

# NewSouth Books

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## Landmark new book by Mark Fagan on Robert Trent Jones Golf Trail describes history and economic impact of one-of-a-kind project

"This book is worthy of the dramatic history it recounts, and is a testament to all the people who worked so hard to create the Trail."

— Dr. David G. Bronner, CEO of the Retirement Systems of Alabama (RSA)

**Montgomery, AL**— Dr. Mark Fagan's *The Robert Trent Jones Golf Trail: Its History and Economic Impact* tells how a bold, imaginative investment by a public employee pension fund turned into a world-class tourist attraction that helped change the image and boost the economy of an entire state. This book is essentially a 25-year case study of this phenomenal economic development project.

The Trail is the world's largest collection of golf courses built as part of one project. Its construction has been compared in complexity to the erection of the Golden Gate Bridge. More dirt was moved in the Trail's development than in the digging of the Panama Canal. The Trail was conceived by Dr. David G. Bronner, and launched in 1990. It has evolved into 26 golf courses, eight resort hotels, five spas, 8,000 adjacent houses, and ancillary commercial development worth hundreds of millions of dollars.

*The Robert Trent Jones Golf Trail* is the illustrated historical account of the financial, legal, political, and economic impact details of RSA's investment in the Robert Trent Jones Golf Trail. Such a detailed history could not have been written without the years of economic analysis conducted by the author dating back to the earliest stages of the project. Fagan's ongoing involvement with Dr. Bronner and those working to develop the Trail made possible the mammoth one-of-a-kind history that is presented in this book.

**Mark Fagan** is an expert on retirement development, formerly a professor at Jacksonville State University, who studied the economic impact for each of the eleven communities where Trail sites were built. He received his doctoral degree in Social Policy, Planning, and Administration at the University of Alabama. He has assisted the Retirement Systems of Alabama, working closely with Dr. Bronner, on various aspects for the development and promotion of the Robert Trent Jones Golf Trail for the last twenty-five years. His groundbreaking work on the economic impact of retirees on an area was cited as a factor in the conceptualization of the Trail.

*The Robert Trent Jones Golf Trail* will be available May 2016 through local and online retailers, or from NewSouth Books, 334-834-3556. ISBN 978-1-58838-318-1. Trade cloth, 384 pages, \$125.