

Casa Serena

MAGAZINE

June 2013



The Casa Serena that I know

Maureen Chang's vision realized



Musings of a Golf Pro

Perspective, thoughts and insight



A Course Fit for Kings

*Showdown at the 2008
Casa Serena Open*

A Dream Realized

The creation of Casa Serena Golf

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Looking back over the past ten years, it seems to me a miracle that Chateau Rožtěž has been restored to its present state from the ruin. Initially, the chateau needed a total renovation and renewal. Despite people around me thinking that would be "mission impossible", I finally managed to reawaken the old glory that Chateau Rožtěž once held.

Casa Serena was inaugurated in 2007 with the Czech Prime Minister's presence. Many distinguished guests visited the venue including the senior management of multinational companies, diplomats, politicians, military officials, and generals amongst others. This is a real life "rags to riches" story: A complete transformation. Casa Serena was a massive project that started from scratch and miraculously has become a World-class championship golf course. Since its opening, it has been maintained at the highest standard and is widely recognized as a unique business venue. Casa Serena's major business initiatives are conceived and developed for our "access corporate clients" including Deloitte, HP, Cisco, Foxconn, Brocade, Damco and many more.

The primary focus over the next ten years will be on providing our "access program clients" with enhanced value as an effective and more comprehensive business platform. Specifically, we plan to further develop our small and dedicated team in service excellence; possibly increase accommodation availability at the venue and continue sustaining Casa Serena magazine to promote inter-cultural, social, and community relations. Hence two new companies have been established: Access II focusing on the further development of our access program for superior client services; and Business platform emphasizing our "One person can make a difference!" theme for a better and brighter tomorrow.

All in all, I consider myself privileged to work with this small team, as every one of them believes that just one can make a difference.

Maureen Chang



^ The bridge approaching the 10th green



As the Casa Serena vision - which not too long ago was only that, evolved into reality through old fashioned hard work, perseverance and dedication by Maureen Chang, among others – enters its second decade, I can assure you that it is a very exciting time around here.

If this is your first visit to Casa Serena, then you're certainly in for an enjoyable and unforgettable experience. If you have visited Chateau Roztěž and played Casa Serena Golf previously, then you know exactly what I am talking about. Either way, welcome!

And as you dedicate countless hours to perfecting your skills on the tees, fairways and greens, and perhaps in the rough, trees and sand also, we enthusiastically present you with the latest – and hopefully best-ever – edition of Casa Serena Magazine.

First tee honors belong to Jim Chang, who provides a behind the scenes look at the evolvement and maturation of the Casa Serena concept, albeit painstaking at times, with a glimpse into Maureen's passion for making Chateau Roztěž and Casa Serena Golf into the wonderful places that they are today.

Not many golfers will dispute (surprising in itself) that you can't have a stellar golf course without a stellar course designer, and Robin Hiseman of IMG's European Golf Design was the Picasso of Casa Serena. The creative links architect tells his story about how he sculpted this former piece of average farmland into a fine work of art. I should add it was Hiseman's first assignment for EGD – talk about pressure!

We also serve up a history lesson about the Casa Serena Open, which became a favored stop on the European Seniors Tour between 2008 – 2011. We'll refresh your memory about Bernhard Langer and his three-day battle and subsequent triumph over the always entertaining Ian Woosnam at the inaugural tournament in 2008. It was undoubtedly one of the signature moments in the short history of the club.

And with all due respect to Langer and Woosie, our favorite golf pro Andrew Murray (he is like that guy who is always sitting at the corner of your preferred pub – and yes, we mean that in a good way) tees up his thoughts about last September's Pro-Am held at Casa Serena. We can't wait to see him again this season! Beat the Pro anyone?

We'll also enlighten you about some of the local personalities, culture, history, and happenings in and around Kutna Hora and the neighboring vicinity of Casa Serena and Chateau Roztěž. There are numerous individuals to highlight – each contributing to our legacy in their own special way.

And last but not least, I highly encourage you to sip your favorite scotch or whiskey, perhaps light up a fine cigar should you desire, and take a peak at the wisdom conveyed on the pages of the 19th Hole. It will surely provoke a good laugh or two, or three, or was it four (sound familiar?)

Enjoy the magazine and most importantly "Hit em' Straight."

With regards,
Brian Pinelli
 Editor, Casa Serena Magazine









The Casa Serena

that I know

By Jim Chang



^ Maureen with Casa Serena partner Terry Gou

Back in 2001, Maureen Chang took on a chateau renovation and golf course project, with the vision of making it a unique connecting point for multinational companies and their business needs. The mission was to create an environment where privacy and a relaxing venue would allow the enterprises to conceive their business strategies along with corporate partners, while preserving the historical values of the Czech Republic.





Chateau
Roztěž 2013

This was a tall order and even I was quite skeptical about the mission which she promised to Serena Gou, the late wife of the initial investor, Terry Gou. The partnership between the Gou's and Maureen began its impossible journey in 2002. I remained skeptical when I saw the condition of the old Chateau Roztěž as I could not envision what it might look like after renovation.

The project had been kept in a very low profile manner because it was a private investment and will remain a private venue. Being ignorant of the complexities of the renovation requirements, I thought renovation meant fixing the doors and windows, new paint, and perhaps adding some heating needs. The fact is that Maureen has consumed herself in this project for over ten long-and-hard years.

As a foreigner who didn't speak the local Czech language, no European history background, no architectural or construction knowledge and zero experience with permit requirements and processes, this journey seemed like a punishing nightmare.

She began her work in a rented office in a very small village, which had been an agriculture administrative building near hundreds of cows evidenced by the cow flies that snuck into her car as she would drive 80 kilometers late at night back home to Prague everyday for over 5 years. Finally, she was able to renovate a small house adjacent to the Chateau which became her office and sleeping quarters as she had to work late almost every night, seven days a week.

We all have experienced some construction work, either directly or indirectly, and seen the numerous difficulties. In my view, her harsh experiences, at minimum, were 100 times more. Without speaking Czech, it was twice as hard, having a six-hour meeting with contractors and engineers for a simple "yes" or "no" answer. At the end of the meeting, her interpreter would tell her, "They did not answer ". To say that it was a frustration is an understatement. Yet, the project continued.

At the same time, I was fighting my own battle to establish our first large-scale European operations in the Czech Republic, and subsequently expanding it to many parts of Pan-Europe. Although I had thousands of employees, our administration did not provide Maureen with any meaningful help, even being harmful to her kind heart and generous nature of trying to be a mentor to them. In fact, any attempts actually created more problems for her to resolve. In many ways, she was alone.

What kept her going was pure determination to honor her promise to her friend, Serena, and an "acquired" passion to make this seemingly impossible project a success.

After thousands of permits, years of 24/7 study of European history, architecture, interior design, construction, etc., and tons of frustration, the construction part finally took shape in May 2007. The faded historic property was transformed – with all of its' highly detailed interior restored with matching furniture – into an entirely furnished Chateau in its proper historical style, yet with modern comfort.

Jim Chang

of the Prague Freedom Foundation, has lived in the Czech Republic for more than 12 years. Previously, Jim had been Managing Director for Foxconn, overseeing European Operations.

Jim was born in China and raised in Taiwan. After graduation from university, he went to California to pursue further studies and continue his professional life, residing in the States for 30 some years. He has also lived and worked in Asia and Europe, and still has not decided where to retire.

Jim "retired" from golf a couple of years ago, reluctantly, based on doctors' orders due to a back problem. He still appears at clubhouses on occasion in order to stay connected with golf in some capacity. Rumor has it that Jim will return to the U.S. someday when he is ready for retirement.



Jim and Maureen



Around the same time, she began purchasing 250 parcels of private land for the construction of a Championship 18-hole golf course, assisted with gracious help by European Golf Design (EGD), a leading design company in the industry. Starting in 2006, she went to the construction site daily for nearly two years, whether it was summer or winter with heavy snow, and basically lived on-site. Ultimately, she sacrificed what was a ten-year hard and punishing experience from the best years of her life.

In the Autumn of 2007, she finally unveiled the project and hosted a private opening of the property which had been transformed into an unbelievable venue. And on December 19th of 2007, a memorial dinner was held in honor of the late Serena Lin at Casa Serena, as Maureen and other guests honored her friend and partner, on what was Serena's birthday.

One of her honored guests was the President of the Czech Journalist Association, Miroslav Jelínek – the organization from which Chateau Roztěž was purchased from in 2002 – and he remarked that Maureen had restored the dignity to the historic property. This was a defining moment for the skeptics to realize the magnitude of what Maureen had accomplished.

Through her painstaking efforts and perseverance, Maureen had become the sophisticated creator of Casa Serena.

However, immediately thereafter, she had thrown herself into another phase of her promised work – creating and building the Casa Serena brand of



by hosting a European PGA Senior Tournament – the 2008 Casa Serena Open. She started building a golf house (not a clubhouse since there was no club membership) and during the summer of 2007 it was completed just one week before the inaugural Casa Serena Open, with splendid views of the beautiful landscape. Her determination and will defied all odds, making what seemed to be an impossibility possible.

Witnessing the end result at Casa Serena and the enjoyment that it brings to both the visitors at Chateau Roztěž and the Casa Serena Golf Course seems like something out of a fairy tale. Few could ever imagine everything that went into this wonderful accomplishment of Maureen Chang.

Not only did she deliver on her promise in its physical terms, but also her intended purpose of creating a unique business connecting point, proved to be a great success.

As head of a multinational company in Europe, I actually used this venue as my European Headquarters, successfully launching other operations throughout the continent. Most critical business breakthroughs were accomplished at the Chateau Roztěž and on the Casa Serena Golf Course.

Maureen had provided me with a great platform for conceiving my business strategy, engaging in the most crucial of business negotiations and networking with various business partners. I have noticed that her other clients belonging to the Casa Serena Access Program have also experienced the same effects.



⤴ from left
Maureen Chang,
Martin Říman,
Mirek Topolánek,
Terry Gou,
Ivo Šalátek

Both my company and I owe her immensely for our own successes, which benefited greatly from this unique venue, and it is my pleasure to share this story with all of you. This historical beauty that is Casa Serena reflects how one person, Maureen, made an incredible difference.

Maureen is a believer that if someone wants something badly enough, one will attain it even if they are up against all odds. Hard work, firm self-belief and dedicated passion led her to accomplish what she wanted to achieve.

For all Casa Serena visitors – you will be amazed by this great business venue, while also having the chance to get a glimpse into Maureen's heart and soul.



⤴ Music room at Chateau Roztěž



⤴ Bedroom suite at Chateau Roztěž



Musings of a Golf Pro


If there is one golfer who knows the nuances and intricacies of Casa Serena like the palm of his hand, it is Andrew Murray. The former European Open champion from Lymm played in all four Casa Serena Opens between 2008 and 2011 – achieving two top 10 results – and served as Chief Organizer at last September's inaugural Pro-Am.

I first visited Casa Serena to compete in the inaugural 2008 Czech Senior Open on the European Senior Tour. When I arrived at the hotel in the beautiful medieval town of Kutná Hora, the staff was warmly welcoming and coped impressively with the dozen or so English speaking tour professionals.

After a comfortable night, I was picked up the following morning by the Casa Serena transport team for my first look at the course. Bernhard Langer had already told me how impressive it was and neither I nor the other pros were disappointed.

It is a classic parkland course with several striking holes. My favourite is the 12th, a sweeping dogleg right-to-left, 440-metre par 4, cut into the hillside to the right. A demanding tee shot to a plateau fairway, deep bunkers to the left and an equally testing yet attractive 2nd shot to a green protected by slopes and bunkers. A marvelous backdrop of natural forest too! Unfortunately, 2008 was not my year – the rough defeated me and I finished back in the pack.

That first year, I met Mr. & Mrs. Chang, albeit briefly to say thanks. In subsequent years, I have attended

 Murray with yet another perfect drive off the tee

the players' barbeque, hosted at the chateau at Casa Serena. This alone made this particular tournament unique, in addition to a great course in great condition, marvelous club staff, and generous sponsors as well as fabulous all-around hospitality. Within a year, this event was one that the players 'mustn't miss'!

My own particular efforts in the Casa Serena Czech Open have been OK. In fact, a couple of times I have featured in the top 10.

Over the years of getting to know Maureen and Jim, we have become friends and it is clear that it is their enthusiasm that was the driving force behind the event. I know all the players really missed last year's CS Open. As that event was denied at the venue, another was created, a Pro-Am.

It was a real 'team Casa Serena' event, hosted by Maureen & Jim at the chateau and the Casa Serena golf course. As part of the 'team' I was responsible for the professional players, some from the Senior Tour and one young Challenge Tour player. The format was key, and the relaxed yet informative nature was well received by the guests.

✓ Mirek Topolánek (center) with Todd Bradley, HP (far right)



⬆ Corporate Access partners sharing a fun day with the pros

Day one involved a coaching and 9-hole format, followed by dinner at the Chateau. The event proper was a morning shot gun start in a Texas scramble scoring system followed by lunch at the club and then a presentation, ending a perfectly planned and executed 'mini' tournament.

Perhaps this type of event has a future at Casa Serena as it really did create a bond between professional and amateur players from a dozen countries. It was a truly cosmopolitan gathering of business and golf, yet another great example of networking through the love of sport!

This summer, I will once again host the Casa Serena Pro-Am Invitational on Tuesday, August 27th. The event will include a morning clinic, followed by a mid-morning shot-gun start. Lunch and prize giving will follow play in the afternoon.

I look forward to my next visit to Casa Serena and to another few days of total hospitality!

Best regards,
Andrew Murray



⬆ Murray shares a laugh with Foxconn MD Bill Campbell

A Course Fit for Kings

Over the past decade, Casa Serena Golf has risen from being a mere vision to gradually building a legacy unlike anything of its kind in central Europe. This hidden gem of a course nestled in the Czech countryside has been home to four successful Senior Tour events, various Pro-Ams and continues to mature as a distinguished, relaxed and tranquil corporate retreat adored by international business leaders. If the next ten years are anything similar to the first ten, then it is inevitable that the future will only become brighter.

By Brian Pinelli



⬆ The course in immaculate condition as always

It is not every day that one can play a world-caliber 18-hole championship golf course, followed by a splendid feast of grand proportions while relaxing on the idyllic grounds of a magnificent castle with a history dating back to the 17th century and then as night falls retire to the luxurious quarters above only to wake up early and do it all over again.

Sound like a dream? Perhaps? Or maybe this is a slice of the Casa Serena experience for those fortunate enough to have this golden opportunity.

Situated 80 kilometers east of the Czech capital of Prague, near the UNESCO World Heritage City of Kutná Hora, is Casa Serena Golf, an immensely challenging, yet fair, 6375-meter inland links course comprised of wide and contoured fairways, generous bent grass greens, more than 80 bunkers and plenty of golden fescue rough. The par 71 course, which was built on rolling farmland, is encompassed by forest, yet remains almost entirely open. With sunlight cascading down upon it, the natural setting is stunning.

Robin Hiseman of European Golf Design was the chief architect behind the project, which began in 2004.

"The site itself wasn't especially unique at the time; it was just three or four fields, but there were really high ambitions," Hiseman said. "We were designing it for a relatively few amount

of people, but we took as much care and detail over this design, as if we were doing it for tens of thousands. We wanted to do something special and we knew that it had to be a crème-de-la-crème kind of golf course."

Five years after the purchase of the historic property, Casa Serena Golf was completed and opened in 2007.

"We knew all the way through construction that it was going to be a really nice, lovely place for golf," Hiseman said. "There was immense pride in seeing how beautiful the course looked at that time. By the time we unveiled it, it was absolutely pristine, just fabulous."

Practically casting a shadow over the course, is the opulent Chateau Roztěž, a former Baroque hunting lodge and aristocratic house once utilized by Central Bohemia's elite that was refurbished to near its original state between 2002-2007. The course and chateau compliment each other like a fine wine and sharp cheese to provide guests with a fairy tale like experience.

⬆ Side view of Chateau Roztěž

➤ Langer made three important birdies on the back nine while battling with Woosnam at the 2008 Casa Serena Open





⬆️ *Woosnam congratulated Langer, who achieved his first career European Senior Tour victory*

The immaculately designed course and prestigious property was quickly thrust into the spotlight and began to establish itself on the world stage when it played host to the inaugural Casa Serena Open in September 2008 – a new stop on the European Senior PGA Tour, boasting a lofty purse of 600,000 Euros.

“The funny thing was when we were building it, we really didn’t have any intention of it being a tournament venue,” Hiseman explained. “From being what we thought was essentially a private course, all of a sudden was going to host some of the greatest names in golf.”

Fellow Masters champions Bernhard Langer and Ian Woosnam entered Sunday’s final round knotted at 8-under. The tournament remained nip and tuck for much of the round until Langer took charge, making birdies on the 12th, 14th and 18th holes to shoot 67, propelling him to a 12-under par victory at the inaugural Casa Serena Open. Woosnam carded a 70 to finish at 9-under, securing second place.

“It’s pretty special winning here in the Czech Republic where my Dad was born and my brother is running the tournament,” Langer said after his 2008 victory. “Playing alongside Ian and Peter (Mitchell) was also special. Both guys played very well, but just didn’t make any putts.”

Langer, 51 at the time, captured his first career win on the European Senior Tour shooting three consecutive rounds of 67 on the par 71 course.



⬆️ *Langer celebrates after birdie and victory on the 18th green*

The German golfing legend, who currently resides in Boca Raton, Florida, recounted his experiences in a recent interview with Casa Serena Magazine.

“The golf course was very well maintained and surrounded by a most wonderful countryside,” Langer said. “The clubhouse and the castle were exquisite and the hospitality fantastic. It was my second victory in the Czech Republic and I took away some great memories.”

Langer’s prior triumph in the Czech Republic occurred at the last major tournament to be staged in the country – the 1997 Czech Open, played at the Karlštejn Golf Club.

Adding to the intrigue of the 2008 battle between the two golf legends, was that both players had



Three Ryder Cup Captains at the Casa Serena Open: Woosnam, Langer and Torrance

recently captained victorious Ryder Cup teams – Langer in 2004 and Woosnam in 2006.

“Bernhard and I were tied going into the final round and he just got ahead on the back nine shooting the best round of the day 67, to win,” said Woosnam, in an interview with Casa Serena Magazine.

Woosnam, who entered the tournament with the momentum of wins at the Polish Seniors Championship and Russian Seniors Open, but couldn't make it three in a row on this side of Europe, praised the course, venue and surroundings.



“Casa Serena and the Chateau are very special and the Kutná Hora area with its long history and magnificent setting is absolutely unique,” Woosnam said.

“Terry Gou and Maureen and Jim Chang looked after the players extremely well and the tournament carried good prize money,” Woosnam added, referring to the club owners.

Although the popular Scotsman came up shy of victory, his second place showing was pivotal in his rookie season on the Senior Tour, as he claimed the Order of Merit Award, given annually to the player who accumulates the most prize money. “Woosie” won two tournaments, finished second three times and earned 320,000 Euros in 13 events during the 2008 season.

“All in all it was a fantastic first year for me topping the Senior Order of Merit and winning the John Jacobs Trophy,” Woosnam said.

Gorgeous morning on the course

Woosnam and Langer entered Sunday's final round tied at 8-under par





⏏ Andrew Murray played in four consecutive Casa Serena Opens



⏏ Casa Serena's famed golden Fescue grass

Joining Langer and Woosnam at the 2008 Casa Serena Open was Scotland's Sam Torrance, giving the tournament the distinction of having three former Ryder Cup captains in the field.

"Watching three Ryder Cup captains playing here, I thought to myself that having never having been in this business, look what we have achieved," said Maureen Chang. "I was so happy that day. It was really an amazing moment that I will never forget."

Andrew Murray, who finished tied for 16th and nine shots off Langer's pace, spoke about the rigorous task of playing at the inaugural tournament.

"Maybe it was a bit too tough in some ways, but it was a fantastic test of golf and the tall purple elephant grass looked really pretty," Murray said.

"The fact that Langer and Woosie had a bit of a shoot-out just showed how tough the course was with the cream of the top players rising to the top," he said. "It was a testament to how good the course was."

There was no denying that the 2008 showdown between Langer and Woosnam set the bar high, however in subsequent years additional competitive tournaments and close finishes ensued. Three Englishmen took top honors at the next three tournaments: Peter Mitchell in 2009, Gary Wolstenholme in 2010 and Barry Lane in 2011.

To the disappointment of most, the Casa Serena Open was not held again in 2012 due to the



withdrawal of the title sponsor and insufficient time for an adequate replacement. However, there is no denying that a first-rate tournament was established over the four years in which the event was contested.

"I think what is totally unique is that we all had low expectations right from the word 'go', but the quality of the tournament completely and utterly blew everyone away – the quality of the tees, greens and the presentation of the golf course was fantastic," said Murray, who competed in all four Casa Serena Opens, twice finishing among the top ten.

"It was a not to be missed event," Murray continued. "The hospitality and quality of the food, quality of the clubhouse and quality of the staff just took the event to another level. They created a terrific event that everyone wanted to play in."

⏏ Golf house behind the 18th hole



"...everything that we do today will add value for tomorrow." Maureen Chang

While the tournament is certainly missed, Casa Serena is currently focusing all efforts on catering to its prominent corporate clients including Fortune 500 companies such as Cisco, Damco, Deloitte, Foxconn, Hewlett Packard, and Nokia, among others.

"With Maureen's slightly more open access policy, it is being shared much more," Hiseman said referring to play on the course. "It's just a nice place to play golf and from my experiences, everyone who comes off the course seems to have a big smile on their face."

"It's almost like a secret golf course out there and it would be nice if more people could get to see it because I think its worthy of attention," Hiseman added.

Murray, who helped orchestrate last year's inaugural Pro-Am tournament and has become a friend to Maureen and the club, echoed similar sentiments regarding his hopes for Casa Serena's continuing journey.

"It's such a terrific place and has so much to offer," Murray said. "If I could wave a magic wand, we could get some big sponsors and have a go again at the tournament and make it bigger and better."

"I'd also like to expose the course to more people from Britain and get more Czechs playing the game," Murray continued. "With the history of Prague and Kutná Hora it gives Casa Serena a great story."

It remains to be seen whether the Senior Tour will return to the spectacular course or perhaps the Ladies Professional Tour will make a visit. Nevertheless, it seems that Casa Serena Golf and Chateau Roztěž will remain a special place for the invested corporations and their employees that are part of the Casa Serena Access Program.

Emphasizing the importance of the club's core values of aiming to become a long-term entity while retaining the history and culture of the property, Chang expressed her hopes for the future prosperity and legacy of Casa Serena.

"I feel today that we are not there yet, but the best message that I have learned is that everything is possible if we focus, do not give up and do not change the direction that we know," Chang said.

"Every day there are hard decisions to make, but we just have to stay on course, go step-by-step and everything that we do today will add value for tomorrow."



Brian Pinelli is a veteran sports journalist who has covered numerous major international sporting events around the globe for print, TV and internet.

Beginning his career with CBS Sports in New York, he assisted with the network's coverage of three Winter Olympics, PGA Golf, NFL Football, Major League Baseball, the NCAA Basketball Tournament and U.S. Tennis Open. He has also covered the Goodwill Games and NBA Playoffs for Turner Sports.

Brian is a contributor to the International Herald Tribune, New York Times, Around the Rings, Sochi 2014 News Service, FIS Alpine, Ski and Board, Ski Racing and USA Hockey, among others. He has produced and reported for CNN World Sport, ESPN, Eurosport, International Sports Broadcasting and the Outdoor Life Network.

Follow Brian on Twitter:
[@Brian_Pinelli](https://twitter.com/Brian_Pinelli)



◀ Casa Serena, certainly a special place



A Dream Realized

In late 2004, Robin Hiseman of European Golf Design, was provided with an expansive rolling canvas of land and advised to create a 'World Class golf course.' In what was his first project for EGD, Hiseman designed a highly challenging, yet abundantly fair inland links course, which officially opened in 2007. The immensely talented golf architect discusses his masterpiece and what Casa Serena means to him...

Frequently, when a golf architect writes a description of what their course is, you will read something that goes like this: *'The course provides an aesthetically pleasing, strategic test of golf, suitable for golfers of all abilities...'* and so on and so on - generic, emotionless text, which provides no real feeling for the course or how it was created. Casa Serena deserves far more thought in how I describe it to you, for in a very real sense, Casa Serena is a dream come true.

▲ Casa Serena course designer Robin Hiseman tees it up on the signature 12th hole

I cannot write for Mrs. Chang or Mr. Gou, the Owner. We each have our own thoughts for what Casa Serena is to us. I can tell you what it is to me, what it is physically, what it is functionally and what we hope it is to you.

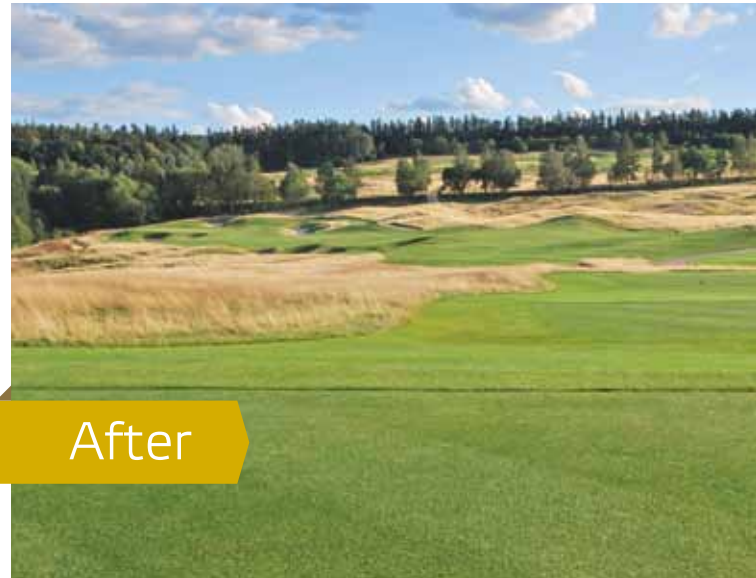
Let me briefly tell you my story of what Casa Serena is. I first saw the land that would be Casa Serena in November 2004. It was my very first day of working for European Golf Design. Not my first day as a golf course architect you understand. I'd been working as a designer for 13 years by this point, but this was my first day and my first chance to show my colleagues, my bosses and our client, Mrs Chang, what I could do.

On that cold, wintry day, we sat with Mrs. Chang in an unheated room in the unfinished chateau and looked over the site plans, before heading out into the muddy fields to see



Before

📍 View of what would become 12th hole, from November 2004



After

📍 Same View of the completed par 4, 428-yard, 12th hole in 2008

what the land revealed. I vividly remember the mud clinging to my boots so thickly that it was like walking through treacle. Occasionally, we would stop, unfold the site plan and look for inspiration for the design task to come. It wasn't easy to find on such a cold day. Then we reached what would become the 12th tee and suddenly a wonderful vista emerged that inspired the entire design work to follow.

What you see on the ground today was visualised in that special moment standing in that cold, wet field. I knew we had the potential for something breathtaking and that my main task would be to create seventeen more holes that would live up this one, amazing, par four.

Casa Serena to me is a dream realised. From those earliest days of the project, I carried a clear mental image of what I wanted the course to look like. These ideas were transferred onto paper in the form of detailed design plans and through the summers of 2005 to 2007, with the partnership of a fantastically committed team of construction experts, we turned these plans into the course that you see today.

There are many stories that I could tell you about those days, but the one that resonates most with me is one experience that I shared with Mrs. Chang and which actually concerns something that I didn't even design; the clubhouse. We were discussing where the clubhouse should go and whilst

it was clearly going to be somewhere near the 18th green, the position wasn't fixed.

At that time, there was a large pile of soil where the clubhouse now stands. Mrs. Chang and I climbed to the top and I asked her to imagine standing on the clubhouse balcony with a fully charged glass on opening day, gazing dreamily across the 18th green towards the 10th hole and the distant spire of Malešov church. I promised her the day would come when we would do it for real and when we did, at the inaugural Casa Serena Open in 2008, it was one of the proudest moments of my life.

Casa Serena is a golf course created with love and the utmost concern for how it will be experienced by those fortunate enough to play here. I could bore you with the technical details of how it is constructed, but

you don't need to know how a cake is baked to know it tastes delicious! I could describe the intricacies of the design strategy, the deliberate optical illusions and deceptions, the hidden contours that will give your drive a bonus boost and others that will send your ball bouncing off towards a gathering bunker, but it is more fun for you to discover this 'local knowledge' for yourself. Every fold in the ground has a purpose beyond mere aesthetics. Nothing you discover or experience on the course happened by chance. It all has a purpose.

Most importantly of all, Casa Serena is a place of enjoyment, a place of fulfilment, a place of relaxation and hopefully a place of great memories – your memories. We loved every minute of creating the stage, but it is your performance that brings it to life. We hope you enjoy your time at Casa Serena.

Robin Hiseman



📍 Hiseman standing in a future bunker on the par four 8th hole



Casa Serena Invitation Pro-Am

The inaugural Casa Serena Pro-Am took place on September 12th and 13th, 2012, at Casa Serena Golf, with ten international professional players and one Czech PGA Tour member taking part in the unique event, which was both a celebration and apropos conclusion to the 2012 season.

Playing a Best Ball Texas Scramble format, nearly 40 amateur players participated in team competition, taking on the beautiful and challenging course, while side by side with professionals in each group.

Andrew Murray, organizer of foreign player participation and the pre-tournament golf clinic, spoke about the success of the new event.

"Although it is not the original tournament at Casa Serena that we were used to over the past four years, this is a perfect format, very friendly for amateur players, partners and sponsors," Murray said. "We enjoyed our new event very much."

"As far as players who were contacted, nobody declined regarding their participation. Everybody just wanted to get back to that wonderful place and exceptional course, too," said Murray, the winner of the 1989 European Open.

The Casa Serena Invitational Pro-Am was officially opened on Wednesday, September 12th, at the GASK Gallery in Kutná Hora, where the Europa Jagellonica exhibition was its

final days of being displayed. Mr. Ivo Šanc, the Mayor of Kutná Hora, and Mrs. Jana Šorfová, the Director of GASK, welcomed players and guests. In the evening, Chateau Roztěž organized a friendly barbecue.

As weather improved on Thursday, September 13th, the main event was contested with flying colors. Players unanimously praised course conditions and its set-up. "We are happy to be able to complete all eighteen holes, as there was a crisis alternative of just nine holes, too, because of threat of rain," Murray said.

Robin Hiseman, Casa Serena course designer, also returned to visit his creation once again. "It is difficult to play your own course and try to concentrate on your game," Hiseman said. "Your eyes are always roving around, checking out if everything is fine."

The winning team of French professional Marc Farry carded a fantastic 13-under par 58 shot result. "It is just icing on a cake," Farry said. "We went through two marvelous days here in the Czech countryside. This place reminds me of France very much. I am happy, not just because of our victory, but also because of the atmosphere and hospitality."

Maureen Chang, founder of Casa Serena, declared that a new tradition was established. "We didn't expect such a big success of our event," she said. "We are all impressed by the support of our international professional players, guests and partners, and we hope for a repeat of this event next year again. We are private, but also open to anybody with the same golf and business philosophy."



^ Guests enjoy the GASK Gallery



^ Murray demonstrates his course expertise to Maureen



^ Delroy Cambridge



^ Gordon Brand



^ Peter Barber



^ Steve Cipa



Challenging and Uncommon

Josef KOTRBA is the Office Managing Partner for Deloitte in the Czech Republic and Slovakia. The experienced executive provides strategic advice to his clients in the boardroom, while deferring to their best advice on the fairways and greens.

► Deloitte organised a golf tournament for its clients at Casa Serena golf course. How did this idea originate?

The organization of the Casa Serena golf tournament as a Deloitte event originated thanks to Václav Loubek, who is a passionate golf player. The idea caught on, since we all felt that by choosing an exclusive golf course, that is inaccessible to the public, we could become positively different from the competition in the hundreds of company tournaments held each year. And, last but not least, we must pay tribute to Mrs. Chang, who helped us transform this idea into a real event.

► Could you present your company in brief?

Deloitte is one of the global Big Four audit and advisory firms – currently, we are oscillating between first and second place. Unlike our competitors, we focus more on the provision

of advisory services. In the Czech Republic, we have more than 700 employees and therefore we know the world of big employers, not only from the position of advisors but also as one of them ourselves.

► What does being a head of such a big firm involve?

The most important aspect is working with people. Unlike other large employers, we do not use machinery (apart from computers), our production equipment is exclusively the brains of our employees and therefore it is them we must pay the greatest attention to. And our clients are of equal importance.

For me personally, it is also of key significance to stay in touch through regular work on clients projects – it is important not only so that a person in a leading position does not lose his qualification, but also that we can stay connected to their everyday reality.

Josef Kotrba joined Deloitte in 1999 and in early September of 2010, he became the Office Managing Partner for the Czech Republic and Slovakia. Prior to that, he worked as the Partner in Charge of the Financial Advisory function. Currently, he manages a team of more than 700 employees at Deloitte in the Czech Republic.

He also was on the Board of Directors of SPT Telecom and then became a deputy CEO of Česká spořitelna for two years, while serving on their Board of Directors. Kotrba studied at the University of Economics in Prague and received his Ph. D. in economics from the University of Pittsburgh.

► What do you like about your work?

I enjoy all activities mentioned above. However, the managing function also involves other aspects, such as the necessary administration and control, which are less stimulating for me. I personally have the best feeling after completing a successful client project.

► What does golf mean to you?

I am an enthusiastic, but miserable golf player. Over the last two years, I have had major problems with my elbows, so, especially this year, I have hardly teed off. But I am working hard on my rehabilitation, so hopefully I will make up for it next year.

► Is there a linking point between your work and golf?

I do not really trust people who say they do the greatest portion of work on the golf course, although a day spent together on the green certainly contributes to good client relationships. Golf is mainly a relaxation, refreshment from the stress connected with the functioning of a large firm.

► You advise your clients. Do you take their advice on the green?

I definitely do. And especially our highly-esteemed clients are allowed not only to give advice, but also to utterly kibitz without my protest.

► What are your plans for the future?

I do not like planning and even in my position in the firm I must force myself to do so. But I am definitely planning our next annual golf tournament at Casa Serena. It is a demanding, but extraordinarily interesting and picturesque golf course. I recommended it to all golf lovers.

Čeněk Lorenc

Casa Serena Charity Cup



^ Senior Tour Pro Ian Woosnam successfully playing out of the thick Casa Serena rough

We invite our partners to join us for this worthy event benefiting those in the community with disadvantages. Through our efforts and cooperation, we hope to provide a better tomorrow for all.



Making Strides in Pardubice

As the former Mayor of Pardubice, Ing. Jiří Stříteský was instrumental in bringing Foxconn – which currently employs a staff of approximately 4000 and is the second largest exporter in the country – to the Czech city, which lies 40 kilometers east of Casa Serena. The former politician and business leader discusses the important venture and what it has meant to both the city and region as well as Pardubice's famed Steeplechase race.

Photos: Evžen Báchor

➤ **After serving eight years as the Mayor of Pardubice and two years as a Senator, what is your current occupation?**

After leaving active politics, I am now involved in the private sector as Chairman of the Board of Systema Audit a.s., which specializes in economic and financial advisory. Our goal is to provide comprehensive services of the highest quality in all areas related to accounting, auditing, taxation and law.

From 1998 to 2006, Ing. Jiří Stříteský was the Mayor of Pardubice, as well as a Senator in the Czech parliament from 2004. Since 2010, he has been the Chairman of the Board at Systema Audit a.s.

He was born in 1943 in Pardubice, Czech Republic and is a 1966 graduate from the Vysoká Škola Ekonomická in Prague

▲ *Pardubice Mayor Jiří Stříteský after enjoying a flight in a historical biplane on his birthday*

► **What was the condition of the city and region at the beginning of your time as Mayor in the late 1990's and what were your goals for Pardubice?**

My political slogan was: "To Europe through Pardubice!" I strongly believed in this motto and tried my best to make it happen. The English language was not my strongest suit as it was not spoken by many, at that time. Nevertheless, I made it my goal to learn the language because I saw it as beneficial not only for me at my post, but also in promoting the region and maximizing its potential for business opportunities and communication.

During a visit to London for an international business conference, a businessman rightfully mentioned that the regions of Pardubice and Hradec Králové had a unique potential for industry development in the Czech Republic and that Pardubice was an attractive area for foreign investors. I strongly felt that we could not betray the expectations of our region and made it our goal to do everything we could to promote and reform the local system.

We started by upgrading the skills of local town hall staff by providing training programs and by making the management more efficient overall.

Our main objective was to provide jobs for the citizens within the city as well as in our local region.

Our reforms and effective management programs led many international companies to become interested in investing in the Pardubice region, one of them being Foxconn, which currently employs 4000 experts, the largest number of employees for a company in this region.

One of the merits of our successful reforms was the low unemployment rate, which is actually the lowest in all of the Czech Republic. We tried our best to provide as many jobs as we could.

✓ *Mayor Strítěský at the re-opening of the reconstructed street Češkova in November 2004*





^ Plenty of action and excitement, as always, at the famed Pardubice Steeplechase



Maureen, Mr. Střiteský and his daughter Míša



Střiteský accompanying Czech President Václav Klaus, on the occasion of the Grand Steeplechase in October 2005

► How did you learn about Foxconn and tell us about building the relationship between your city and the corporation?

Our local TESLA electronic factory in Pardubice was at the time the main source for jobs here. We were warned that unless we got a strategic partner, the factory would be shut down. As a result, we spent a lot of time and resources in analyzing the state of the factory which required a number of modifications in order for it to be seen fit for international investment. It was our ultimate goal to keep the factory fully functioning. The freshly skilled graduates from the local technical school were another strength of Pardubice.

In 1999, a delegation from China visiting Pardubice, parts of which were

Foxconn representatives, approached us with an offer. That was the first time I met Mr. Chang, with whom I later became good friends with. We had several investment offers from other companies, but Foxconn seemed to be the best choice as it had a trustworthy action plan on how to make this factory a successful one. After taking into consideration all the necessary factors, we agreed to let Foxconn take over the factory.

► What has Foxconn offered and brought to this area?

With over 4000 employees, Foxconn is very important for the region, as it contributes to the development of the city and to the region as a whole. In addition to that, families of Foxconn also receive numerous benefits, which

in turn improves the social well-being of our local citizens. Foxconn's investment rebuilt the area, and as a result, other businesses from different sectors have approached the region with similar interests. Today, a growing number of big industries are represented in Pardubice including Hewlett-Packard, Panasonic and others.

► Every October dating back to 1874, Pardubice has hosted the Great Steeplechase or as it is commonly referred to the Velká Pardubická. What is so special about this 6900-meter-long race which challenges both horse and jockey with 31 demanding obstacles that has helped to put Pardubice on the world map?

What makes the race so special is the length, profile of the track and the special obstacles. Simply said, it is a unique horse race, one of its kind on our continent. There is not another similar race like it. In present days, it continues to live up to its tradition.

The race itself and its tradition is an integral part of Pardubice society because it has become one of the typical symbols of Pardubice, not only in the Czech Republic but abroad also.

My best memories include my horse finishing the race five times and once he finished fifth in the race. I am a regular visitor to this race since 1949, having not missed one year. I will be going to see it again this year as well.

Nikoloz Bolkvadze

The Jiří Střiteský I know

In the year 2000, I was quite busy together with my customer, trying to select a site for our new investment in Europe. There were many possibilities but nothing suitable until we visited Pardubice, and came across the old Tesla factory. Suddenly, the decision became clear.

It was not only because of the factory site, but also because of Lord Mayor Jiří Střiteský. His openness, willingness to help (we didn't have a common spoken language) and

determination were the key factors in our reaching this business agreement.

Jiří is loyal and trustworthy; a beloved mayor who is very devoted to his guests and clients. He has clearly made a tremendous transformation in Pardubice from an old industrial town to a modern, stable, successful city.

Jim Chang,
former Managing
Director of Foxconn



Consummate Taste

Petr HORÁK is the personal chef at Chateau Roztěž. He has honed his craft at numerous hotels in Austria, worked for a decade at the Don Giovanni Hotel and then the Marriott in Prague, and is currently the chef at Falkensteiner Maria Prag. Petr offers his thoughts about an array of topics, both in and out of the kitchen...

► **I have always loved to eat and cooking has always interested me.** I trained as a chef and gained experience at Prague's InterContinental Hotel and even the Panorama, which was the best hotel in Prague at the time. I worked as a butcher for a year, which now comes in handy because I know my meat. We also had to prepare meat ourselves when cooking in the hotel. Today, young chefs only know what a packaged steak is, but they would be clueless as to what to do with a half of a cow.

► **I got to Chateau Roztěž thanks to a friend.**

He had worked there before and when I saw the kitchen, I was so impressed that I called my people to quickly come over to take a look because you don't see places like this every day. I first catered here in 2008 for Brocade. I have cooked for four people and also for seventy. It always varies, but the essence of the work remains the same. I have created an above standard relationship with Maureen and Jim Chang over the years. They are tolerant and humble in terms of food.

► **Food must be prepared ahead of an event.**

You cannot cook everything on site. Soup is prepared in advance, meat is cut and cleaned, pies are baked. If I am lacking something in Prague, then I simply run to the store for it, but no stock or reserves exists in Roztěž. What you bring with you is all you have and if something does not work out, there are no reserves.



👤 *Chef Horák in the kitchen with his mother Jaroslava and assistant Klára*

➤ **I call this work home cooking.** It gradually expanded into various forms of events for VIP guests and clients. It is a homey approach and service; everything is done properly and yet with simplicity. Clients hire me and I go to their homes, cottages or even chateaus to cook. You gradually become friends with people because you spend hours with them and sometimes you even end up sleeping over at their place. And then again, these very same people are the ones who will recommend you further. They tell their friends about you or invite their neighbours and friends over. It is the era of the internet, however I do not promote myself in this manner and I say to myself that I am better off this way.

➤ **People used to go to the sea for their summer holidays.** Now they spend their entire summer at the cottage. They pick mushrooms and say: cook them for us or we have a craving for fruit dumplings. I leave the hotel in Prague on Friday at three in the afternoon and I am already serving a meal in Sumava at seven. Driving to a client's place in afternoon traffic can be so stressful that I could almost eat my steering wheel in the jam.

➤ **I keep trying to improve and bring added value.** You have to be creative and flexible. You cannot cheat anything. Honest craftsmanship is valued. Everyone wants a good steak with a good side dish. You cannot disguise it. The result of the work looks simple, but it is difficult to prepare. I do not like chaos on the plate. It does not have to be overly decorated but rather well done using quality ingredients. I also bring my own helpers based on the amount of guests. They need to be multilingual and savvy.

➤ **There is no single dish I like cooking the most.** I am a seasonal type. In spring, I cook with herbs and in summer I work with grilled vegetables. In autumn, I use a lot of pumpkin, cep mushrooms, chestnuts and of course venison and pork in winter. I bake my own bread and make my own smoked meat. I recently perfected pumpkin soup with an improved recipe which I found. At Chateau Roztěž, they like grilling in



the garden, so Prague ham is rotated over a fire, which gives it an added touch.

➤ **I enjoy Czech and Latin American cuisine.** The fact that meat from South America is expensive does not mean it has to be good. However, I love Mexico and Latin America. I went there to travel and learn. Tortillas, chilli, salsa, guacamole, chicken, fish are all simply delicious.

➤ **You cannot live through work alone.** I do not want to be closed up somewhere fourteen hours a day. I like fishing, but I rarely have a chance to go, so at least I cook them. I exercise after work. Work can be stressful at times, it piles up and you don't know what to do first. I say to myself that it cannot be possible to get it all done. But in the end, I manage to somehow get it all done.

➤ **My dream?** To just do home cooking one day. I do not want to get rich from it and it will not even happen, but I want to work for myself and bring people pleasure. I do not present myself as a catering company, when in fact I do catering with all the trimmings, including drink service. Just as women have their hairdressers, people also have their cook these days.

Petr Horák, your personal chef.

✓ *Tuna tartare on a fresh leaf salad topped with a ciabatta chip*





Wedding Bells at Casa Serena

On Saturday, July the 28th of 2012, William and Irina Keys became the first couple ever to celebrate their wedding day on the beautiful grounds of Casa Serena. As follows is William's descriptive account of their journey leading up to and during their memorable time at Chateau Roztěž.

Breakfast after "Casa Serena"

By William Key

She decided that hiring a fixer for her own wedding was not an option. Even though she knew that organizing a wedding by herself is an enterprise: dress, shoes, flowers, cars, guests, catering, photographers, music, not to mention the documents and the actual place of registration, and finally, one of the most problematic – the venue for the wedding party. The first call to one of the Prague wedding registration offices was a disappointment. The lady was very nice and politely listened to her explanation that she was looking for an appointment sometime at the end of July – early

August and that she would also want to get the whole list of documents that she needed, and then after a brief pause said: "Oh, your call was transferred to the funeral department, let me forward the call back to the wedding unit." She hung up the phone.

Then came the problem of shoes that she could not find in Prague. The solution was to go to Vienna. The Austrian capital brought not only the shoes. In front of the shoe shop there was a band with a musical instrument that she had never seen before. The sounds of Metallica's "Nothing Else Matters" with the background string melody of what later turned out to be not a huge piece of furniture but a musical instrument called



▲ *Per Irina's request the dogs were aptly decorated*



⤴ Chef Horák presents the wedding cake

a cembalo which was exactly what she would want to have at the wedding. When the sextet stopped playing she rushed to get the CD to see where they were from. Cimballica, Brno! "Will you play at my wedding?" - she almost screamed. "Sure, - said the young musician, - when?"

The car was a story in itself. The owner of the white antique Rolls Royce kept on promising to show it to us for two months already. He finally showed up with the pictures. By this time, she was really annoyed. She invited the owner in her BMW and drove him to the car. On the way, he was telling her that the car is in perfect shape – only the air-conditioning did not work, but the fan was enough since nobody had complained before. Upon arrival she discovered the fan – a small rotating ventilator in the back saloon. "Getting out of a white Rolls Royce on a wedding day, in a white dress with a red face is not a good idea," her friend would advise. Back then she decided on the spot – she is going use her own car, thoroughly washed and decorated with flowers.

And then there was the problem of the reception. Driving around Prague gave several options, but at the end of the day she did not choose any. The wedding was planned for late July. It would be great to have it outdoors, she insisted. But she



⤴ Chilled Champagne awaits



⤴ William and Irina Keys in the Chateau Roztěž Chapel

also wanted to keep it private. Keeping it private in the middle of tourist season in Prague just did not work. And then, what if it rains in the country, as usual?

She came to Casa Serena without high hopes. "What if it's too hot and the guests would collapse on the terrace from the heat? And what if it's rainy and there is nowhere to go but inside?" – she bombarded the manager with the questions. David from Casa Serena was cool and calm – "We can give a welcome drink at the terrace and then move to the hunters' lodge for dinner," – he said with a smile. Her eyes lightened. "Will the cembalo fit there?" – she wondered. "Yes." "Will there be enough space for 50 people?" "Yes." "Will there be enough air? Can we open the glass doors?" "Yes." She looked around and stopped at the figures of the dogs decorating the balustrade. David insisted that those were dogs and not anything else that her imagination could suggest. "Can we give them each a bow and a flower?" David hesitated and finally said: "I need to ask the owners, I need to ask Maureen." "Dogs have to be a part of the group," she declared.

The day of the wedding was hot and humid. The chapel of Casa Serena castle gave freshness and tranquility. She was relaxed and happy. At the end of the day she managed to keep this day private and yet open for her friends. The dogs had bows and flowers. The Cembalo fit and the musicians were in the shade. The creamy color of her dress matched the creamy color of the flowers and the wrapping of the chairs and tables – another miracle that David arranged. The food was delicious, even though she did not have time, nor an appetite to taste it. The food was "tasted" by the guests. Maureen and Jim seemed almost as happy as she was. She walked through the park carefully stepping on the freshly cut grass in her Viennese shoes. She seemed so small under the powerful trees and huge, beautifully shaped bushes. She needed it after all the bureaucratic worries of the last days before the wedding...



⤴ I brought her coffee in bed. She cocooned in the blanket, smiling. This was the first day together after our wedding in Casa Serena. "Breakfast?"



Must See Exhibitions at GASK

GASK Gallery in Kutná Hora
showcases two large
exhibitions in 2013...

In early April, “Artists for Tichy – Tichy for Artists” officially launched at the Gallery of the Central Bohemian Region (GASK) in historic Kutná Hora. The same name collection of the Tichy Ocean Foundation was created and continues to progress in an unusual manner: through the exchange of works of art. Artists from around the world exchange their work for the photographs of Miroslav Tichý. The collection contains works by more than one-hundred international artists.



^ Gallery



^ Jana Šorfová



^ Thomas Ruff, *Porträt 2000*,
(P. Knyrim), 2000



^ Arnulf Rainer,
Untitled, 2008



^ Marc Quinn, *Microcosmos*
(Fortuna), 2008

The exhibition is accompanied by a catalogue with a Czech and English text by the directors of the Tichý Ocean Foundation, Roman Buxbaum and Zdeněk Felix.

The catalogue presents each artist through several reproductions and a short text by Smolík. The catalogue of ca. 600 pages will be like a small encyclopedia of contemporary art, with graphic design by the Zurich-based NORM design studio. The "Artists for Tichý – Tichý for Artists" exhibition runs until July 31st.

Another large exhibition planned at GASK is COME-IN, which will open in September. This international traveling exhibition, organized by the Institute for Foreign Cultural Relations (Institut für Auslandsbeziehungen, IFA), will present objects, sculptures, installations, and videos on the boundary between interior design and contemporary visual art by 25 artists from

Germany. The exhibition will also juxtapose these works with works by Czech artists on the basis of similar art-design principles.

Founded in 1963, GASK is a regional institution focused on art of the 20th and 21 century. Between 1990 and 2009, it was called the Czech Museum of Fine Arts, and in May of 2009 it became Gallery of the Central Bohemian Region.

The main building of GASK is located in one of the chief landmarks of Kutná Hora: the large complex of the Jesuit College and is the second largest gallery in the Czech Republic. GASK represents a standard type of cultural institution operated by a regional government. It contributes not only to the decentralization of culture, but also to wider social and civic life. GASK is also preparing numerous smaller exhibitions and projects for 2013. Current exhibits can be found at www.gask.cz



△ The Chapel of Virgin Mary in Roztěž

Everyday Life in Roztěž

The historic village of Roztěž is nestled between a forest reserve, the Casa Serena golf course and a reservoir. What is it like to live in the village today? Mayor Zdeněk SAHULKA and Deputy Mayor Jan HEREL discuss...

Deputy Mayor Jan Herel: "Roztěž used to be a popular destination for trips. The Royal Walk trail led through here along Vrchlice Valley. The renowned Roztěž Spa operated here in the 19th century and the village even inspired Josef Kajetán Tyl to write "Kde domov můj" (Where is My Home?). However, the beautiful valley and hiking trails were destroyed by the construction of the dam and flooding of the Stará

Lhota at the end of the 1960s. The village and its surroundings were depopulated. Due to motorization and the return of cycling the place has somewhat come back to life again. Trails are clean and in better condition today than they used to be, also thanks to the Casa Serena golf course."

Mayor Zdeněk Sahulka: "Today, 75 percent of the population of Roztěž

is senior citizens, normally one person per cottage – two is rare. Houses were abandoned – the young went to cities. On the other hand, we can confirm the trend of the elderly, retired, returning to village life. They leave their city homes to their children and move to cottages here. It isn't easy here. The dam with a protective zone gives the village nothing, the forest reserve belongs to state forests and the golf course is private. However, we can't complain about living here with golf. People are allowed to walk around the paths on the course and golf has helped the village."

J. Herel: "It is hard to live here without a car. The nearest store, doctor and school are in Malešov. A mobile bakery comes on Friday afternoons. The catchment bus comes here but parents have to take their children to school in Suchdol or Kutná Hora on their own. The same goes for work. Before, the majority of people used to go to ČKD or Avia in Kutná Hora all at once, but now everyone works somewhere else and at a different time."

Historic Roztěž

The Roztěž village is one of four belonging to the municipality of Vidice, located 10 kilometres southwest of Kutná Hora. The other three were Karlov, Nová Lhota and Tuchotice. The settlement Stará Lhota also once belonged to this group, but it was flooded to help create the Vrchlice Reservoir.

Before World War I, the population was 810 and now it is just 225 inhabitants. The village cadastre is 1'176 hectares large. Historically, this territory was a part of the Malešov Estate, which it belonged to in the 16th century.

Roztěž, which was first referred to at the end of the 14th century, used to have two ruling estates that merged with the Malešov Estate in the second half of the 15th century. According to local legend, a "Castle above the Ravine" or "Black Castle" once stood here. In 1669, Count Jan Špork commissioned the construction of a hunting chateau, the foundation of the present chateau. Today, Roztěž has a population of 49 inhabitants.

Z. Sahulka: "We have prepared plots for sale for new inhabitants – in Nová Lhota, where one out of 11 plots has been sold, and then in Roztěž. We exchanged 4.5 hectares of municipal land with Casa Serena in the direction of Malešov. There are 39 plots there – but it's more like the music of the future. We have a few interested persons, but we need more in order to be able to start working on the project in greater depth. We are trying to at least attract people here somehow or to compensate other unpleasant things related to living in the village for the inhabitants. For example, we maintain the lowest possible coefficient of property tax and waste removal."

J. Herel: "We are located in a very fragmented territory with five other villages, where there is a total of about eighty permanently inhabited houses. It is six kilometres from Roztěž to Vidice. Sewerage and water supply were led to Roztěž from Malešov thanks to Casa Serena, but the village has no money for any further expansions."



Firemen from Roztěž, 1939

Z. Sahulka: "The administrative seat is Vidice, where the municipal office operates. It originally had two offices in one block of flats, but then the village bought a former farmstead and reconstructed it. Everyone can use the board and meeting room there. Senior citizen meetings are held there, where approximately fifty people from the five villages normally gather. We also organize St. Nicholas pageant, children's day or exercise activities for the public, which are held twice a week, led by a retired lady from Prague, who moved here. Then we have a pitch in the garden where you can play football, volleyball or futsal. We hold a welcoming for new citizens once a term."

J. Herel: "Social life used to play out in pubs, but they gradually disappeared."



Vidice

There used to be two pubs in Roztěž, two opposite each other in Karlov, one in Tuchotice and one in Vidice as well. But there are not enough people. In the past, farmers went there for a beer and a chat after work. Now, televisions and computers have taken over. You can see it from the children. The village used to be alive with children almost everywhere – as children we were always running around outside, but those times are gone. It is simply a different time now."

Z. Sahulka: "Only a summer pub in the Spa operates now and just on Fridays and Saturdays."

J. Herel: "A competition for firefighters also takes place at the Spa. However, people from the surroundings are afraid to come because the competition includes traditional disciplines such as pumping water from the bottom of the pond and that is very difficult. The same goes for traditional hose winding. We do it the same way though, just like in a real firefighter intervention. The competition has a traditional date, around the 9th of May, with a firefighter ball at the Spa afterwards."

Z. Sahulka: "I have been the mayor for eighteen years now, the deputy mayor has been in office for just four years less so we have seen and done a great deal. However, I wedded a couple for the first time this past summer in the church in Vidice. No weddings had been held there for fifty years."



The Power of Initiative

Innovative Education in Kutná Hora

By Nikoloze Bolkvadze

The initiative came from a 14-year-old student who contacted the principal about his dream of including iPads in the learning environment. The history of the grammar school dates back to the 16th century. In 1862, Czech was announced as an official teaching language. In the 1900's, girls were allowed to attend study process for the first time. After several confiscations of the school during

The Gymnázium Jiřího Ortena located in Kutná Hora is a leading example of initiative and courage in acquiring an impressive level of education for its students. In order to improve the efficiency of studies and adaption of students to new technologies, the school has recently implemented a pilot program of Apple iPad tablets starting with first year students.

► *Maureen Chang,
Adam Žert and Principal
Vladislav Slaviček*



“Never relinquish the initiative” Charles de Gaulle

World War I and II, the school returned to its normal state in 1945. In the early 1990's, the school lacked the physical space to build as well as develop the necessary labs into their program. In 1994, the government provided funding that went towards the reconstruction of the entire school building. The renovation was completed in the late 1990s, and the school was reopened.

Today, Jiří Orten Grammar School includes 29 classrooms, two sport gyms, a large number of labs, a greenhouse, a theatre stage and a pool complete with a sauna. All classrooms are equipped with a projector, some with the interactive board. The school provides four and eight-year study programs, including the opportunity for students to embark on exchange programs within Europe and abroad. RNDr. Vladislav Slaviček, a former teacher and current principal at the grammar school of Jiří Orten, organized gatherings in Kutná Hora's main square against the former communist government during the Velvet Revolution. Ing. Zdeněk Oliva, CSc. is one of the staff members in charge of technical support at the school.

At the moment, the school is purchasing Educational apps from the Apple Store, and hopes to produce their own apps in the near future. For the pilot program, an independent company has created a special textbook developed as an app for the iPad, which is provided to each student within the program.

Adam Žert, the student who provided the original idea and initiative to implement iPads in the study process claimed, “When I came across this school, I was mesmerized by its building, principal, new minds, contemporary approach and healthy environment.”

Coming from a rural family and traveling almost one hour every day from his home city Kolín, Adam was enthusiastic about the iPad's implementation in grammar school and formally expressed his opinion to the director. With the help of several investors, including Adam's father, iPads were finally provided as a pilot program for one class.

Nikoloz Bolkvadze



Corporate Access to Casa Serena

*Come to play golf,
leave with Business.*

Casa Serena is ideally situated in the tranquil and unspoiled Czech countryside near the historic UNESCO World Heritage city of Kutná Hora. Previously accessible "by invitation only," the spectacular venue has opened its doors to companies and individuals who wish to host golf corporate days at this most private of venues.



▲ Foxconn Key Managers meeting, October 2009
 Jim Chang, Jim Darroch, Jan Hanik, Miloslav Rut, Bill Cambell, Allan Keown, Petr Skoda, Henk Knoop, Jan Antonin, Tomáš Ratajský, Marian Zalom, Jiří Kučera, Kent Chuchen, Jitka Kratochvílová, Čestmír Kulíšek

Foxconn



◀ Foxconn and HP meeting, September 2010





Foxconn

Casa Serena's first client who has fully utilized the venue's full potential for internal and external business purposes.





HP VIP visit at Chateau, Febraury 2010

Hewlett Packard

Enjoy Casa Serena,
the ultimate Home away
from home in Europe.
HP – Casa Serena's
computing source.



Sue Oliveira
(left) with guest
associates

Welcome
drink reception



Sue Oliveira, Jürgen Waas



Brocade ceremony, July 2008

Brocade

Casa Serena, the launching pad for European Operations.



Jeff Whitmer





☞ Cisco fancy dress party Chateau – Max Van Egmont, Veronika Chlumská, Allan Keown, Lenka Dohnalová

Cisco

Backbone of Casa Serena's network
convenience for visiting clients.



☞ Stephen Murphy,
Dunstan Keene, Allan Keown

☑ Ahmed Bougarfa, Paul Kurth





Sam Chin, Jean-Francois Baril

Nokia

From board room to
Championship golf course.

Jim Chang, Kai
Öistämö, Terry Gou



Nokia conference,
September 2009





Huawei visit at Casa Serena, August 2012

Huawei

Unique experience with European raste and championship treat.




Zhi-Ping Peng, Xian-Wen Yin, Liang Wang, Dustin Lee, P.F Yang, Gibson Tsai, G.D. Chin, Tony Perng



Successful Return of Deloitte



 *Josef Kotrba,*
Petr Vávrů
(referee), Eva
Blumental



On a beautiful day, Deloitte Czech Republic returned to Casa Serena, staging its second corporate day on the fourth Friday in June of 2012. Sixty-five men and 12 women participated in the golf tournament and once again, it turned out to be an important corporate and social gathering in a relaxed and informal atmosphere. While enjoying their time playing the challenging course, participants were also served cocktails from a mobile bar situated close to the golf holes.

Deloitte Czech Republic is a leading brand which provides audit, consulting, financial advisory, risk management and tax services to selected clients.



📍 M2.C corporate day, June 2012

M2.C

Corporate family day event. You are secured in good hands.

➤ Golf academy



📍 Matěj Bárta
with daughter
Rozálie





⤴ General Jiří Verner (left)

PST-CLC/Air force

Our best
community
friends.



⤴ PST-CLC conference, June 2011



⤴ Petr Nakládal
(Foxconn, left),
Robert Björklund
(Saab, right)



⤴ Dalibor Kalina,
Zdeněk Jahoda,
Miroslav Bradna,
Alex Hluchy



📍 *Damco corporate day, May 2012*

Damco

Expert in moving balls to the right place at the right time by the right people.



📍 *Sake Weima*





🏆 Trophies for best players on Unipap corporate day, September 2012

Unipap

Your packaging needs.



Xawax

If you need helping hands.



🏏 CEO, Petr Nakládal



Pilous

Do you need
something packed?



⤴ Young President Organization at Casa Serena, October 2009

YPO

Exchanging
ideas among
the best Czech
entrepreneurs.



⤴ Jim Chang, Jiří Pavlíček



⤴ Maureen
Chang, William
E. Lobkowitz



◀ *David Krpela
on the grounds of
Chateau Roztěž*

Lending a Helping Hand

Just consider him as your personal caddy – always there to assist with any questions, needs or special requests during your time at Casa Serena and Chateau Roztěž.

Officially, David Krpela serves as the Events Manager at Casa Serena. Unofficially, he is a friend and essentially a jack-of-all-trades with a willingness to go that extra mile at any time.

David offered his thoughts and insight regarding a variety of topics...

About what happens at one of Casa Serena's signature Corporate Days...

First and most important is the direct communication between the customers and us – it secures that we understand our clients' needs and their expectations from the event. As a result, it is much easier for us to deliver our promise to the customer.

Preceding the day of the tournament there is much preparation: registration of the tournament with the Czech Golf Federation and arranging all necessary services such as catering, production of marketing materials and others.

For us, the tournament does not finish with the announcement of the results and prize giving; it follows with the necessary administration work immediately after.

About the most important aspect of his position...

Of course, as in every service business, we truly appreciate our clients returning back to us, a sign that we are on the right path.

About an unexpected experience at Casa Serena...

Soon after I began to work for Casa Serena, and I do not know how, but I suddenly became the "one" to

provide a guided Chateau Roztěž tour, without any real knowledge of the history and with an excited group of 30 guests in front of me.

After a few questions from the guests, they quickly found out that I am not a professional in this field. Luckily, the guests were very friendly and we all collaborated together to determine as much information as possible. For me, it was the most difficult 20 minutes at Casa Serena.

About the greatest satisfaction of a job well-done...

Seeing and feeling that more and more companies are starting to realize that Casa Serena is not strictly private and that it can serve as their own private venue.

David, 6 or 7-iron on my approach considering the crosswinds, large bunker and back left pin placement...

Uh, Sir, what kind of ice cream do you prefer with your dessert?

Well-played David!

Your Business Tool at Casa Serena

*Come to play golf,
leave with Business.*

Access is possible either through a Corporate Day or by Golf Access cards along with the opportunity of holding your Corporate meetings in fully equipped conference rooms at the Chateau, while being comfortably accommodated in magnificent suites.

At a Corporate Day at Casa Serena Golf, you will enjoy unrestricted access to the 18-hole private championship golf course, golf clubhouse (dining lounge, bar, terrace, cloak and shower rooms, interior TV system), parking area and practice facilities (driving range, chipping and putting area, practice golf balls) and golf trolleys.

Casa Serena access is exclusively reserved for you, your company and your customers. You can include a fully customized brand name presentation utilizing Chateau and golf house interiors and exteriors. Catering and other services also available upon request by additional cost.

The Golf Access Card offers play on the 18-hole private championship golf course, including use of the golf clubhouse coffee bar, cloak and shower rooms, parking area, practice facilities, golf buggies and light refreshments.

Holding of Corporate meetings entails use of the exclusive conference rooms (Chateau and Farmhouse) with its total capacity of 45 comfortable seats, projector and screen, wireless internet and light refreshments.

Chateau suite accommodation includes overnights in luxury double bed suites, wireless internet connection and satellite TV, breakfast and light refreshments, use of the meeting and staterooms, and other services such as dinner or transportation also available upon request.



➤ Chateau Roztěž in Autumn

Corporate Access to Casa Serena

Your Customized Amenities

Corporate Day at Casa Serena Golf

- 18-hole private golf course
- golf club house
- cloak & shower rooms
- registry at Czech Golf Federation
- referee & scoring
- practice facilities: driving range, chipping area & putting green
- 70 bag trolleys
- 3 flag poles available for your corporate flags
- exclusively reserved venue
- brand name presentation in interior and exterior

Golf Access Cards

- small game for you and your business partners
- Access card can host up to four players in one flight

Conference Rooms

- two exclusive conference rooms: Chateau & Farm House
- usage of projector and screen
- internet connection
- capacity of 45 comfortable seats
- coffee, tea and light refreshments

Chateau Accomodations

- luxury double bed suite
- satellite tv and wireless internet
- breakfast and light refreshments
- all staterooms available during the stay

Catering, transportation, free parking, equipment hire and other customized services also available upon request.



Casa Serena s.r.o.

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info@casaserena.cz
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The 19th Hole

Quips from the tees,
fairways and greens...



“My caddie dared me to try it, but I didn’t think it was worth losing a ball.”

2008 Casa Serena Open runner-up and popular Welsh golfer, Ian Woosnam.

“I hurt my shoulder on the fifth tee – just hitting it too hard when you’re too old.”

Woosnam, about the physical demands of the game after a tough round.



“In ’85, I’d been married for one year and I was still very single-minded about golf. My life was pretty much 95% golf and my wife was the rest.”

2008 Casa Serena Open champion and German golfing great, Bernhard Langer.

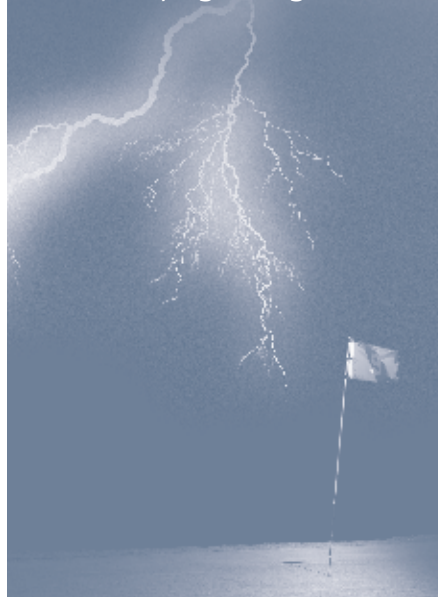


"I know I made a lot of money, finished second on the Order of Merit, won three times, won the Ryder Cup, won the Dunhill Cup, but I was still very pissed off on Sunday, and I still am."

Four-time Casa Serena Open participant, Sam Torrance.

"If you are caught on a golf course during a storm and are afraid of lightning, hold up a 1-iron. Not even God can hit a 1-iron."

Six-time major champion Lee Trevino, whose career was interrupted by injuries suffered after he was struck by lightning.



Italian Pro Giuseppe Cali celebrating a fine round of golf at Casa Serena

80 %

"On a recent survey, 80-percent of golfers admitted cheating. The other 20-percent lied."

Author and poet,
Bruce Lansky

20 %



2010 Casa Serena Open Champion Gary Wolstenholme enjoys a well-deserved Czech pivo



*December 19th 2007,
a celebration day of Casa Serena*



To my friend Serena

*From nothing, a run-down
chateau in a tiny village to today,
Casa Serena is a well.known
business venue in Central Europe.*

We did it!

With your blessing in my heart

*Maureen ♥
founder & partner*