired 14 acres of land on Long Beach - now La Jolla Shores - ground was broken, and work began on the clubhouse, the first of four buildings projected to cost \$900,000. The building, designed by renowned Hollywood architect Robert B. Stacy-Judd, featured a Mayan/Aztec style of architectural design, characterized by the use of adobe-like exteriors, Mexican red-tile roofs and arched entrances.

Two hundred feet long, the Club had a lounge, dining room, offices, kitchen, dressing rooms and shower and locker rooms. An open-air promenade ran the length of the building along the oceanfront.

A newspaper account by the *La Jolla Journal* on July 28, 1927, described the Club as "the first institution of its kind in the United States to utilize the Mayan or Aztec style of architecture...already, because of this fact, the club has received wide publicity in newspapers and magazines."

The Club's invitation-only grand opening was held on July 22, 1927, attracting an overflow crowd of 260 members, who dined outside on the promenade and danced to music by the Pacific Beach Army and Navy Academy Band.

YACHT HARBOR ABANDONED

After the clubhouse was completed, investors turned their attention to the second phase of development - construction of a yacht basin, consisting of an outer harbor, channel and inner harbor for moorage. Dredging of the inner harbor began with the removal of 60,000 cubic feet of soil from a section of low lying land a few hundred yards inland. However, two offshore breakwaters, designed to form a bell-shaped, seven-acre protected harbor, proved to be an engineering nightmare because of the depth of the ocean. In the face of the difficulties, plans for the harbor eventually were abandoned.

The absence of a yacht harbor and other recreational facilities triggered a decline in membership, and the Club began to experience financial difficulties. In October 1927, the Club was reincorporated, with ownership transferred to a group of San Diego residents for \$500,000. But mounting debt led to a notice of default in August 1933. Finally in March 1934, George M. Hawley Company, a San Diego investment firm took legal possession, and the La Jolla Beach and Yacht Club ceased to exist.

KELLOGG PURCHASES CLUB

Enter Frederick William Kellogg (known as F.W. Kellogg), who recognized the Club's potential, envisioning an oceanfront resort that would attract out-of-town visitors, as well as La Jollans. On August 19, 1935, he purchased the property, transferring all of its assets to himself and his wife, Florence Scripps Kellogg.

To restore the Club to financial health, Kellogg decided to broaden its appeal, changing the Club's emphasis to that of an exclusive oceanfront tennis resort. He built four tennis courts and an Olympic-sized swimming pool, and promptly renamed the resort the La Jolla Beach & Tennis Club. To attract out-of-town guests, he constructed the "Beach Club Apartments" at the south end of the property.

Kellogg continued to expand the property, building a cofferdam to protect oceanfront apartments during construction. The dam later became the foundation for the Marine Room, an oceanfront restaurant and lounge just south of the Club. On the restaurant's opening night, May 19, 1941, with more than 120 guests in attendance, the largest grunion run of the year took place. Around 11 p.m., the beach outside the restaurant suddenly became a shimmering mass of silver, as thousands of the amorous fingerlings were swept on shore for their egg-laying ritual.

Kellogg never lived to see the opening of the Marine Room; he died on September 4, 1940, while on a trans-Pacific cruise to Japan. The responsibility for managing the Club fell to his son William Scripps Kellogg (known as W.S. Kellogg). The younger Kellogg, then publisher of the Glendale-News Press, arrived in La Jolla on October 1, 1940, and was managing trustee of the F.W. Kellogg Trust until November 1973. Following his retirement, he stayed on at the Club.

CLUB BLOSSOMS

W.S. Kellogg was the driving force behind the resort's success as a tennis and vacation destination. During his tenure, he oversaw extensive changes, including the expansion of the Beach Club Apartments in 1948, the addition of the North Wing in 1957, and construction of Playa del Oro Apartments and the F.W. Kellogg commercial building. Other work included the completion of the Marine Room restaurant, construction of a nine-hole par-3 golf course, and extensive landscaping at the main entrance.

Another major undertaking was the construction in 1970 of the La Jolla Shores Hotel, which borders the Club on the north. A montage of Mexican-tile courtyards, fountains and adobe-style exteriors, the 128-room hotel has attracted luminaries from around the world, including former President Gerald Ford and Emperor Hirohito of Japan.

As the Club grew in size, it also grew in stature. W.S. Kellogg succeeded in attracting several major tennis tournaments, establishing the Club as a major tennis destination and drawing top professionals from around the world. By 1942, the Club was the site of a major tournament - the Pacific Coast Men's

Doubles Championship - and, by the 1950s, had become a prominent stop on the tournament circuit, playing host to numerous USTA National Hard Court Tennis Championships. The Club also hosted Federation Cup matches between the United States and Great Britain.

TENNIS LEGENDS

Today, the Club continues to host the Pacific Coast Men's Doubles Championship, and is the site of four other USTA national championships: the USTA National Women's 40s; the Father and Son Hardcourt Championships; the Senior Mixed Doubles; and the National Women's 50s and 60s Championships. In February 2006, the Club had the honor of hosting the Davis Cup First Round Tie between the United States and Romania, in which the U.S. won.

Jimmy Connors, John McEnroe, Arthur Ashe and Rod Laver all played in Club tournaments before turning pro. Other legendary tennis figures who grew up playing in Club tournaments include Pancho Segura, Jack Kramer, Ted Schroeder, Bill Tilden, Ellsworth Vines, Maureen Connolly, Karen Hantze, Patti Hogan, Janet Newberry and Les Stoefen.

FAMILY HEIRLOOM

In 1973, W.S. Kellogg retired after 34 years as managing trustee of the properties, and his son, William Crowe Kellogg, assumed management. Under his leadership, two more tennis courts were added and an extensive renovation of the facility was started.

Up until the early 1980s, W.S. Kellogg was still a familiar sight at the Club, taking children for rides on the beach in a 1915 Packard, known as the "Old Black Goose." Children who rode in the convertible became members of the Old Black Goose Club, swearing an oath to never become litterbugs. With W.S. Kellogg's grandson now behind the wheel, children today still keep faithful the oath, patrolling the grounds to pick up litter.

Today, the operation of the Club, Marine Room restaurant and neighboring La Jolla Shores Hotel is in the capable hands of the fourth generation of Kellogg family members: William ("Bill") J. Kellogg.

The fact that the Club has remained a family heirloom, prized and protected by successive generations, is a source of inspiration and pride to the Kellogg family.

"I like the fact that we're still a family business," says Bill Kellogg, who, as president, presides over the Club's future. "We're not controlled by remote interests of some huge hotel chain with headquarters in some other state."

His great grandfather F.W. Kellogg would be proud too!

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**LA JOLLA BEACH & TENNIS CLUB STANDS
TEST OF TIME AS PREMIER TENNIS GETAWAY**

La Jolla, California - For over 65 years at the La Jolla Beach & Tennis Club, the twang of racquet strings and squeak of tennis shoes on the hard court have been as common as the sound of surf breaking on the shore.

A virtual who's who of tennis stars have served and volleyed their way to greatness on its courts since F.W. Kellogg first strung nets and invited guests to play on four newly constructed courts in 1935.

The Club's reputation as a tennis-place-to-go was not long in coming. By 1942, the club had attracted its first major tournament - the Pacific Coast Men's Doubles Championships - and, by the 1950s, had become a prominent stop on the tournament circuit, playing host to numerous USLTA National Hard Court Tennis Championships. The club also hosted Federation Cup matches between the United States and Great Britain, won by the American team, which included Jack Kramer and Ted Schroeder on the squad.

William Scripps Kellogg, son of F.W. Kellogg, was instrumental in bringing these tournaments to the club. He also lobbied strongly for a women's tennis championship similar to the men's Davis Cup. The founding of the International Federation Cup women's championship, first held in 1963 at the Queen's Club in London, was due largely to his efforts.

Today, the Club still hosts the Pacific Coast Men's Doubles Championship, and is the site of five USTA national hardcourt championships: the Women's 40s, the Father and Son, the Senior Mixed Doubles and the National Women's 50s and 60s Championships. . The La Jolla Beach and Tennis Club also hosted the 2006 Davis Cup First Round Tie when the United States defeated Romania, and most recently hosted the 2008 Fed Cup Quarterfinals where the United States defeated Germany.

Jimmy Connors, John McEnroe, Arthur Ashe and Roy Emerson all played in Club tournaments before turning pro. Other legendary tennis figures who grew up playing in Club tournaments include Pancho Gonzales, Bobby Riggs, Brian Teacher, Peter Fleming, Bob Lutz, Bill Bond, Pancho Segura, Jack Kramer, Ted Schroeder, Bill Tilden, Ellsworth Vines, Karen Hantze, Patti Hogan, Janet Newberry, Maureen Connolly, Terry Holladay and Les Stofen.

The tennis community's sense of attachment toward the Club has changed little over the years. Drawn by the private atmosphere, on-the-beach location and tennis facilities, professionals and novices alike continue to flock to the Club. Players who come in search of that illusive "perfect serve" will find 12 post-card-perfect hard courts (eight of which are lighted), tennis pro shop, and men's and women's locker facilities. Unlike many tennis resorts, which charge as much as \$20 per hour for court time, the club lets members and non-member guests play free of charge, and court reservations are not required.

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WILLIAM J. "BILL" KELLOGG

President, La Jolla Beach & Tennis Club, Inc.

*La Jolla Beach & Tennis Club, La Jolla Shores Hotel, Shores Restaurant,
Marine Room Restaurant, F.W. Kellogg Building, Playa Del Oro Apartments*

La Jolla, California - William J. "Bill" Kellogg, President of La Jolla Beach & Tennis Club, Inc., is the fourth generation Kellogg family member to serve as president of the Kellogg-family properties. He joined the Club's management team in September 1979 and in 1987 was named Vice President and Chief Financial Officer of La Jolla Beach & Tennis Club, Inc. In August of 1989, he became President and continues to serve as the Chief Financial Officer of the company.

Kellogg is responsible for overseeing all family holdings, which consist of the La Jolla Beach & Tennis Club, The La Jolla Shores Hotel at La Jolla Shores, The Marine Room Restaurant, The Shores Restaurant, the Playa del Oro Apartments and the F. W. Kellogg commercial building. Before joining the "Beach Club", Kellogg served from 1974 to 1979 as the General Manager and Head Tennis Professional of the Westlake Swim and Tennis Club in Westlake, Calif.

An avid tennis player, Kellogg grew up playing tennis at the Altadena Town and Country Club in Altadena, CA and quickly established himself as a top-ranked Southern California junior. He attended the Thacher School in Ojai, CA where he not only played on the varsity tennis team for all four years, but was also named captain of the varsity soccer team in his senior year.

After graduating from high school in 1970, Kellogg briefly competed in professional tournaments in Ireland, France and Switzerland. During that summer he also served as a linesman and chair umpire at Wimbledon. Later, that year, after matriculating at Dartmouth College, Kellogg became the top-ranked player and captain of the freshman tennis team. He lettered in tennis all four years and was the #1 player and co-captain of the varsity tennis team in his senior year. He was named to the All-Ivy League Tennis Team in 1973 for his stellar record in doubles and represented Dartmouth in the NCAA championships in the spring of 1974. To this date, Kellogg's playing record in college ranks among the top-ten all-time best for the college. Kellogg graduated from Dartmouth College in 1973 with a bachelor's degree in engineering science.

Kellogg has been actively involved in all aspects of the tennis community since he arrived in San Diego in 1979. His first job at the La Jolla Beach & Tennis Club included taking over the administration of the National Senior Hard Court Tennis Championships and one of the oldest tournaments in the world, the Pacific Coast Men's Doubles Championship. This job evolved over the years to the point that he now manages more national senior championship events than any other person in the country.

Kellogg joined the board of the San Diego District Tennis Association in the early 80's and served as its president for 5 years. During his tenure as president he was awarded the Olive R. Pearce Award by the San Diego Junior Tennis Patrons Association for his work in promoting junior tennis programs around the county. He later joined the board of the Tennis Patrons and served as its president for four years. During his tenure, the organization built the George E. Barnes Family Junior Tennis Center in San Diego, changed the name of the Tennis Patrons to Youth Tennis San Diego (YTSD) and expanded its After School Tennis Program to reach 60 school sites in San Diego County.

Kellogg currently serves as Sectional Delegate and Vice-President of the Southern California Tennis Association. He has been a member of the Advisory Council of the International Tennis Hall of Fame for most of the past decade and served two terms on the Nominating Committee of the United States Tennis Association (USTA). He currently serves the USTA as chairman of the Senior International Competition

Committee and as a member of the USTA International Committee. Kellogg was also selected to be a member of the International Tennis Federation's Veterans Committee.

For the extensive volunteer time he has devoted to community tennis, he was awarded the 2001 Eve Kraft Community Service Award by the USTA, an award given to individuals who demonstrate the ability to create, organize and carry out recreational tennis programs for people of all ages and ability levels.

In addition to his volunteer work for tennis, Kellogg is active in numerous community and professional organizations. Most notably, he has been the President of the Mt. Soledad Memorial Association since 1989. In recent years, this organization raised the money to build and operate the new Veterans Memorial Walls located at the top of Mt. Soledad in La Jolla, CA. Kellogg served for five years as President of the La Jolla Shores Association, presiding over community efforts to rewrite the La Jolla Community Plan and is a member of the La Jolla Town Council, the La Jolla Community Planning Association, and the La Jolla Historical Society, just to name a few. Most recently, Kellogg was named to the Scripps Institution of Oceanography's Director's Circle Cabinet and to the Advisory Council of the Scripps Memorial Hospital

He and his wife, Tricia, reside in La Jolla, California and have two daughters.

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Biography

JOHN R. CAMPBELL

General Manager, La Jolla Beach & Tennis Club, Inc.

*La Jolla Beach & Tennis Club, La Jolla Shores Hotel, Shores Restaurant,
Marine Room Restaurant, Playa del Oro Apartments, F. W. Kellogg Building*

LA JOLLA, Calif. -- John Campbell, a 27-year hotel and resort-industry veteran, presides as general manager of La Jolla Beach & Tennis Club, Inc., owner and operator of a privately held, 20-acre oceanfront resort in La Jolla, California. The resort includes five properties including the 98-room La Jolla Beach & Tennis Club, the 128-room La Jolla Shores Hotel (formerly the Sea Lodge Hotel), the landmark Marine Room restaurant and two commercial properties. Campbell started his position with the company in 1994.

As General Manager, Campbell has operational and directional responsibilities for the company and its five properties including the private club, two hotels, sales and marketing, membership services, development of the company's policies and staff, as well as management of all food and beverage and financial operations. The Beach & Tennis Club is the location of the annual Jewel Ball, a local charity event which raises over one million dollars per year to donate to local charities. The Club was the host of the 2006 Davis Cup international tennis tournament and the 2008 Fed Cup.

Prior to joining the La Jolla Beach & Tennis Club, Campbell spent seven years as director of food & beverage at the 1,355-room San Diego Marriott Hotel & Marina. Campbell's hotel and resort industry career began in 1981 when he joined Marriott Hotels and Resorts and was food and beverage director at the Anaheim Marriott. In 1985, he was appointed opening director of food & beverage at the Warner Center Marriott in Woodland Hills, CA., before transferring to San Diego in that role to help with the acquisition and expansion of the San Diego Marriott Hotel & Marina. Campbell also spent eight years with Bobby McGee's Restaurants, a chain of freestanding theme restaurants in the Southwest and Hawaii.

Campbell is the current Secretary - Treasurer of the American Hotel & Lodging Association for 2009 and is a past president of the California Hotel & Lodging Association, as well as past president of the California Restaurant Association San Diego. Mr. Campbell is a recipient of the prestigious Lawson A. Odde Award for his outstanding contribution to the lodging industry from the AH&LA. Campbell served as chairman of the Audit and Certification committee of the AH&LA and is a current member of the Government Affairs committee and the Resort Committee. Campbell graduated from the University of Arizona where he received a Bachelor of Science degree in business finance. He resides in El Cajon with his wife, Royce and has two grown children, Ryan and Lindsay.

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BERNARD R. GUILLAS--BIOGRAPHY

Executive Chef

La Jolla, California - Award-winning Chef Bernard Guillas joined La Jolla Beach & Tennis Club, Inc. as executive chef in June 1994. Right at home in La Jolla, Guillas' affinity for the coastal lifestyle reminded him of his home in Brittany. "When I lived in France, the smell of the sea and the lure of its bounty were constantly part of our table," Guillas recalls. "I'm inspired by the variety and quality of the local produce and seafood found throughout our region. I love to use my classical training and my love for Pan Pacific flavors in all our restaurants."

Guillas, 41, is responsible for directing the resort's three restaurants and all catering operations for the La Jolla Beach & Tennis Club, the Shores Restaurant at the La Jolla Shores Hotel, and the landmark Marine Room restaurant. As executive chef, Guillas oversees all menus, wine lists, and special events.

Guillas, no stranger to classic tradition, insists, "a good cook is a sorcerer who dispenses happiness on a plate." For this chef, it is the magic of adding unusual seasonings to titillate the palate. He learned his alchemy early. Born into a family of butchers, bakers, and restaurateurs, Guillas' Britannic upbringing was influenced by his daily exposure to fine cuisine. He began his formal training in 1978, at La Bretagne in Questembert, France, where he apprenticed with the legendary Georges Paineau. Over the next six years he expanded his culinary knowledge with several Maitres Cuisinier de France fine dining restaurants. Jumping continents, Guillas moved on to become chef de cuisine at Le Dolmen in French Guyana. Richly diverse South American flavors still influence his food today.

In 1984, Guillas moved to Washington DC as chef tournant, chef saucier, and sous chef under Pierre Chambrin, former White House executive chef, at Maison Blanche. In 1989, he relocated to San Diego and spent five years as chef de cuisine at the Grant Grill, located in the US Grant Hotel in downtown San Diego's historic district. In 2001 Guillas was inducted into the International Restaurant & Hospitality Rating Bureau's American Chefs' Hall of Fame. Guillas is one of only fourteen chefs to receive this honor.

Recently, Guillas has added a cookbook and television appearances to his roster of impressive credits. Thanks to his being selected as one of fifteen "Rising Star Chefs" in 1996, he has appeared in Food Arts Magazine, the "Rising Star Chef" cookbook and PBS' "Rising Chef" television series. Guillas was part of a San Diego regional team, which appeared at the James Beard House in September 2000. He was also recently awarded the 2001 "Best Chef in San Diego" award at the California Restaurant Association, San Diego Chapter's, Gold Medallion Awards Dinner. He was also voted Chef of the Year by Chef Magazine for 2004.

Chef Guillas plays an active role in supporting his local community. He regularly participates in the Share Our Strength Taste of the Nation fund-raiser for hunger relief, the KPBS Food and Wine Festival, and recently was a guest chef for Celebrities Cook for Cancer, a fund-raiser that benefits the University of California San Diego Cancer Center. Guillas has recently become the chef spokesman for the Macy's School of Cooking, where he frequently leads food demonstrations. He travels extensively throughout the country promoting his restaurants and the San Diego region.

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BRIAN FREERKSEN
La Jolla Beach & Tennis Club – Private Club Dining Room
Chef de Cuisine

La Jolla, California – Brian Freerksen, chef de cuisine at the La Jolla Beach & Tennis Club’s private Club Dining Room, has been honing his culinary skills for over 20 years. Brian’s approach to food is to create “innovative, fresh, straightforward cuisine”. This mantra allows him to introduce the highest-quality local, artisan and seasonal ingredients into his distinctive method of cooking. Brian’s inherent creativity and exceptional leadership skills distinguish him in the culinary field, as he encourages his team to strive for self-expression, innovative menu development and cutting-edge techniques.

Prior to joining the La Jolla Beach & Tennis Club, Brian served as Executive Chef at Paradise Point Resort and Spa where he oversaw the resort’s three restaurants, including Baleen, the Barefoot Bar & Grill, and Tropics Bar & Grill. He was also in charge of the conference center menu development and staff training.

Educated at Western Culinary Institute in Portland, Oregon where he earned his culinary degree in 1990, Brian is certified by the Culinary Federation. Shortly after graduation, he launched his career at Loews Coronado Bay Resort in San Diego as Sous Chef. From there, Brian went to Prince of Wales Room at the Hotel Del Coronado. Brian then took his first managerial position as Chef de Cuisine at The Marine Room and then Executive Chef at Dakota Grill and Spirits before joining Paradise Point Resort and Spa.

With his exceptional skills, enlightened cuisine and striking plate presentations, Brian is destined to make a dramatic impact on the overall gastronomic experience for all of the La Jolla Beach & Tennis Club’s members and resort guests. It is with great pleasure and honor that the La Jolla Beach & Tennis Club, welcomes Brian back to its talented culinary staff.

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SIGHTSEEING, SHOPPING, ATTRACTIONS
MAKE LA JOLLA ALL-IN-ONE DESTINATION

La Jolla, California - Those who want to venture beyond the pampered frontier of the La Jolla Beach & Tennis Club and neighboring La Jolla Shores Hotel will discover a morning-'til-night mecca of shopping, sightseeing and superlative dining, made all the better by the picturesque vantage points and gifted good looks of this town overlooking the sea.

Many of La Jolla's sights are within a five- to ten minute drive of the Club and hotel, and some, including the town center, are within walking distance. A must-see first stop is Ellen Browning Scripps Park, located along Coast Boulevard, which loops along the Pacific Ocean shoreline, just below the fashionable shops of Prospect Street. The park and its windswept trees stand on a cliff-side perch, staring down precariously on La Jolla Cove and Alligator Point, a semicircular strip of rock coves, tide pools and shell-strewn beaches.

EXPLORING 'SUNNY JIM'S CAVE'

On La Jolla Cove's northern lip are the La Jolla Caves, seven elongated fissures in the cliff walls that can be entered from the ocean when the tide is low. The largest, "Sunny Jim's Cave," is accessible from the La Jolla Cave and Shell Shop near the park. One hundred thirty-four hewn-rock steps lead downward to Sunny Jim's cathedral-arch chamber, which, at high tide, echoes with the sound of the surf crashing against its chamber walls. Just to the south, on Coast Boulevard, is the "Children's Pool," a swimming and wading area protected from the menacing ocean tides and currents by a semicircular terraced sea wall. Tamed of waves, it attracts not only children but also parents seeking a respite from their lifeguard duties on the beach.

UNDERWATER PARK

Situated on two acres, the La Jolla Shores Hotel nudges against the La Jolla Underwater Park, a 600-acre ecological refuge that attracts an abundance of marine life and scuba divers. Just north of the hotel is Kellogg Park, a seven-acre beach and grass area dotted with picnic tables and towering fan palms. The park is the favorite embarkation point for divers headed into the underwater park

PARA-GLIDING AND GOLFING AT TORREY PINES

Heading north along La Jolla Shores Drive, sightseers looking for a still higher vantage point will find Torrey Pines Park and Glider Port. The port's combination of 350-foot-high bluffs and onshore winds provide the perfect launching pad and flying conditions for hang-gliders, para-gliders and remote-controlled sail planes. Wind conditions permitting, pilots can soar for hours, hovering, circling and banking, but always remaining airborne. Daredevils who truly want a bird's-eye view of La Jolla can take a tandem lesson, which includes 20 to 30 minutes of flying time with an instructor.

The Glider Port is not far from Torrey Pines Golf Course, one of the most picturesque municipal golf courses in the nation. Perched on cliffs overlooking the Pacific, Torrey Pines is the site of the Buick Open Invitational Tournament of California. In all, there are three golf courses in La Jolla and more than 50 within a two-hour radius of the city.

The golf course and neighboring Torrey Pines State Park are among the last remaining habitats of the Torrey Pine (*pinus torreyana*), now a living relic from a time when the species flourished along the California coastline. About 10,000 trees stand in the park today, many of them twisted and bent by the winds over the years into impressionistic works of nature's art.

SCIENTIFIC AND CULTURAL CENTER

Just up the road, visitors will find the Salk Institute for Biological Studies, Stephen Birch Aquarium-Museum, Scripps Institution of Oceanography and the University of California at San Diego (UCSD). Open daily from 9 a.m. to 5 p.m., the Stephen Birch Aquarium gives visitors a close-up view of more than 3,000 species of fish, native to waters ranging from the cold Pacific Northwest to tropical Mexico and the Indian Ocean. The underwater inhabitants include venomous lionfish, moray eels, sharks and a giant Pacific octopus.

The Salk Institute, adjacent to the UCSD campus, is a world-renowned medical research facility. Public tours are available weekday mornings and afternoons. Next door, UCSD's sprawling campus, renowned for its modern facilities and natural oceanfront setting, has long been considered a center of academic and scientific research.

There also is an aesthetic side to La Jolla. The culturally inclined will find a plethora of art galleries and museums, including the San Diego Museum of Contemporary Art, Hansen Art Gallery, Gallery Alexander and Gallery of the Two Sisters. The Tony award-winning La Jolla Playhouse, located on the UCSD campus, is known for its nationally acclaimed stage productions. Also catering to cultivated tastes are the Athenaeum Music and Arts Library, La Jolla Historical Society and La Jolla Cove Theater.

THE 'RODEO DRIVE' OF SAN DIEGO

La Jolla holds a special allure for the shop-'til-you-drop crowd. Serious buyers should arrive armed with plenty of time - and cash or plastic. Along trendy Prospect Street, known as the "Rodeo Drive" of San Diego, shoppers will find a potpourri of upscale boutiques and specialty shops brimming with designer clothing, jewelry, cosmetics, fine art and antiques. The shopping district's uptown opulence is more than matched by its difficult-to-make-a-decision offering of fine restaurants and imaginative eateries. Many of the posh cafes, bistros and restaurants perch on Prospect Street's west side, providing spectacular ocean views, especially at sunset.

SAN DIEGO: MORE TO SEE AND DO

Exploring La Jolla can consume the better part of any vacation, but the sightseeing doesn't end there. Within 45 minutes, there are dozens of sights and attractions, ranging from whale-watching ocean excursions to trips south of the border to Tijuana. Nearby San Diego is the home of Sea World, Mission Bay, Balboa Park, the San Diego Wild Animal Park, Old Town State Park, Cabrillo National Monument, Seaport Village, Belmont Park, Gaslamp Quarter and the world-famous San Diego Zoo. Just north of the city is Del Mar race track, the site of thoroughbred, harness and quarter horse racing. And 60 miles to the north, amid rolling mountain foothills, is Temecula Valley wine country, home of 11 wineries.

Few cities can match the diversity of attractions in San Diego, which has become an attraction in itself. Whether touring by automobile or aboard Old Town Trolley cars, it's easy to get around much of the city in a single day. For those venturing south to Mexico, the border is only a 40-minute trip aboard the San Diego Trolley, and Tijuana's shopping, dining and cultural center are short cab rides away. Everything San Diego has to offer is only 12 miles south of La Jolla, but as most faithful vacationers to La Jolla will admit, "the town on the cliffs" offers something special -- a perfect blend of pristine beaches, awe-inspiring scenery and recreation -- appealing to everyone from the athlete to the aesthete.

The early Spanish settlers so aptly named the town La Jolla...it truly is "the jewel."



THE OLD BLACK GOOSE HISTORY

Introducing the Old Black Goose:

It was in 1915 that Mr. & Mrs. Frederick William Kellogg (the originators of the La Jolla Beach & Tennis Club) purchased this Packard Twin Six automobile which today is known as "The Old Black Goose" and is the oldest Twin Six Packard in existence!

The car was built in Detroit, Michigan and was delivered to the Kellogg family in San Pedro, Los Angeles Harbor, via the Panama Canal which had recently been completed. The Packard was the first 12 cylinder automobile made. It came equipped with a self-starter, a crank, a Warner speedometer, electric lights and an eight-day clock.

At one point, Mrs. Kellogg told her son William S. Kellogg, *"William, I've had an offer of \$100 for the old Packard and I think I'll take it."* Fortunately for the Kellogg grandchildren, the current owners of the La Jolla Beach & Tennis Club, William Jr. persuaded his mother not to sell the car.

It was not until 1960 that the Packard was driven from its home in Altadena to its new home at the La Jolla Beach & Tennis Club. Shortly after its arrival in La Jolla, it became a major attraction to summertime guests, mostly children, around the grounds of the Club.

One day a young man of ten, Teddy Edmonds from Albuquerque, New Mexico, asked Mr. Kellogg, *"where is the 'Old Black Goose' this morning?"* Mr. Kellogg responded, *"why do you call it that?"* With great scorn, Teddy replied, *"Why Mr. Kellogg, it's old isn't it? And it's black isn't it? And it honks like a goose doesn't it?"* Mr. Kellogg responded back, *"Teddy, you've just named a great automobile and "The Old Black Goose" it shall be from now on!"*

Shortly thereafter, the children who visited the La Jolla Beach & Tennis Club formed "The Old Black Goose Club" with the motto: *"We keep things clean, both at the Club and at home...we don't litter like litterbugs."* The children toured the grounds and La Jolla Shores with Mr. Kellogg picking up litter wherever they went. Small badges were developed and given to each child. "The Old Black Goose Club" immediately caught on as a novel idea which was enjoyed not only by children but by all who took part. During a span of 40 years, over 10,000 of these badges have been distributed and are still being distributed.

The Old Black Goose has and continues to serve a wonderful purpose and has proven itself to be worth much more than the \$100 Mrs. Kellogg was originally offered.

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