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VOLUME 5



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By David Bostic & Adam Whanger



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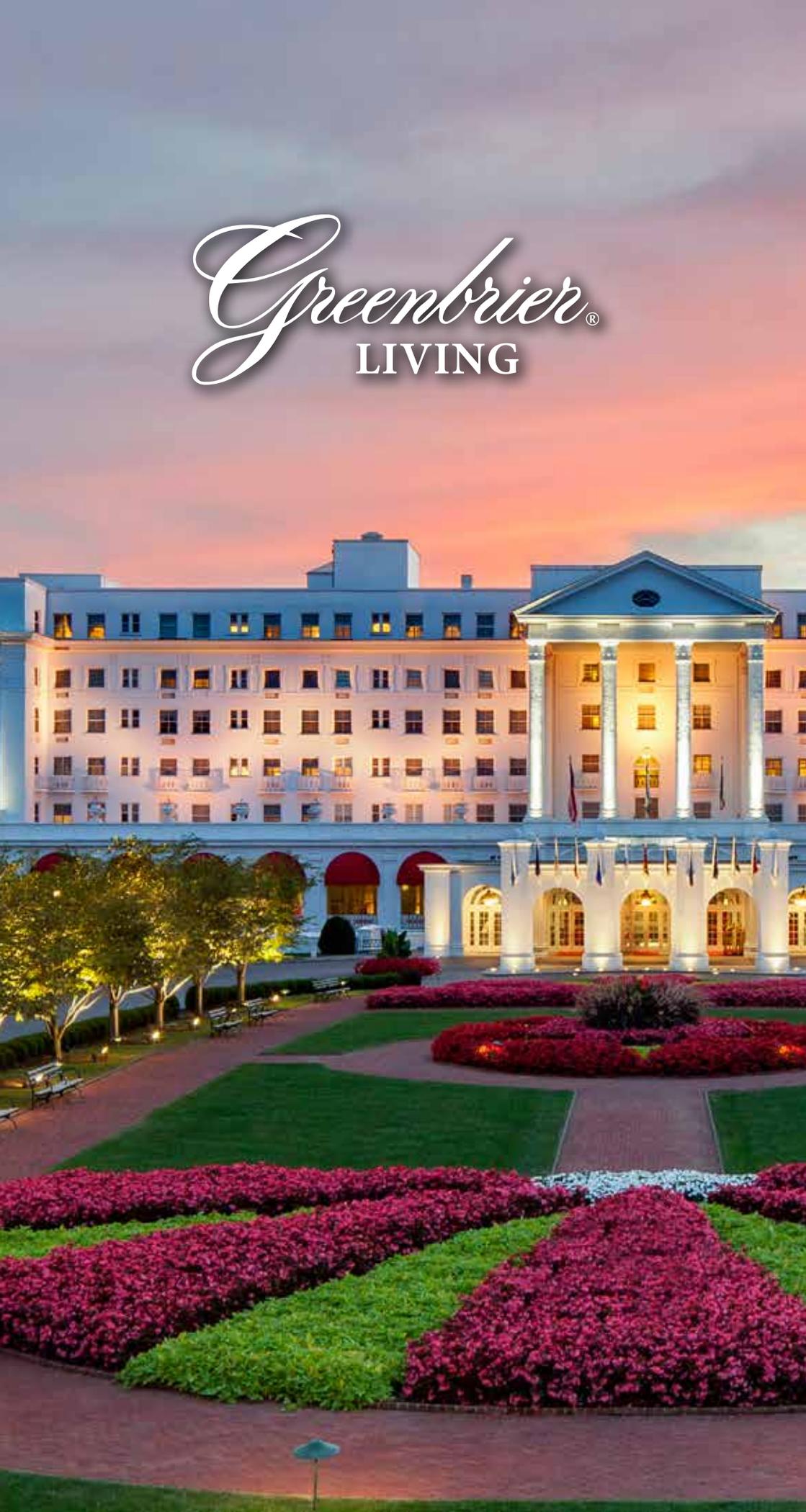


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Life As Few Know It™

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GREETINGS

- JOHN KLEMISH, THE GREENBRIER SPORTING CLUB BROKER IN CHARGE -



The crisp fall mornings have finally arrived here at The Greenbrier and you can already feel the holiday spirit in the mountain air. I love the holidays at The Greenbrier. It's a wonderful time and place to reconnect and make new memories with family and friends. So many of our homeowners come during this time to witness the beauty of the resort and mountains. They know the secret!

And the secret is out! We had a great end to the third quarter this year, with nine deals in one month. It is a buyer's market here at The Greenbrier Sporting Club and the low interest rates and great deals are driving sales right now. Buyers from all over the country are loving the great amenities of The Greenbrier resort and all it has to offer.

Just this past summer we hosted our second Concours d'Elegance in May, our newly scheduled spot on the PGA tour in September, and even hosted Maria Sharapova for the 2019 Greenbrier Champions Tennis Classic. You could feel the energy at the resort these past few months and buyers have responded by choosing some beautiful properties here, whether on the mountain or down in the valley along one of our four championship golf courses.

Lots of home building is happening at The Sporting Club, but if you're looking for something move-in ready we have an option to fit your lifestyle and needs. See our listings in the back of the magazine and call us today to start creating your own legacy here at The Greenbrier.



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The grounds of America's Resort™ were transformed into a sports fan's paradise in September, as some of the biggest stars of golf and tennis visited The Greenbrier for a pair of signature events.

A Military Tribute at The Greenbrier was the first stop on the PGA TOUR's 2019-20 schedule, and many of the game's best like Bubba Watson, Bryson DeChambeau, Jason Dufner, Jimmy Walker, John Daly, Keegan Bradley and Zach Johnson turned out to begin their season on the PGA TOUR's oldest course, the Old White TPC. Those proven veterans were joined by the newest wave of future stars—guys like Viktor Hovland, Tyler McCumber and Matt NeSmith—looking to become the next generation of household names and start the new season off with a bang September 9-15.

In the end, it was one of those young guns who stole the show as 20-year-old Joaquin Niemann became the first golfer from Chile to win on the PGA TOUR, running away with a six-stroke victory, the largest in the event's history.

The action off the course, though, was just as important as what happened inside the ropes, as A Military Tribute at The Greenbrier honored "Everyday Heroes," the men and women of the U.S. Military and the nation's first responders, in a variety of ways.

Golf & Tennis at THE GREENBRIER





*A lot has
changed,
Come see
what
hasn't.*



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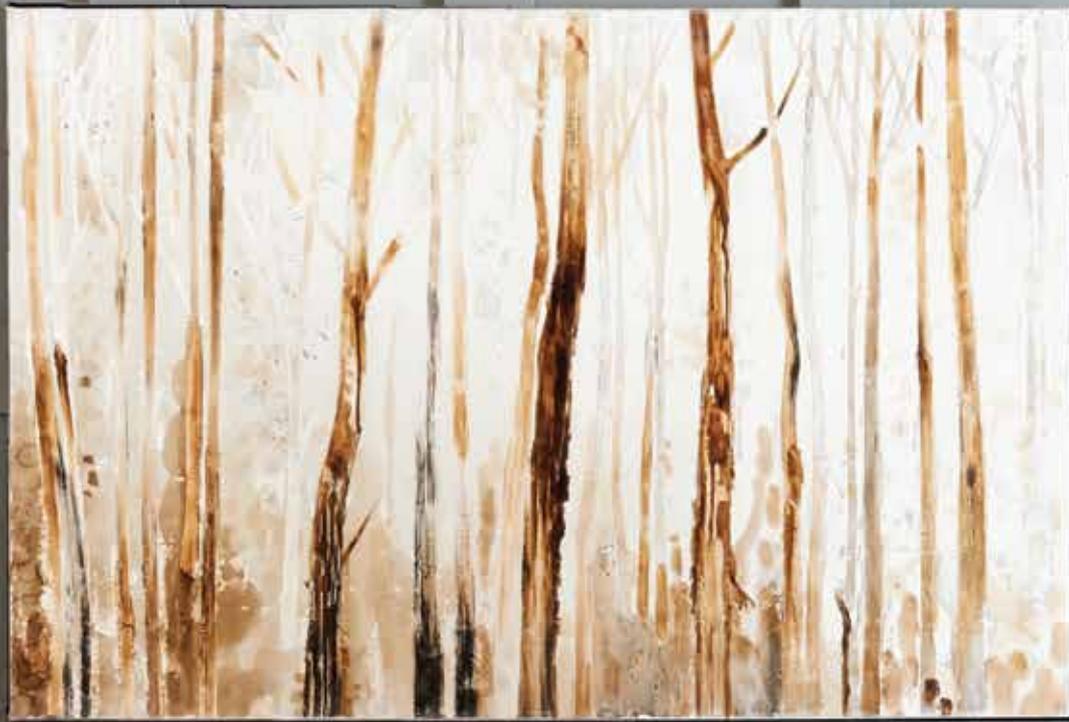


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By Clay Elkins,
Director of Food & Beverage at
The Greenbrier Sporting Club

When visiting the beautiful Greenbrier Valley (or anywhere), be open to trying new wines and beverages. Remember, we all discovered our favorites by someone else recommending them. Here are some of my current favorites that are sure to get you out of a rut. Cheers!

HAWK KNOB, TRADITIONAL, DRY HARD CIDER, LEWISBURG, WEST VIRGINIA – Shake up your drink habits, with this locally made dry hard cider. Aged in bourbon barrels for 8 months on the lees, this is a new best friend of mine.

CRUZAT, ROSÉ BRUT, MENDOZA, ARGENTINA – A very enjoyable sparkling wine that won't break the bank. Made from pinot noir and chardonnay in the same style as its expensive cousins, most people won't be able to tell the difference.

SAINT COSME, VIOGNIER, CONDRIEU, RHONE VALLEY, FRANCE – Viognier is one of the lesser known white grapes but is something you should try if you are into your bolder chardonnays. It has a great aromatic nose; this wine is for folks who love to stop and smell the roses.

PETER FRANUS, CHARDONNAY, NAPA VALLEY, CALIFORNIA – It's always nice to find a new wine from Napa that's reasonably priced and delicious. Peter and his wife, Deanne, have accomplished that with everything from zinfandel to chardonnay and sauvignon blanc.

GUERRIERI RIZZARDI, SOAVE CLASSICO, VENETO, ITALY – [Pronounced "swah-vay"] If you like a lighter wine that has thus far remained relatively undiscovered, this is for you. It can stand alone or pair with everything from pasta to chicken or seafood. It's always fun to add a new bottle to your quiver.

TERRE ROUGE, GRENCHE BLEND, L'AUTRE, SIERRA FOOTHILLS, CALIFORNIA – A nice and bold California grenache that goes well with a burger or a cheese platter. Check out the Terre Rouge line-up, and its sister wines from Easton.

THREE HENRYS, PINOT NOIR, PAYS d'Oc, FRANCE – For an everyday pinot noir you really can't beat this fruit forward bottle from the South of France. Check out their rosé, too!

BARBOURSVILLE, RED BLEND, OCTAGON, CHARLOTTESVILLE, VIRGINIA – I would put this Virginia red blend up against any others in the U.S. This is a fantastic bottle for that special occasion!

MOLLY DOOKER, SHIRAZ/CABERNET SAUVIGNON, ENCHANTED PATH, MCLAREN VALE, AUSTRALIA – This fun shiraz/cab blend is the perfect wine for a Friday night steak with friends.

LA RIOJA ALTA, TEMPRANILLO, GRAN RESERVA 904, RIOJA, SPAIN – Spain is one of the most under-drunk countries in the wine world. This full-bodied wine is bound to become your new favorite.



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the Cole and Christen Barfields



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• I (Cole) grew up going to The Greenbrier with my family. My mom and dad would bring us to The Greenbrier once every other year or so. My family always loved all the outdoor activities, such as golf, tennis, biking and the pool. When Christen and I married, we came to The Greenbrier with my family. We thoroughly enjoyed our time and have since made this our family's destination of choice.

• We feel blessed to be on one of the Willows lots overlooking the 17th fairway of the Old White. We wanted to be in the middle of the resort, in the middle of all the activity. Our home is surrounded by bikers, hikers, golfers, horseback riders, and fly anglers daily. The view from our home gives us peace whether it is morning, noon or night. We love having Howard's Creek behind our house and to hear the bubbling creek through the rocks outside our door.

• Our home is built with a traditional Greenbrier Cottage feel, like the Copeland Cottages, however, we were able to incorporate many important personal items in the interior of our cottage. It is important for us to maximize space and to be able to entertain many people in our house as we both have large families. We were able to build a second floor that consists of a large bunk room as well as an adjacent master. Additionally, we have a carriage house with a bed and a full bath as well as games such as darts and ping pong.

• We spend our time on the many outdoor activities throughout the resort and The Sporting Club. We frequent the resort and Sporting Club pools, the tennis courts, the Valley View Trail for hiking and biking. We recently took up pond fishing at the Hunt Cabin and fly fishing on property. We have also enjoyed many other resort activities including the bowling alley, falconry, the gun club and kayaking.

• Just a month ago, we indulged in the PGA tournament as well as the Tennis Classic with friends and family. We loved being able to watch the tournament from our back porch. Truly an amazing experience. I was fortunate enough to play with a couple of the players in the clinic this year and had the opportunity to be in a clinic with Serena and Venus Williams last year. Truly unforgettable.

• Off property, we visit the quaint beautiful town of Lewisburg. We have biked the Greenbrier trail and we have even survived white water rafting down the Gauley River.



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Doug and Molly



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• During the summer of 2005, we were looking for a place to get away before our children went back to school. A friend suggested The Greenbrier. We were very excited to visit because it was an easy drive and because of our love of history. We instantly fell in love with it. We also liked the idea of teaching our children, who were nine-years-old at the time, to dress up for dinner in the Main Dining Room. It was during that first visit, too, that our twins became obsessed with The Greenbrier's bowling alley! As we continued to visit the Greenbrier, we found out about The Greenbrier Sporting Club.

• Our home is less than a ten-minute walk to the Hotel, which we love. It also has a large back porch that overlooks Howards Creek and Old White. We actually had a painting done of the view from the back porch that we have hanging in our living room in Cincinnati.

• We love spending time at our home—especially sitting on our back porch. The boys, of course, love to golf. We also enjoy visiting Lewisburg and White Sulphur Springs. Spending time at the Hotel is also something we enjoy. The staff at the Hotel and The Sporting Club have become very important to us and we love visiting them!

• We never leave WV without a (large) can of the peaches from the Gourmet Shop.

• Celebrating our first Thanksgiving in our home was very special. We celebrated our twins' 21st birthday at Prime 44 and we had my whole family for Christmas and Doug's birthday two years ago. We have also had friends for The Greenbrier Classic. No matter the occasion, it's always special being in our home in WV.

• We love sharing our home with friends, as well as showing them the Hotel, Old White and the Snead. We always take them to the Summit and into Lewisburg. One of our favorite things to do with friends is off-roading.

• We can't emphasize enough how much we love coming to WV. It is definitely our happy place. It is beautiful and so peaceful, and we truly love all the local people at the Hotel and The Sporting Club who make us feel like we are members of a very special family!





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Imagine a bio-cellular technology that enables you to communicate with the systems of your body on a cellular level. Imagine, for example, having the ability to tell your skin to reboot itself. It sounds a little futuristic, doesn't it? Well, the science exists and it's for sale.

Serucell, available at The Greenbrier Spa and MedSpa, is a facial serum developed by Dr. Walter Neto. Neto is a physician and biomedical researcher who was working in wound and burn healing research when he discovered something fascinating occurring between the upper and lower layers of the skin. The cells were actually communicating with each other. He went on to develop a unique way of growing cells and capturing the proteins, collagens, peptides and signaling factors in the skin's natural healing mechanism.

From there, Neto teamed up with ER physician Brett Jarrell to turn his patented process into a skincare product. Neto and Jarrell had plenty of research and health sciences know-how, but they weren't exactly sure how to move from the laboratory to the retail space. That's where Tom McClellan, MD, entered the picture. A plastic surgeon by trade, McClellan helps health professionals bring their innovations to market through his company Intermed Partners.

"We like to solve problems and help people," says McClellan, so when he was approached by Neto and Jarrell, he was onboard. "I had been amiss in finding a skincare that really worked, that had science behind it," he adds.

There was still one missing piece of the puzzle. The Serucell team needed someone who understood the beauty industry. Enter Jennifer Hessel, Serucell CEO & President. Hessel brings a wealth of experience in marketing and retail innovation garnered over a career in beauty, including sixteen years at L'Oréal. That's the backstory of how Serucell was born in a private lab 5 short years ago and made its way to the shelves of The Greenbrier and Nieman Marcus.

There's another angle to the story though. What's also intriguing about Serucell is its deep connection to West Virginia. Neto and Jarrell are based in Huntington. McClellan is in Morgantown. Serucell, besides being a revolutionary new skincare product developed by scientists and physicians, is also a West Virginia success story.

"We loved that it was in West Virginia—made in West Virginia, packaged here and shipped from West Virginia," McClellan says.

Hessel agrees, stressing that the manufacture of Serucell is no easy feat. It's a labor-intensive process including 147 steps and more than six weeks to produce the serum. The entire process occurs in their West Virginia-based lab.

"Our goal is to grow our company in West Virginia and bring new opportunities. There's a huge, untapped talent pool in West Virginia," she says.



Dr. Walter Neto developed the bio-technology behind Serucell while working in wound and burn research.

But back to the lab. What exactly is happening in Serucell's Huntington facility? It's a fascinating science. Serucell technicians grow two cell lines in a patented fashion, capturing some 1,500 proteins that are infused into the serum that is the Serucell hero product.

The real success is that when Serucell is applied to the skin, those proteins are absorbed into the lower layer of the skin and the signaling factors help to reboot the communication between the cells that supports hydration and healthy production of collagen and elastin.

"Your skin is getting a mass communication," McClellan says.

Hessel explains what that communications actually means for a user: "When you use Serucell

for six, eight, twelve weeks, you'll immediately notice your skin becomes smoother and softer. Then you'll notice a springiness and firmness to your skin. You'll then start to see an evening of skin tone and a reduction of fine lines and wrinkles," she says.

In short, "It helps your skin to do what it does naturally."

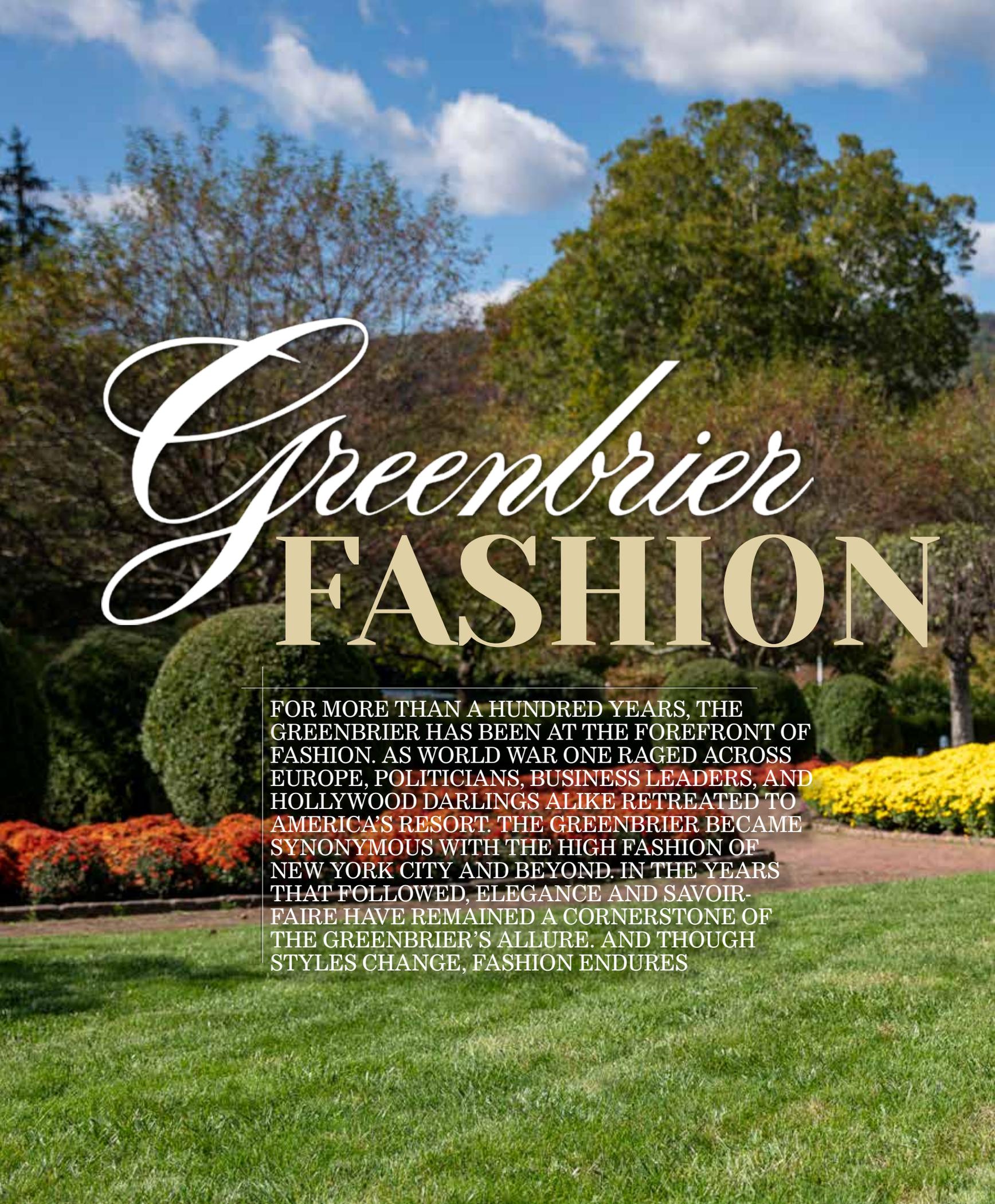
Hessel recommends using Serucell morning and evening alone or as the first step to an existing skincare regimen. Many pleased customers have discovered that Serucell has replaced their previously arduous daily skincare regimen. It is heralded for the simplicity of its one-step process and the visible results in short time.

McClellan also touts Serucell's benefits as part of a dermal regimen. Serucell is formulated to support the natural recovery process after more invasive procedures such as micro-needling, chemical peel, or laser procedures.

"For example, if you wanted to get a laser procedure done but you have a big meeting the next week. Well, if you left it to your skin cells alone, you may not look your best, that's where Serucell comes in," he says.

McClellan is quick to explain that Serucell will never replace procedures like Botox or surgery, but as a skincare regimen, it is unmatched in its ability to support firmness, elasticity, vibrance, overall hydration and skin health.

To try Serucell, stop in and ask for a bottle at The Greenbrier Spa or MedSpa. Or, visit Serucell.com for easy online purchasing. There you can read testimonials of early converts who now swear by Serucell's simple, effective and downright magical results. Well, maybe more science-based than magical, per se.



Greenbrier FASHION

FOR MORE THAN A HUNDRED YEARS, THE GREENBRIER HAS BEEN AT THE FOREFRONT OF FASHION. AS WORLD WAR ONE RAGED ACROSS EUROPE, POLITICIANS, BUSINESS LEADERS, AND HOLLYWOOD DARLINGS ALIKE RETREATED TO AMERICA'S RESORT. THE GREENBRIER BECAME SYNONYMOUS WITH THE HIGH FASHION OF NEW YORK CITY AND BEYOND. IN THE YEARS THAT FOLLOWED, ELEGANCE AND SAVOIR-FAIRE HAVE REMAINED A CORNERSTONE OF THE GREENBRIER'S ALLURE. AND THOUGH STYLES CHANGE, FASHION ENDURES





Previous Page: Kate Gown in Mustard Velvet, Ripley Rader, \$280. Available at Greenbrier Avenue Ladies. Freshwater Pearl and 18K Yellow Gold Drop Earring, Price upon request; Golden Pearl and Champagne Diamond Ring, Price upon request. Available at Greenbrier Avenue Jewelers. Summit Modern Chair in Late Afternoon, Mackenzie Dow Fine Furniture, \$800. Available at Greenbrier Lifestyle Collection.

Lambskin Fit and Flare Dress in Snuff, \$998; Wool Wrap Coat in Dark Heather Brown, \$595. Both by Polo Ralph Lauren. Available at Polo Ralph Lauren. Goldy Embossed Boot in Amber Python, Loeffler Randall, \$695. Available at Yarid's Shoes.
Model Lillie King



Check Shirt in Indigo, The Normal Brand, \$98; Hunt River Field Pant in Smoke Grey, Over Under, \$96; Finn Gilet in Navy, Barbour, \$135; The Royal Zip Vibram in Olive, Gumleaf, \$315; Wax Trucker Hat in Olive, Fish Hoppie, \$35; Needlepoint Belt in Bluefish and Striper, Smathers & Branson, \$175. Available at Kate's Mountain Adventures.

Model Travis Eads



Embroidered Chambray Shirtdress in Dark Wash, \$150; Leather Backpack in Camel, \$275. Both by Draper James. Available at *Flying High*. Plaid Scarf, Love of Fashion NY, \$35 Available at *Yarids*, and Tatiana Boot in Russet, Bussola, \$180. Available at *Yarid's Shoes*. Freshwater Pearl and Sterling Earring, Catherine Canino, \$89 Available at *Crepe Myrtle*
Model Katie Eads

Sebonack ¼ Zip Sweater in Grey/Lt Blue, Greyson, \$285; Soft Touch Twill 5-Pocket Pant in Lt. Grey, Peter Millar, \$149; Richmond Shirt in Navy/White, Fisher + Baker, \$178; Classic Discs Bracelet in TigerEye/ Rhodium, TATEOSSIAN London, \$265. Available at Greenbrier Avenue Men's. Lofting Wingtip Boot in Dark Tan Italian Calfskin, Johnston & Murphy, \$298. Available at Yarid's Shoes.

Model Arron Seams





Reproduction "Polo Country" Plaid
Twill Overshirt, \$268; Classic Fit Iconic
Dungaree Workshirt in Denim, \$125;
Classic Crew T-Shirt in Red, \$39.50;
The Varick Slim Straight Jean in Light
Weight Morris, \$89.50. All by Polo
Ralph Lauren. Available at Polo Ralph
Lauren. Groveland Chukka in Ginger-
bread, UGG. Available at Yaid's Shoes.



Circle Print Jumpsuit in Black/Metallic, Joseph Ribkoff, \$235; Available at Bellissima. Patti Strappy Sandal in Silver Metallic. Sam Edelman, \$100; Pearl and Velvet Headband in Ivory, Lele Sadoughi, \$150. Available at Yarid's Shoes.



Birmingham CPO Jacket in Slate, Fisher + Baker, \$448; Leeward Sherman Shirt in Red, Mizzen and Main, \$125; Jacquard Italian Silk Tie in Purple, Geoff Nicholson, \$125; Perth Melange 1/4 Zip Sweater, Peter Millar, \$155; Soft Touch Twill Trousers in Bullet Brown, Peter Millar, \$145; Hyperlight Bit Loafer in Black, Peter Millar, \$195. Available to Greenbrier Avenue Men's.

Jewel Neck Sweater in Ice Blue, \$205; Pull on Ponte Pant in Ivory, \$274; Reversible Rauna in Heather Grey/Ivory/Ice Blue/Black, \$374. All from J'Envie New York. Lucite Hoop Earring, Lordane Jewelry, \$74. Available at Bellissima. Zala Pump in Ivory/Silver, Marc Fisher, \$160. Available at Yarid's Shoes.

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A man and a woman are sitting in the back of a dark-colored truck. The man, on the left, is wearing a blue denim jacket over a light blue shirt and a brown vest. He is looking off to the right. The woman, on the right, is wearing a white and blue striped shirt and blue denim jeans with a brown belt. She is leaning back against the man and looking towards the camera. The background is a blurred green field. The text "ALTYN & JEENU IN POLO DENIM" and "MONTAUK, NY" is at the top. The text "Polo" and "RALPH LAUREN" is at the bottom.

ALTYN & JEENU IN POLO DENIM
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Polo

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Above: "Over the past 40 years, the kitchen has evolved from being a necessary room to the hub of the home," says Rob Stepp of Creative Kitchens. This particular kitchen was designed by Mike Hettinger of Creative Kitchens. Opposite: Mark Smith of Creative Kitchens designed this open plan. Photos by Mike Kaskell



KITCHEN

I o v e

You've heard it a thousand times: the kitchen is the heart of the home. It's no wonder we congregate with family and friends at the hearth, proverbial as it may be these days, in the room centered around the preparation of food. The kitchen is figuratively—and often literally—the center of domestic life and modern comfort. Eating together, after all, is foundational to our shared experiences. It's true; the kitchen is love.

Kitchen design has changed dramatically over the years as, more than any other room in a house, the kitchen must respond to changing trends, technologies, and social norms. From the dawn of built-in cabinetry for keeping wares, to the emergence of islands with seating to accommodate the trend

of in-kitchen dining, the space has transformed in stride with homeowners' ever-changing needs and wants.

Rob Stepp is president of Creative Kitchens with locations in Lewisburg, Huntington and Hurricane. The business was founded by his father, Robert (Bob) Stepp, in 1959. The younger Stepp literally grew up in kitchen design. He designed his first kitchen at 19 and has stuck around long enough to witness the cultural shift of the American home.

“When I first started designing kitchens, there were only a dozen choices in countertop surfaces and all of them were laminate. Now there's quartz and stone and all sorts of materials to choose from. Over the past 40 years, the kitchen has evolved from being a necessary room to the hub of the home. Typically,



Creative Kitchens' designer Christine Anton developed this gorgeous kitchen for a client. Photos by Mike Kaskell.



kitchens now open up to living spaces. They're a place of entertaining. It used to be, I hate to stereotype, only mom was in the kitchen. Now it's an integral part of the home. We used to do kitchens; now we create living spaces."

"They say the best parties happen in the kitchen," adds Tammy Sweeney of Purple Cherry Architects. "Kitchen design today is focused on making this space a social setting. It's more than just a place to cook and eat—it's a place where family, friends and guests will spend time and create lifelong memories."

Kori Messinger, owner of Foxchase Designs, boasts a gorgeous portfolio of residential and commercial interior designs and understands the importance of getting the kitchen right. She opened shop after Stedman House, a renowned design firm in Charlottesville closed. She brings those exacting standards forward while delivering designs uniquely her own.

“Eating together, after all, is foundational to our shared experiences. It’s true; the kitchen is love”

...it's all in the details!



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“We love the mix of materials that come together, from the hard surface of the countertop to lighting that helps create the ambiance. Hardware and faucets on the cabinets is like putting on jewelry. They can reflect the personality of the family. We particularly love when we are able to incorporate local materials. Ultimately, we love the process of figuring out how someone lives and works in a space so that we can create the most efficient kitchen for our clientele.”

The Greenbrier, with its grand culinary history, is the perfect place to create lasting memories around great meals. Many designers understand the importance of the kitchen in their overall layout of the home, and take great care in preserving its place in the social aspect of living at The Greenbrier.

“My favorite kitchens are centered around cooking with others,” says Suzanne Perilli, owner of Suzanne Perilli Designs, specializing in resort residential design. A native West Virginian, Suzanne has a knack for bringing the beauty and color palette of the outdoors, in all of its seasonal splendor, into each of her interior spaces. While you can often find Suzanne at her downtown Lewisburg studio, she may have stepped away to design a home on California and New York.

“A large center island becomes the focus and a perfect spot to work while talking to friends,” she continues. “A soft color palette embraces the warmth of good food and great friends.”

Top: “They say the best parties happen in the kitchen,” says designer Tammy Sweeney of Purple Cherry Architects who created this colorful kitchen. Middle: and Bottom: Rob Stepp of Creative Kitchens’ designed these classic examples. Middle photo by Mike Kaskell. Bottom by Josh Baldwin





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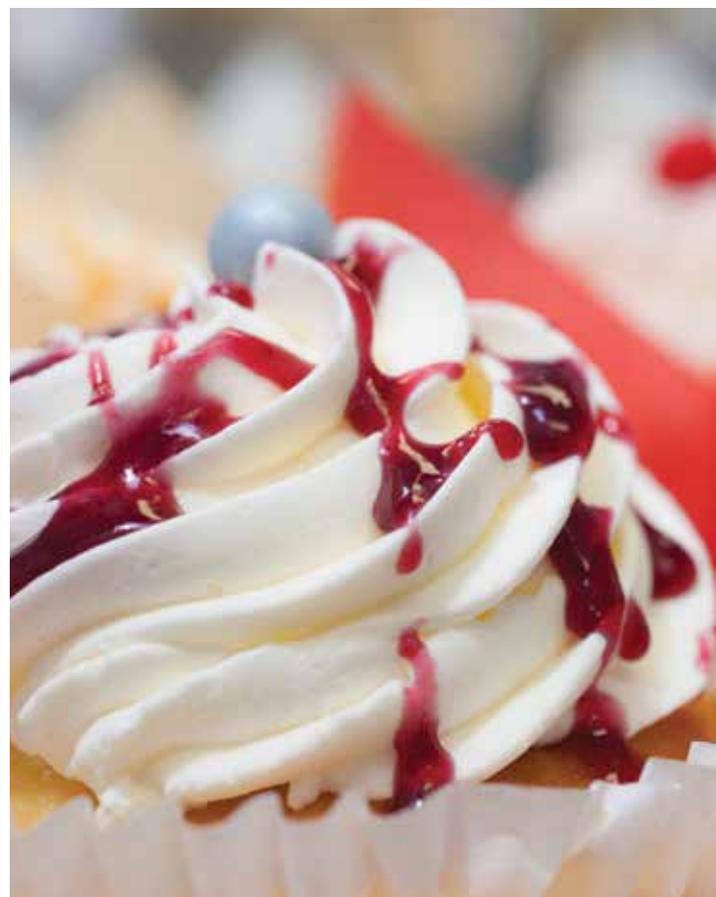


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Jerry West AND THE PRESIDENTIAL MEDAL OF Freedom

Basketball legend and West Virginia native Jerry West was awarded the Presidential Medal of Freedom in September by President Donald Trump. The medal is the highest civilian honor bestowed by a sitting president and is given in recognition of “an especially meritorious contribution to the security or national interests of the United States, world peace, cultural or other significant public or private endeavors.”

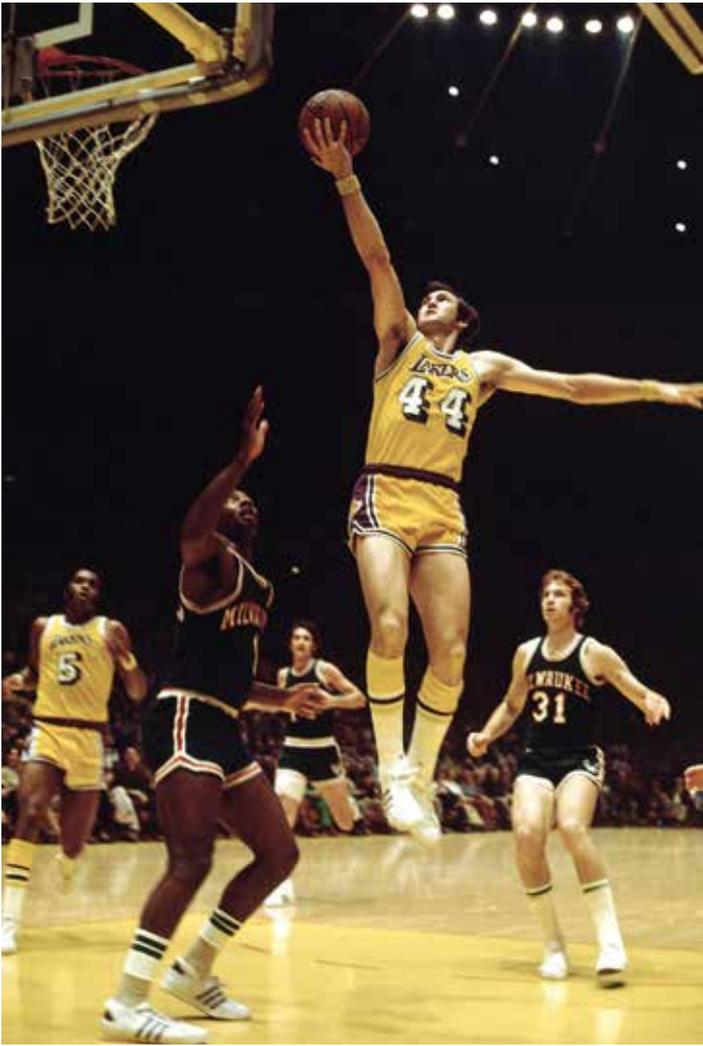
West received the award for his many achievements on and off the court, and for the notoriously quiet and reserved star, it was a humbling moment, another admirable achievement in a life full of many. Of the honor, West says, “I felt small in the company of the people who had been there before.”

In fact, when West’s wife Karen mentioned that he’d been selected to receive

the award, he laughed. He thought someone was pulling a fast one; it couldn’t be true. West has been vocal about his lifelong struggles with self-esteem, and with word that he would be awarded the Presidential Medal of Freedom an old dread that he hadn’t done anything at all in his 81 years reared up. The truth is West has done far more than people will ever know, particularly in those quieter moments away from the court and out of the glare of the spotlight.

It takes little more than a brief conversation with Jerry West to glimpse the spirit of a man who richly deserves the admiration he receives. He is a voracious reader with a philosophic even poetic view of the world. His perspective is the sort afforded only those who live long and see a lot of stuff.

Given all that, he can still be stumped. Just ask him what the highlight of his career



“THE MORE
TIME YOU
SPEND BY
YOURSELF,
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DREAMER”



Top: West played for the Los Angeles Lakers from 1960-1974, and was elected to the NBA all Star team 14 times; Middle: Members of the 1960 USA men's Olympic basketball team, Rome, Italy (West pictured second from left) Bottom: After his playing years, West became an integral part of the Lakers organization, in both coaching and executive positions.

has been. That's a tough one, first, because the lines between career and life get a little fuzzy, especially for someone whose career has been publicly narrated since the 1950s. Second, there've been a lot of highlights; just read his Wikipedia page. It's difficult to pick one.

In an attempt to answer the question, West wanders back in memory following a sort of stream-of-consciousness timeline. His first answer, the one right off the cuff, is, "Being able to live my childhood dreams." At first blush, that might seem like the easy answer, but no. It's a significant answer. West's childhood in the miniscule town of Chelyan, West Virginia was lonely and isolated. He spent a lot of time alone in his own head, and the dream world he created then remains vivid.

"The more time you spend by yourself, makes you much more of a dreamer," he says. As a very young child, West would wake up each morning looking for something to fill the time and make himself feel better. Hunting and fishing were his first pastimes, largely because they were things he could do by himself. He was very much by himself.

It wasn't too long before he "picked this basketball up." Basketball became the center of his rich fantasy world. He would play what he calls "mind games," imagined scenarios in which he'd make the winning shot in the last second of the game, scenarios that would eventually become very real and frequent; although, he never imagined it possible at the time. All the while, he was getting better at shooting the ball. He was growing, getting stronger despite his skinny stature, and honing the basics. In those early years, basketball wasn't about competition. It was about making continuous improvements. The competition would come later.

In 1956, West and his East Bank High School teammates would bring home the state championship. He was also named the West Virginia Player of the Year that same year. It's noteworthy that after a prolific career full of NCAA accolades, more NBA

championship moments and honors than can be listed, an Olympic gold medal, and plenty of other accolades, that long-ago high school championship still reigns momentous.

During those high school years, West would often come home from school to find two or three university coaches waiting to woo him to their programs.

"My mother would pronounce, 'Have fun talking with Jerry, but I want him to go to West Virginia University,'" he recalls. Having to squirm through his mother's direct shut-down of coach after coach "was one of the most awkward things that I'd ever been through." Even with all the attention his playing was garnering and grand promises from college coaches, West still hadn't gotten the memo that he might be good a basketball.

"Confidence is a strange thing," he says. He had grown up "in a dearth of compliments" with an ever-present inner doubt. It would be many years before he realized that the coaches had knocked on his door because of what he could do for them, not the other way around. After all the coaches' entreaties, West chose WVU which he considers the smartest thing he's ever done. Freshmen couldn't play on the varsity team, so he bided his time on the freshman team itching to move up. In his sophomore year, West began to build the confidence that would carry him into his professional career when he was drafted into the NBA for the Los Angeles Lakers.

Once with the Lakers, West says, "It didn't take me long during my first year to find out that maybe I was better than I thought I was."

In his second year, his career took off. West loved that the Lakers began to forge a niche in Los Angeles, a historically baseball and football-obsessed town. After retiring from the Lakers in 1974, he coached the team for a few years. In that capacity he was able to apply his same work ethic, but he found himself in a complete role reversal. He had become judge, jury and executioner to the players. It provided West an opportunity to use his strategic mind.

Trading players required a mental toughness and ability to “flip a switch” in his head.

For all the highlights, there were as many or more devastating blows, moments that still torment West. Losing the 1959 NCAA Championship by one point was a hard one. He felt like he’d let the entire state of West Virginia down. West will still catch himself wondering about long-ago irreversible moments: Why in the hell did the ball bounce that way?

West reflects. He didn’t forget the question about his highlight. It’s just that for him, especially, there are no highlights without lowlights. No big wins without having had to pick himself up over and over.

“If I had to pick one moment that stands out more than all the rest, I would probably say winning the gold medal as an amateur with everything that was going on at the time,” he finally says.

West was a member of the 1960 USA Basketball team that competed in the Rome Olympics. And, yes, his team took the gold. As for what he means by “everything that was going on,” the short answer is a lot. The United States was in the throes of the Cold War with Russia. Tension was high and the threat of nuclear war was pervasive. The Civil Rights Movement was sweeping the nation and racism was rearing its ugly head. West witnessed things he says were “pretty despicable in terms of how we treat people.” Amid the national turmoil of the era, West went to Rome, represented his country, played alongside his teammates, black and white alike, and brought home the gold for a people who needed something to celebrate, people who needed a sign that everything was going to be okay. That’s a highlight if ever there was one.

When West looks back on the moments that stand out, he says, “Those are the things you hope for. You never dream they’re going to happen.” Sometimes he has to pinch himself. “How in the hell could this happen to some kid from a really small town?” he still wonders.

He may not be able to answer that question, but he can admit he’s always had

“When you’re little and someone throws you a ball, what do you do? You chase it. If you throw it to a dog, he chases it. There’s something magical about watching spheres bounce. There really is.”

The basketball legend, timid West Virginia boy, voracious reader and anonymous philanthropist seems also to have a philosopher’s view of the world.

“IT NEVER CEASES TO AMAZE ME THE PLACES YOU CAN GO IN THIS WORLD BY CHASING A BOUNCING BALL.”

good timing. “Timing,” he says, “is one of the most important things people can have.”

These days, West’s focus isn’t on timing anymore. He’s more concerned with helping others. “Privately I’ve done things to try to help people that no one will ever know about,” he says. “At this point in my life, if I can help someone achieve their goals, that’s what’s most important to me.”

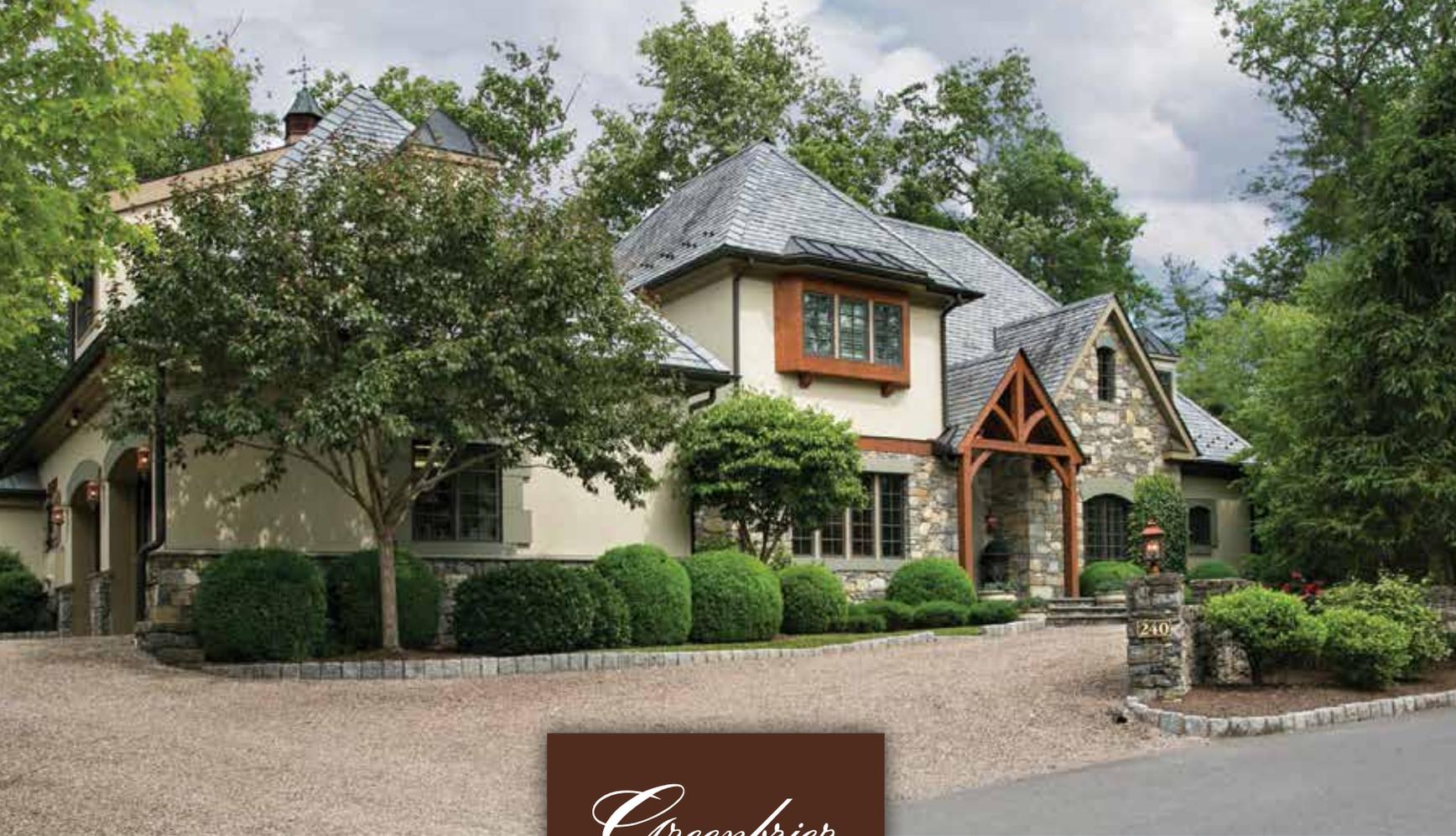
When West accepted the Presidential Medal of Honor, he said, “It never ceases to amaze me the places you can go in this world by chasing a bouncing ball.”

When asked about that statement, he says, “It’s true.”

“Somewhere along the way, people need something. I’m not sure what it is, but they need something to lead them away from harm or give them a purpose in life. That bouncing ball, I’ve chased it a lot. I chased it a lot. Thank God it came into my life.”

Opposite: Jerry with his wife Karen, and sons Ryan (left) and Jonnie (right) at The Greenbrier.





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Hayes Beard
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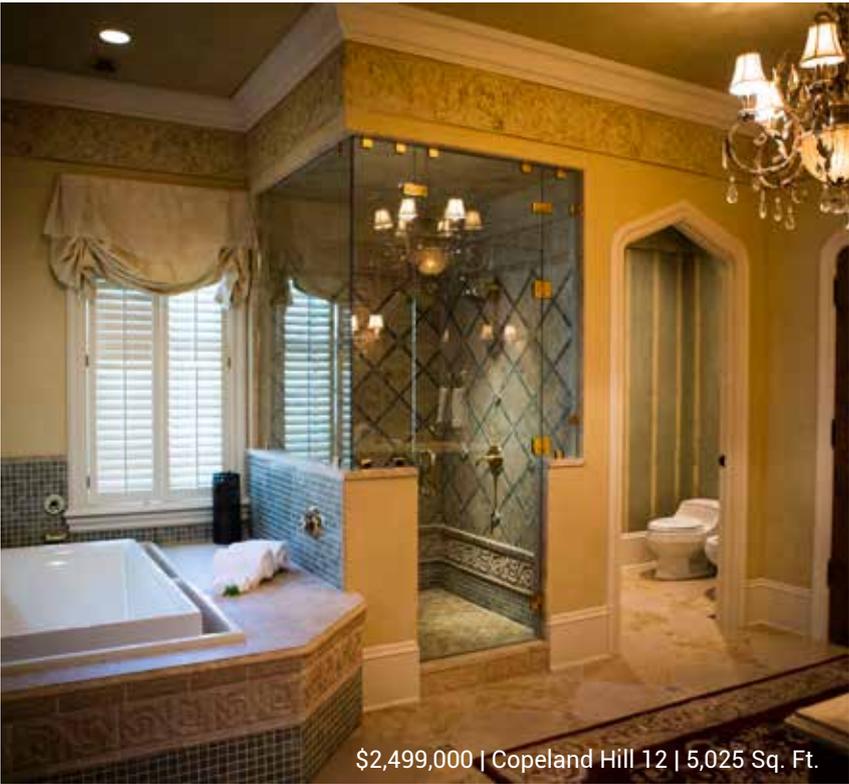


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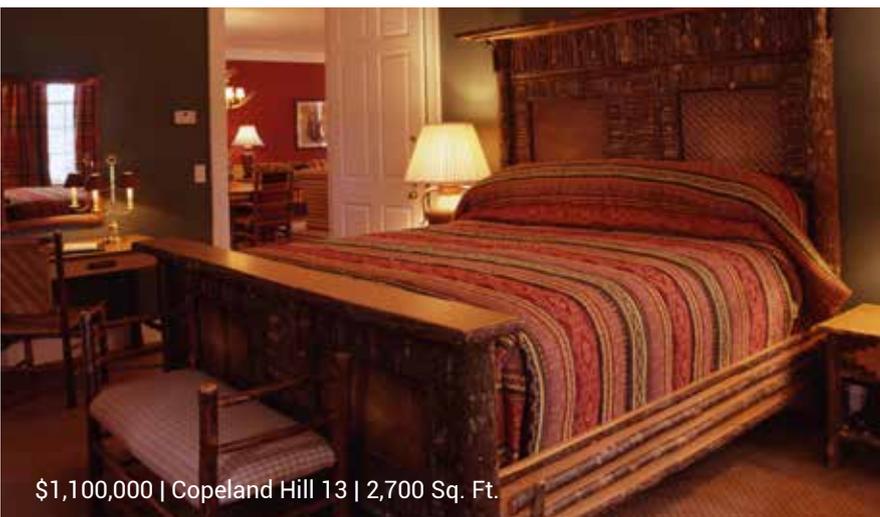
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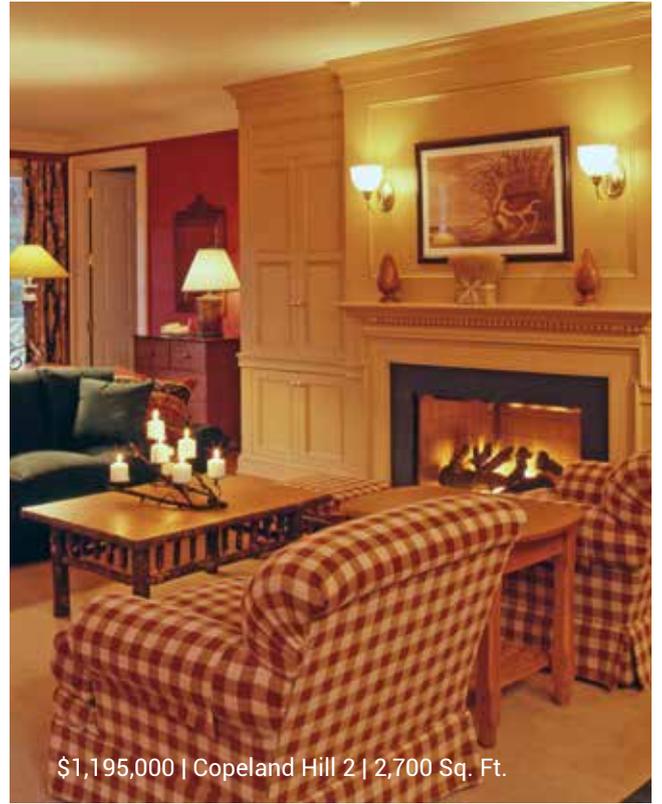


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PIERRE BALMAIN AT THE GREENBRIER

In October 1950, famed Paris fashion designer Pierre Balmain unveiled his new creations at The Greenbrier. He was introducing his line to the United States and the show was staged in coordination with Washington DC's famous downtown department store, Garfinckel's (which housed the legendary Greenbrier Tea Room). Balmain was known for his "boldly feminine and opulent signature style in startling contrast to the utilitarian looks of the day." He hit his stride in the 1950's and his designs were worn by celebrities like Marlene Dietrich, Katherine Hepburn, the Duchess of Windsor, Bridgette Bardot and Sophia Loren.

Dr. Robert S. Conte
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