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OUR GOAL IS TO BE GREAT

**COMMUNITY PULSE : THE CLIFFS' ROB
DUCKETT**

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COMMUNITY PULSE

'Our Goal Is To Be Great'

Cliffs President Rob Duckett Sets Company's Course

BY CINDY LANDRUM

Golf changed Rob Duckett's life.

After earning a degree in business administration, Duckett went to work for Gilbert Robinson, the parent company for Houlihan's restaurants.

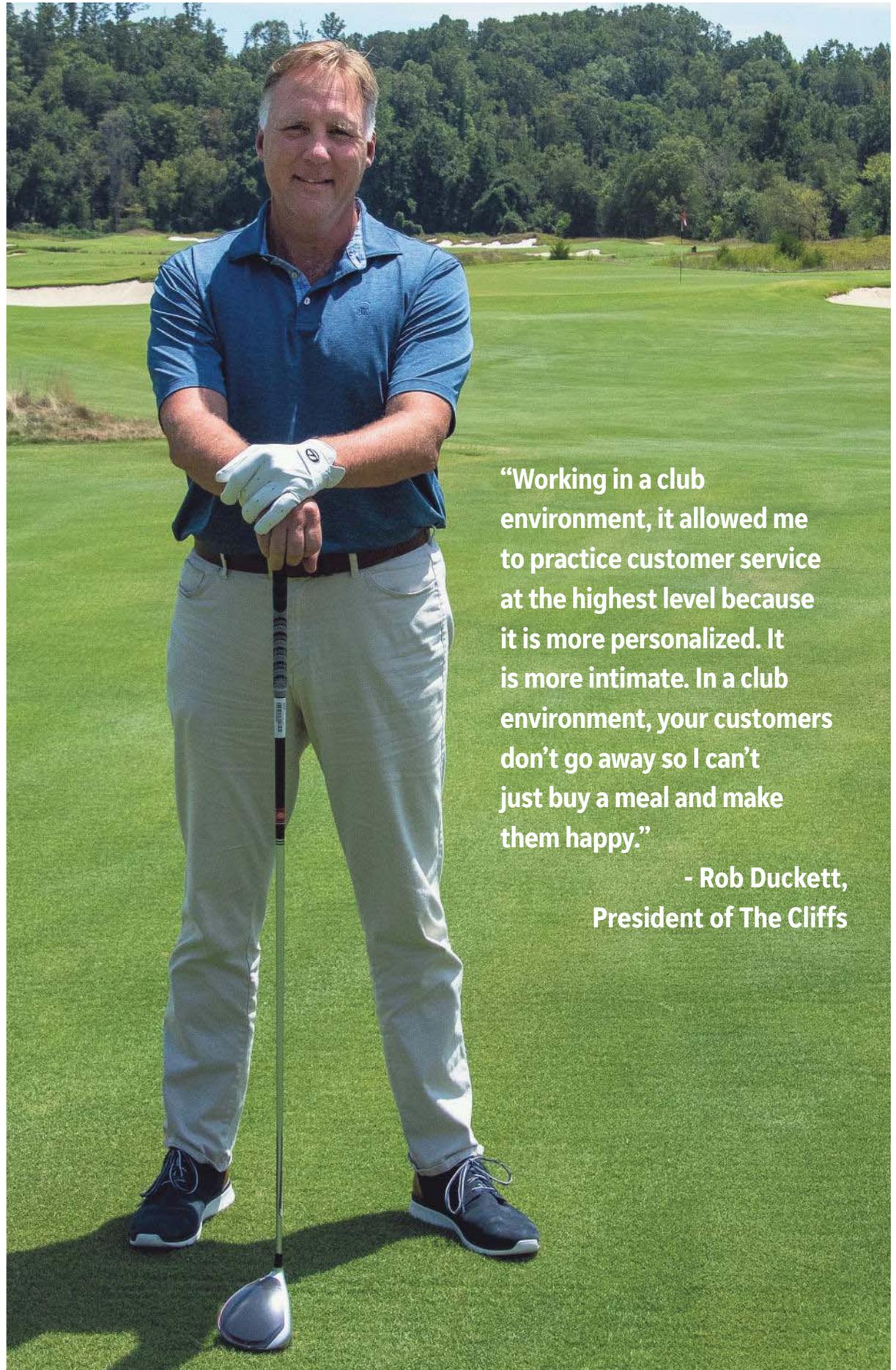
The Indiana native was sent to Phoenix to open a restaurant that just happened to be across the street from a golf course across the street.

Duckett began to play, and soon was trading restaurant dining certificates he received as part of his compensation for rounds of golf.

"I just fell in love with the game of golf," said Duckett, who joined The Cliffs in June as its president. "So I had to find a way to segue my career around it."

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Rob Duckett, who has more than 30 years of experience working in hospitality management and 23 years in private club management, has been president of The Cliffs since June.



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**- Rob Duckett,
President of The Cliffs**

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He went to golf school and got involved in the PGA of America. He landed a job at The Boulders Resort in Scottsdale, Ariz., as a clubhouse manager.

“Working in a club environment, it allowed me to practice customer service at the highest level because it is more personalized. It is more intimate. In a club environment, your customers don’t go away so I can’t just buy a meal and make them happy,” he said.

He went to work for the developer of the Firerock Country Club, a high-end Arizona golf community, and eventually, he joined Discovery Land Company, which brought him to the Carolinas in 2005 to develop Mountaintop Golf and Lake Club in Cashiers.

Mountaintop fully matured in 10 years, selling out its real estate and memberships, but Duckett stayed nearly four years longer. Then it came time for Duckett to decide – did he want to stay at Mountaintop the rest of his career or did he want a new challenge?

The Cliffs was the right opportunity at the right time, Duckett said. He joined South Street Partners, the private equity real estate investment firm that acquired The Cliffs earlier this year.

“I joined The Cliffs as a member in 2015 and own property in The Cliffs at Keowee Falls. As I got to know more about The Cliffs, I thought it would be neat to get a hold of it from an operating standpoint,” he said.

Now, Duckett practices golf more than he plays as he works to prove himself to The Cliffs’ members, residents and staff.

“The Cliffs has had its share of ups and downs over the years,” he said. “I have to prove to members that South Street and I are going to do what’s in their best interest.”

Duckett said South Street’s operating model focuses more on strengthening the everyday experience of members and residents.

“Our current focus is largely internal. What’s most important is putting our resources into what our members experience on a daily basis.”

Duckett said he has three priorities right now: creating an exceptional member experience, developing a strong team of staff members and running a successful business. “None of those things can survive without the other,” he said. “Our goal is to be great at all three.”

Duckett wants to expand The Cliffs’ offerings of

cultural pursuits, educational programs and outdoor activities. “The goal is to have as much as possible for residents to do to fill their day,” he said.

He’s signed a contract to install pickleball courts at The Cliffs Valley and hopes to put them in more properties. The increasingly popular sport combines elements of tennis, racquetball and table tennis.

Since South Street Partners acquired The Cliffs, reconstruction of The Lakehouse at Keowee Vineyards has begun. New homesites at The Landing at The Cliffs at Keowee Springs have been released and new lakeside club amenities announced.

Numerous other operational changes are in the works, but Duckett said those will be announced soon.

Duckett said he wants to create an environment where customers are having fun and “not worried about who’s wearing jeans in the dining room or those other old-school policies.”

“We subscribe to very casual, highly relational and fun. That’s what people in their 30s and 40s are after. They’re not looking for stuffy,” he said. “We may shock a few people who are in their 80s, but for The Cliffs to survive and thrive, we have to take a new approach.”

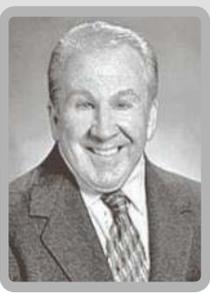
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Q&A

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David Greene
Attorney at Law

QUESTION:

I owed more than \$3,000 additional tax on my return this year and didn’t have the money to pay. How can I prevent that from happening next year?

ANSWER:

This is a good question, but I wish you had asked that question closer to April 15. If you owe more than \$1,000 in additional tax on April 15, then, according to the IRS rules, you must make Estimated Tax payments during the year for the current year. This usually happens for people who are self-employed or work as independent contractors for several different companies. These Estimated Tax payments are due on April 15, June 15, September 15 and January 15 of the following year. If this is done and your income is about the same as the previous year, you should have no or very little additional tax due next April. The other thing you can do, if you work as a W-2 employee where taxes are withheld from your paycheck, is to lower your exemptions on your W-4 so more tax is withheld each pay period. For example, if you claim 2 exemptions, lower that to 0 or 1. Please visit my blog at www.Greenelaw.legal to learn more. I will be happy to help you if you think there may be a problem with your return. Please call for an appointment. Your initial consultation is free and you will be under no obligation. Also, I want to let all of my readers know that I can also help you with delinquent taxes, Estate Planning and probate matters as well as prepare your delinquent tax return. Please call or write for a free report on how the IRS pursues taxpayers and what you can do to respond.

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