



Jessica and Brad Halling, BHAWK Distillery

*News From*

**THE HOME OF AMERICAN GOLF**  
 November/December 2022

**INSIDE THIS ISSUE**

- PRESIDENT'S MESSAGE 2
- DESTINATION TOURISM TOPICS 3
- DESTINATION GOLF NEWS 4
- CVB AT WORK 5

**CHECK OUT THE NEW SOUTHERN PINES MURAL**  
 Watch The Video Below



(Click photo to view the video)



[homeofgolf.com](http://homeofgolf.com)



# FROM THE DESK OF THE PRESIDENT

Phil Werz

Holiday Greetings Tourism Partners and Friends,

On November 3, I had a chance to attend a very special event as Jessica and Brad Halling broke ground for what will become the first official distillery in our destination - Brad Halling American Whiskey Ko. (BHAWK) in Southern Pines. The location will be on Yadkin Road, very close to the Midland Road/Highway 1 interchange and just a couple of blocks away from Southern Pines Brewing Company.

What really struck me was the symbolism and significance of this event. When Jessica and Brad spoke, you could hear their collective passion and love not only for this massive undertaking, but also for the love of their country and their community. They revealed that they could have secured other big time investors who would have controlled their product and their business. But, in the end, they are holding true to their convictions and plan to build this business the "hard way." Would you expect anything less from two long-time and high ranking Army veterans who served their country to the utmost and with one nearly paying the ultimate sacrifice?

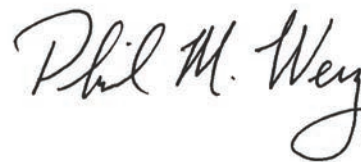
This distillery will be a huge draw and a tourism attraction, along with being a vital

community social gathering spot. Jessica and Brad symbolize the spirit of what makes our community one of the finest in all of North Carolina. Solid, upstanding people, leaders in their community, people who personify the rich military heritage of our area and folks who have a vision to make their town a better place while building a business and a life.

We are fortunate as a destination to have stories like this all over the Sandhills. It's the spirit of our people, the welcoming spirit of serving and hospitality that keeps people coming back time after time. As we grow as a destination, I am buoyed by the fact that with people like the Hallings and others, the Home of American Golf will be in very good hands for many years to come.

Happy Thanksgiving, Merry Christmas and all the best for a great 2023!

Cheers!



## UPCOMING HOLIDAY EVENTS

Pinehurst Turkey Trot 5K	Nov 19	Town of Cameron Christmas Parade	Dec 3
Festival of Trees	Nov 16-20	Town of Southern Pines Christmas Parade	Dec 3
Blessing of the Hounds	Nov 24	Weymouth Wonderland Outdoor Wonderfest	Dec 3
Town of Vass Tree Lighting	Nov 25	Weymouth Teddy Bear Tea	Dec 4
Town of Southern Pines Tree Lighting	Nov 26	43rd Candlelight Tour of Homes	Dec 4
Town of Aberdeen Tree Lighting	Dec 1	Town of Aberdeen Christmas Parade	Dec 10
Village of Pinehurst Tree Lighting	Dec 2	Christmas Carriage Parade, Southern Pines	Dec 10
Town of Cameron Christmas Parade	Dec 3	Town of Carthage Christmas Parade	Dec 10
Weymouth Candlelight, Carols and Cocktails	Dec 2	First Eve, Southern Pines	Dec 31

For a complete list of local events [CLICK HERE](#)

# DESTINATION TOURISM TOPICS



## CVB Hires New Destination Services Manager

The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau has named Ashley Baker as their new Destination Services Manager. Baker was formerly the Executive Director at the Linden Lodge Foundation in Aberdeen. The position is responsible for tasks associated with assisting multiple departments and staff within the CVB and with external interests including but not limited to, local businesses, county and municipal entities, event and meeting planners, media representatives, VIPs, hospitality and marketing partners and other outside agencies. "We are very fortunate to have Ashley join our team and she has an impeccable background in the hospitality and tourism industry," said Phil Werz, CVB President and CEO.

## 2023 Will be "Year of The Trail" in NC

The state of North Carolina has officially designated 2023 as the "Year of the Trail," with a goal of boosting awareness of trails, as well as trail use across the state! Officials chose the year 2023 because it will be the 50th anniversary of the 1973 North Carolina Trails System Act. North Carolina is the Great Trails State, where each of North Carolina's 100 counties should be able to enjoy the proven benefits of trails, including health, safety, economic development, tourism, transportation and environment. The CVB will be rolling out two major initiatives to coincide with the Year of the Trail in early 2023. Stay tuned!



## CVB Launches 3D Virtual Tour

The CVB has announced the launch of the first of its kind virtual tour for the Pinehurst area, using advanced virtual and augmented technology produced by SkyNav. Visitors and event planners can now experience the Home of American Golf using high-definition panoramic imaging that creates a 360-degree world including 3D objects, interactive text and image galleries, video integrations and augmented reality. The immersive technology allows people to navigate the destination with amazing aerials and ground level views. For people who are thinking about visiting the Home of American Golf, this is a great way to understand the area better before arriving. Click [HERE](#) for more information.

## CVB Uncorks Wine Trail Passport

Due to the overwhelming success of the Sandhills Pour Tour Passport program, which debuted on April 1, the CVB is launching another passport program, this time for wine lovers. The Sandhills Wine Trail Passport program features six locations and encourages holders to earn stamps and win prizes while exploring selected local wine outlets. The Sandhills Wine Trail begins on Saturday, November 19. The passports are free and can be picked up at the CVB office in Southern Pines or at any of the six participation locations. Passport participants include Cypress Bend Vineyards, Sandhills Winery, Triangle Wine Company, The Wine Cellar, The Village Wine Shop and James Creek Cider House. Learn more [HERE](#).



## BHAWK Breaks Ground on Distillery

On November 3, 2022, the Brad Halling American Whiskey Ko. (BHAWK), hosted its official groundbreaking milestone ceremony for its 15,500 square foot destination distillery, cocktail bar and event space in Southern Pines. It is expected to begin its vertical build in early 2023 with completion expected in 2024, just in time for the U.S. Open Championship at Pinehurst No. 2. Brad and Jessica Halling, both retired servicemembers from US Army Special Operations, own the distillery and look forward to Raising the American Spirit with the community when they open their doors.



# DESTINATION GOLF NEWS



## Talamore Launches TopTracer Golf Experience

This fall, Talamore Resort debuted their new Toptracer Range. The Toptracer technology uses high-speed cameras, coupled with sophisticated computer algorithms, to provide instantaneous ball tracking information to guests using the range featured 10 hitting bays. “There are so many different things you can do with it. You can play other courses, you can play Topgolf, you can do long drives, you can do closest to the pins,” said Talamore Golf Resort General Manager Matt Hausser. The Talamore Toptracer Range features the hitting bays, all with high-speed cameras, television monitors, technology and games.

Casual seating is available. To reserve your time or for your group, call 800.552.6292 Ext. 2. Click [HERE](#) for more information.

## Golf House Pinehurst Update

If you are near the Pinehurst Country Club campus, you will notice that the USGA’s Golf House Pinehurst is an active construction site and things will start ramping up in 2023. The two building facility will include an equipment-testing center, the visitor-friendly USGA Experience and an educational landscape feature to be completed by the end of 2023. “The USGA, along with our many partners who helped make this project a reality, share a bold vision for Golf House Pinehurst and the impact it will have on this community and the game of golf,” said Mike Whan, CEO of the USGA.



## Golf Pride Opens New Retail Lab

Golf Pride has opened a first of its kind Retail Lab in the company’s Global Innovation Center (GIC) Pinehurst, just inside the entrance to Pinehurst No. 8. The Retail Lab has been part of the plans for the GIC since its inception and now for the first time this unique grip selection journey is open to the public. It provides an “inside the ropes” Tour-like experience for golfers to choose the right grips for their game and have them installed on their clubs with a lead Tour technician, while also allowing guests to access GIC-exclusive products and merchandise. If you live here, or are visiting the area, this is something you’ll want to include on your itinerary. The Retail Lab is open



Monday-Friday from 8:30am to 4pm (closed weekend and holidays). Read more [HERE](#).

## Journeys from Fire Pit Collective visits Pinehurst

Recently, the Fire Pit Collective and their merry golf destination storytellers descended upon the Home of American Golf to weave stories you won’t see anywhere else, and only like they can. Host Colt Knedler spent a week in the Pinehurst, Southern Pines, Aberdeen Area and was immersed not only on a number of our renowned golf courses, but also among some of our unique small towns, discovering local treasures and some of the people that make our destination so special to people around the world.

Check out all five episodes! Click [HERE](#).



## Miniature Golf Coming to Taylortown

Miniature golf will make its debut soon in Taylortown! In September, Miniature Golf Solutions announced plans to create 36 holes in Olmsted Village near the corner of Highway 211 and Main Street, across the street from the Homewood Suites by Hilton. Pinehurst businessman and investor, Marty McKenzie, hired the Florida-based company to create and develop the project. The design concept is expected to be a blend of traditional and more modern aesthetics and will be a combination of “old-school fun and new trends.” Sound like 100% fun! Look for the opening this coming spring.

# YOUR CVB AT WORK



## CVB Office

155 W. New York Avenue  
Suite 300  
Southern Pines, NC 28387



**Phil Werz**  
President & CEO



**Lisa Long**  
Creative Director



**Donna Garner**  
Staff Accountant



**Dan Dreyer**  
Destination Storyteller



**Melissa Holt**  
Content Marketing  
Manager



**Ashley Baker**  
Destination Services  
Manager

## POUR TOUR & WINE TRAIL - Get Your Passport Now!

HomeofGolf.com/SandhillsPourTour

**SANDHILLS  
POUR TOUR  
NORTH CAROLINA**

Get a Passport • Get Stamps  
Win Prizes!

Scan Here!

HomeofGolf.com/SandhillsWineTrail

**WINE  
TRAIL**

PINEHURST  
SOUTHERN PINES  
ABERDEEN AREA  
*Home of American Golf*

Get a Passport • Get Stamps  
Win Prizes!

Pinehurst, Southern Pines, Aberdeen Area  
Convention & Visitors Bureau  
155 W. New York Avenue • Suite 300  
Southern Pines, NC 28387  
910-692-3330 • 800-346-5362  
[homeofgolf.com](http://homeofgolf.com)



## CVB 2023 GUIDE

Our 2023 Destination Guide will be available to order late December. The guide will assist you in planning your next trip to the Home of American Golf. Order online at [homeofgolf.com](http://homeofgolf.com) and we will ship it to you for FREE! See you soon in the Sandhills!

**Love Your Local Farms?**  
Now you can stay connected with a FREE app!

**VISIT NC  
FARMS**

The "Visit NC Farms" Moore County app is your Best Bets guide to local farms, food and fun. Experience the unparalleled beauty of our magnificent farms and country landscapes. For visitors, locals or here for an extended business stay, enjoy this app and learn what makes this area so special.