

WIDE OPEN SPACES: THE IMPORTANCE OF LAND MANAGEMENT

# PRIVATEAIR

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A large, white Sikorsky helicopter with blue and yellow stripes is shown in flight, viewed from a low angle. The helicopter is flying over a landscape that includes a multi-lane highway with cars, a green golf course, and rolling hills under a cloudy sky. The helicopter's main rotor blades are blurred, suggesting motion.

## THE EVOLUTION OF SIKORSKY AIRCRAFT

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# JAMAICA'S CROWN JEWEL

The Ritz-Carlton Rose Hall is not only a resort of unparalleled luxury but also a testament to its founders' commitment to the people of this island nation.

**T**raveling the world, I see world-class properties almost every week. It's an interesting thing, what sets one apart from another: One would think it's the topography or the beach, or even the golf course. It's really none of those. It is the personality and passion of the visionary driving the ship. With Rose Hall in Jamaica, such is the case.

More than 30 years ago, John and Michelle Rollins set about building a tropical paradise near Montego Bay, Jamaica. More than that, they adopted Jamaica as their second home and became passionate about the Caribbean island and its people. After many ups and downs and more obstacles than most would endure, the evidence of their vision is finally coming to life. Five years ago, John Rollins passed away, but Michelle pledged not to let their dream fade.

In 2001 with the opening of the Ritz-Carlton Rose Hall, that dream began to take a new shape.

## A new standard for Jamaica

As with most of the larger islands in the Caribbean, Jamaica is known for its inexpensive all-inclusive vacation enclaves. Not so with Rose Hall. The building sites currently available for purchase are situated with incredible views along the hillside overlooking the two golf courses and the ocean. There are six lots remaining on the beach, although it's a safe bet they'll be gone before the release of this issue.

Most land and resort developers take pride in being good advocates of

the land. The Rollinses, along with the late Johnny and June Carter Cash, longtime Rose Hall residents, have been loving stewards of the people of Jamaica. Among dozens of ongoing humanitarian charters, an orphanage housing 100-plus children rests on one corner of the property. John and Michelle's son, Mark, returns each year to host a soccer camp for the kids. Even the children in the tiny two-room school nearby are served hot lunches compliments of Michelle Rollins daily. ("Children learn better when they've had enough to eat," she notes.)

The love shared between the Jamaican people and the Rollins family is hard to describe. It carries over into the attitudes of the people on the property, earned from years of trust and service to one another. On my trip back to the airport, Major, the Rollinses' chief of security said to me, "I've prayed every day to God that the Rollinses would live long lives, because I don't know what the people of Montego Bay would do without them." How many American developers around the world have ever had such a testament to their relationship with the people who are part of their community?

In early 2005 Rose Hall partnered to build a new project that will become an oasis within the 4,000-acre master community. On 16 beachfront acres next to the Ritz-Carlton, The Palmyra Resort and Spa will offer 500 ultraluxury residences comprising villas and condos. The character of the property will be reminiscent of a private village. Palmyra residents will have direct access to its 20,000-square-foot Susan Harmsworth

spa and two on-site restaurants, one of which is built over the ocean, creating a one-of-a-kind experience. As a "condotel" project, this will be one of the Caribbean's finest.

## Golf at Rose Hall

Having played Cinnamon Hill golf course at Rose Hall more than 15 years ago, I can tell you that the course of today is not the same. Robert von Hagge's redesign has made it a fantastic challenge, and the scenery makes for an incredible walk. The true golfing jewel of the property, however, is his White Witch. As one winds through the hills of Rose Hall, the views are spectacular, the greens meticulously manicured.

Anytime I travel to resort destinations, I always consider whether my family would enjoy the location. With Rose Hall, the answer is definitely in the affirmative. The beaches are easily accessible. There are numerous natural waterfalls and rivers to explore. There is even an ATV tour. Best of all, the Jamaican people are warm and inviting.

I've traveled to Jamaica with and without my family many times over the past 20 years, and never once have I had anything other than an experience filled with great memories. Rose Hall is without question the crown jewel of Jamaica. —Doug Moore

For information on Rose Hall real estate call 888.910.7673, or visit [www.rosehall.com](http://www.rosehall.com).

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(Opposite page) The beautifully restored mid-18th century Rose Hall Great House built on a hillside over one of Jamaica's most successful sugar plantations offers panoramic coastal views; (this page) Residents of The Palmyra have access to Rose Hall's 5,000 acres of greens: White Witch, Cinnamon Hill, and Half Moon Bay golf courses.

