

Chaminade Whitney Business

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Chaminade Whitney is designed to conform to architecture of the old Chaminade Catholic Boys School.

Pete Amos/Sentinel

Chaminade Whitney: A corporate campus McDonnell-Douglas, Bank of America inaugurate new facility

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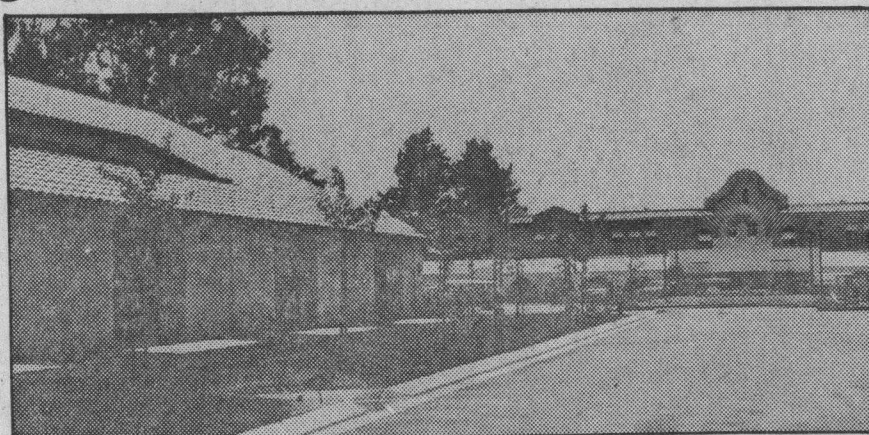
SANTA CRUZ — While dozens of workers continued Saturday to put the finishing touches on 80 acres of buildings, grounds, and apartments, Chaminade Whitney of Santa Cruz opens today as the latest entry in the \$30 billion a year business meeting industry.

The facility, believed by its three general partners to be the first of its kind on the West Coast, will be inaugurated today when a group from McDonnell-Douglas begins a week of seminars and management training sessions.

The group will be followed by about 100 managers with Bank of America on Wednesday for the same basic type of management training seminars and meeting.

Larry Swanson, the general manager and one of the three general partners, said about 60 groups have already signed up to conduct meetings at Chaminade this year and several more have made reservations in 1986.

What the groups will find is what is being described as "America's foremost corporate campus", a place which will offer seclusion while providing just about any amenity business executives might require for work or play.



"What sets us apart is that we are designed (strictly) as a meeting facility," Swanson said, targeted mainly for groups of about 100 but able to accommodate larger gatherings.

Frank Hildreth, another of the general partners, said the closest other independent meeting facility would be in Scottsdale, Ariz., and from there one would have to go to the East Coast.

"Literally, (Chaminade) is the first of its kind on the West Coast," Hildreth said.

Highlighting the facility's offerings is the fact there are two audio-visual technicians on staff to help set up computers, screens, and telecommunications equip-

ment, plus 10 meeting rooms with permanent, sound-proof walls.

This core is surrounded by 156 housing units to accommodate 240 guests in 11 new villas, all designed to conform to the architecture of the old Chaminade Catholic Boys School, built in 1930 by the Marianist Brothers teaching order.

Recreation facilities include four tennis courts, a swimming pool, sports field, hiking and jogging trails, a bar, a lounge, and a game room. A health club is also scheduled to open in the fall.

There is also a 250-seat dining room and full commercial kitchen making it possible for groups to seclude themselves at

Chaminade Whitney for the entire length of their meetings, if that is their desire.

All intended, Swanson said, to complement the business side of the \$17 million construction project.

"We feel it is every bit as important, the interaction that goes on informally," said Hildreth.

Not only visiting businessmen will benefit by the opening of Chaminade Whitney as Swanson said the company plans to have an annual operating budget between \$5 million and \$6 million, most of it to be spent in this area.

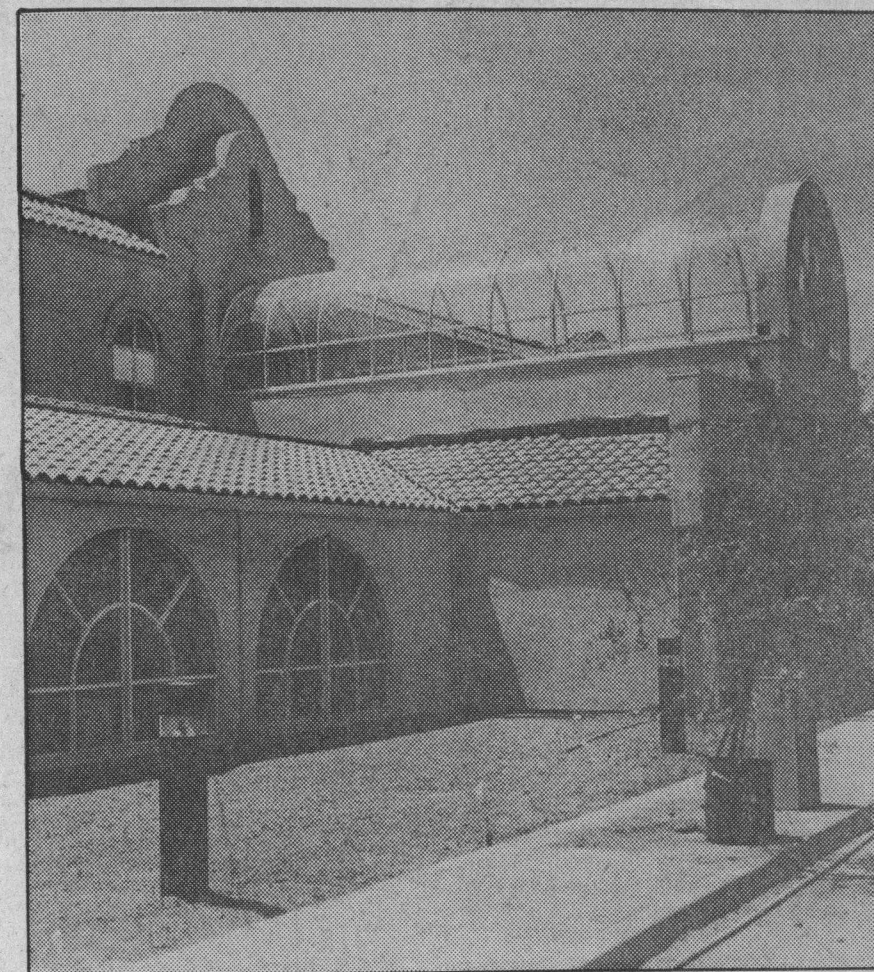
This will include, Swanson said, annual salaries totaling about \$750,000 for approximately 105 employees.

The three partners, Carl Taylor being the third, first got the idea for a conference center in 1976, but it was not until 1977 they became serious about the venture.

When they saw Chaminade, on July 3, 1977, the trio found it "perfect" for their needs and decided to purchase it for an undisclosed price. (Swanson said they promised the Marianist Brothers not to disclose the purchase price.)

Despite the surrounding activity of sod laying, landscaping, and furniture unpacking, Swanson said the facility is on schedule in its construction.

"We're operational," Hildreth said.



Pete Amos/Sentinel

Workers were putting final touches on main entrance Saturday.