

# The Coachella Cup Debuts on The Big Island of Hawaii

By Tom Haynes

For five of the past seven years, members of Mission Lakes Country Club, and their resourceful Head PGA professional Robert Duncan, have traveled to the Hawaiian Islands under the auspices of HawaiiGolfDeals.com and its founder and publisher Dave Mills.

These 10-night Hawaii golf adventures, during the fall over-seeding season, delivered groups of 30-64 persons (over 200 total members) to each of the four major islands.

This past October, the Mission Lakes contingent revisited The Big Island of Hawaii for what became the overwhelming favorite of the lot. With half the group ensconced in a premium beachfront hotel and the other half in two-bedroom villas, it seemed that the wants and needs of all were not only satisfied, but also highly stimulated.

The positive energy and convivial feedback led Mills and Duncan to act.

For several years the duo had discussed the possibility of bringing multiple clubs from the Palm Springs area to Hawaii for some friendly competition. So while chewing on the idea with Hawaii's

preeminent PGA Director of Golf, Scott Head of the Waikoloa Beach Resort, Mills made a call to the president of the Hawaii Visitors & Convention Bureau, John Monahan, and the Coachella Cup was born.

The foursome teed up a few criteria: The event would be held annually in two waves from mid-October through the first week of November, thereby covering some portion of each club's over-seeding period; It would combine competition, for those so inclined, with casual golf for those not competitively inclined; There would always be a choice between beachfront hotel and two-bedroom villas; And the value would be nothing less than extraordinary.

With Hawaii's leading deliverer of golfers and golf packages (HawaiiGolfDeals.com) partnering with

the Hawaii Visitors & Convention Bureau, the Waikoloa Beach Resort, Waikoloa Beach Marriott Resort & Spa, the Hapuna Prince Golf Club at Mauna Kea and American Airlines, a formidable array of facilitators, providers and sponsors was assembled, including Roger Dunn Golf Shops in Cathedral City, La Quinta/Indio and Kailua-Kona on The Big Island.

Taking advantage of every added value and incentive, along with negotiating great deals for golfers, has always been Mills' forte. Monahan made sure marketing funds were available to promote the event. Duncan and Head came up with a creative golf format that allows teams of 12 guys and gals to represent each club (clubs may

have more than one team) over three rounds of golf at the Waikoloa Beach Course, Waikoloa Kings' Course and Hapuna Prince GC at Mauna Kea. A for-fun practice round will be played at each course in the days prior to the three competition rounds.

Mills sings the praises of the Aloha State every chance he gets. "We love to show off our incredible golf assets and inviting weather. That's why we call Hawaii the world's foremost

year-round golf destination. The Coachella Cup program will also reveal a transformational island paradise, where verdant fairways and the blue Pacific encroach on stark flows of lava. The surreal Kohala Coast of the Big Island is truly a place of wonder and excitement. That's why we've planned an event that will keep everyone coming back for more."

It should be pointed out that non-competitive golfers and non-golfers are completely welcome and encouraged to attend. All golfers will play six rounds of golf and non-golfers will be treated to a special 4-Day Spa program at the Fairmont Orchid Hawaii's *Spa Without Walls*. Generous incentives are offered for group leaders.

So, the only question now is, which Coachella club will take home the Inaugural Coachella Cup?



## The Coachella Cup

on the  
BIG ISLAND OF HAWAII'S  
KOHALA COAST

Choose: Oct. 15-26 or Oct. 29-Nov. 9, 2009

### ACCOMMODATIONS

Double occupancy lodging for 10 nights  
**Waikoloa Beach Marriott Resort & Spa**

Ocean View

Daily full buffet breakfast

Midsized car with parking included

-or-

Quad occupancy lodging for up to 12 nights  
**Two-Bedroom Deluxe & Premium Villas  
at the Waikoloa Beach Resort**

Gourmet kitchen, two baths and washer/dryer

Minivan with complimentary parking

### GOLF

Two rounds with shared cart, range balls  
& basic gratuity at each of these courses

(six total rounds):

**Waikoloa Beach Course**

**Waikoloa Kings' Course**

**Hapuna Prince GC at Mauna Kea**

PLUS your own GolfHawaiiCard  
for more golf options

### ALSO INCLUDES

Vehicle (as described above)

Welcome Dinner Bash

One additional dinner for your group

Tee gift and other golf prizes

All applicable taxes, vehicle fees/surcharges

**No hidden charges!**

Oct. 15-27 or Oct. 29-Nov. 10

**Deluxe Two-Bedroom Villa**

**\$1,850 per-person/quad**

**Premium Two-Bedroom Villa**

**\$2,150 per-person/quad**

Oct. 16-26 or Oct. 30-Nov. 9

**Waikoloa Beach Marriott Resort**

**\$2,450 per-person/double**

AIR ADDITIONAL (see: "Getting There" right)

A non-refundable deposit of only \$50 per-person  
is required to register and hold lodging space.

Full payment is not due until September 1, 2009.  
All payments will be made through your group leader.

**Non-golfers welcome!**