

Branding the New Clubhouse ~ A Nod to Our Past



Gordie's at Moccasin Creek – Dr. Gordon Bell was one of the driving forces behind what is now Moccasin Creek Country Club. He believed that Aberdeen needed and deserved a first-class golf course and club. His undying devotion to that end was not without its travails, but Moccasin Creek can now be counted as one of the best golf courses and clubs in the Dakotas. It is with great pride that we can now honor his devotion and dedication by naming our new *signature* restaurant “Gordie’s”.

Gordie's will be a restaurant with fabulous food, amazing ambiance, and spectacular scenery. This unique casual dining experience incorporates the west side of the upper-level space. It offers a stylish bar which will serve specialty cocktails (don't forget to order Gordie's favorite “perfect Manhattan”) and an elegant restaurant with appetizing and delicious dishes – it will indeed be something special for our members. The views to the north will provide the best opportunities to see our great golf course, and the warm two-sided fireplace gives the room a cozy feel. All this is set to make Gordie's the place to be in Aberdeen.

We want to recognize the tremendous effort that Gordie Bell put into making this Club a reality. For many years prior to forming the group that became Recreation, Incorporated (the founders of Prairiewood) there had been *talk* of building a new golf course and clubhouse. The old club located west of Aberdeen had outlived its role. Many people desired something better. Gordie, and several others, tired of the talk, acted. They formed a corporation, scouted for an appropriate site, took out loans to purchase the land where Moccasin Creek is now located, and researched potential golf course designers and course builders. Led by Gordie, the group ultimately hired Maddox Construction Company, a successful golf course design and build company from Chicago. The plans for building the course were interrupted when flooding occurred on the property that had been purchased for the golf course and development. Understandably, the Founders realized that potential home builders would be reluctant to commit to building expensive homes in an area susceptible to flooding. A redesign of the course was required that included some rerouting of holes and the addition and development of a dike system to protect the course and homes. The golf course was completed in 1971, and tournament golf returned to Aberdeen with an early significant tournament being played on the course – the NAIA National Collegiate Championship.

One of the reasons that Gordie Bell wanted a first-class golf course in Aberdeen was not just because he was a golf enthusiast, he was an avid and competitive player. In his earlier days Gordie played college golf, competed in South Dakota State Amateurs, and had a low, single-digit handicap. Dr. Gordon Bell was an optometrist and active community member. He practiced optometry in partnership with his father Paul Bell for many years. He expanded that optometric practice into Vision Care Associates. Gordon and Caroline had six children, all of whom graduated from Roncalli High School. His family still visit the Club and are very proud of what their father and grandfather accomplished, and how his dream has developed. We are also very proud to honor his legacy and make Gordie's an enduring part of our Club.



Oertli Room – The new banquet and dining space will have the ability to be split up into three distinct rooms, NE quarter, SE quarter and west half, which includes the bar. It can also be completely opened into one large space that can accommodate over 200 people. The northeast space will offer great views of the golf course and will allow medium-sized groups to enjoy a private meeting, dinner, or celebration.

The Founders of the Club purchased the prime farmland from John and Helen Oertli on July 15, 1967. The land possessed the perfect soil, natural irrigation, and drainage for a future golf course. John Oertli was a World War I veteran and farmed the land for many decades until selling, enduring the resentment of his neighbors, to a group of young community leaders with a unique vision.

OERTLI FARM



INTERSECTION WILLOWOOD DRIVE & HWY 13 (NW CORNER)



A CONTRACT FOR construction of Aberdeen's new Prairiewood Country Club golf course was signed just before this picture was taken last week. The contract calls for the Maddox Construction Co. of St. Charles, Ill., internationally known golf course architects, to begin work on the layout as soon as weather permits next spring. The course is located about six miles northeast of Aberdeen. Signing the

document were Charles Maddox Sr., seated left, of the construction firm and Dr. Gordon Bell, president of the Prairiewood corporation, center. Seated at the right is Jim Lust, secretary-treasurer of the Prairiewood group. Standing are, left to right, Clark Swisher, Dr. Tom Bunker and Bob Dell, directors of the organization. Other directors are Art Jederberg and Robert Rohl. (American-News Photo)

Founders Room – The southeast quadrante of the new banquet space will include state-of -the-art video equipment for business meetings, graduations parties, and special events. This room allows for a private gathering with direct access to the bar area.

This space is in memory of all the Founders of the Club. There are so many people who helped get this dream off the ground and continue to cultivate it through the 50+ years since. This room is dedicated to all who believed and gave of their time and resources to make Moccasin Creek Country Club the outstanding place it is today.

Shortridge Studio – This multi-purpose and golf simulator room has two sims for year-round enjoyment. In addition, this space can be quickly converted over to a private party room. Perfect for intimate meetings, private dinners, birthday parties, or even use half the space for your group function and the other half can remain a simulator to add some fun.

The Shortridge Studio is named after Moccasin Creek's first golf professional, Dean Shortridge. This South Dakota Golf Hall of Fame member retired in the mid-1980's but remained a fixture at the Club offering golf tips to the members and sage advice to the golf operations team. He was a legend in the community and the golf world around the state and had a major impact on the first several decades of Prairiewood/Moccasin Creek. Dean passed away in 2012, at the age of 87, but his legacy lives on with our current PGA professionals.



The Maddox – The new casual bar and lounge area offers a modern feel in a more relaxed, open space. Here members will find multiple TV's, comfortable furniture, and new entrances from the north and south. Best of all, the new patio on the north side of the Maddox will be the best outdoor recreational space in the region. The Maddox is where stories will be told, and memories will be made.

Charles Maddox was the architect and builder of our highly regarded golf course. The Maddox Construction Co. out of Chicago started building golf courses in the late 1800's, and third generation owner and architect Charles Maddox was renowned for his design work. Some of his over 40 golf courses included Hillview in Pierre, and Olympic Hills, Medina CC, and Majestic Oaks in the Twin Cities. Maddox advised the Founders of the Club on many issues that led to what has turned out to be an enduring success story.

For more on the unique history of Moccasin Creek Country Club, enjoy these articles:

<https://www.golfcourseindustry.com/news/golf-course-in-south-dakota-converted-from-farm/>

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