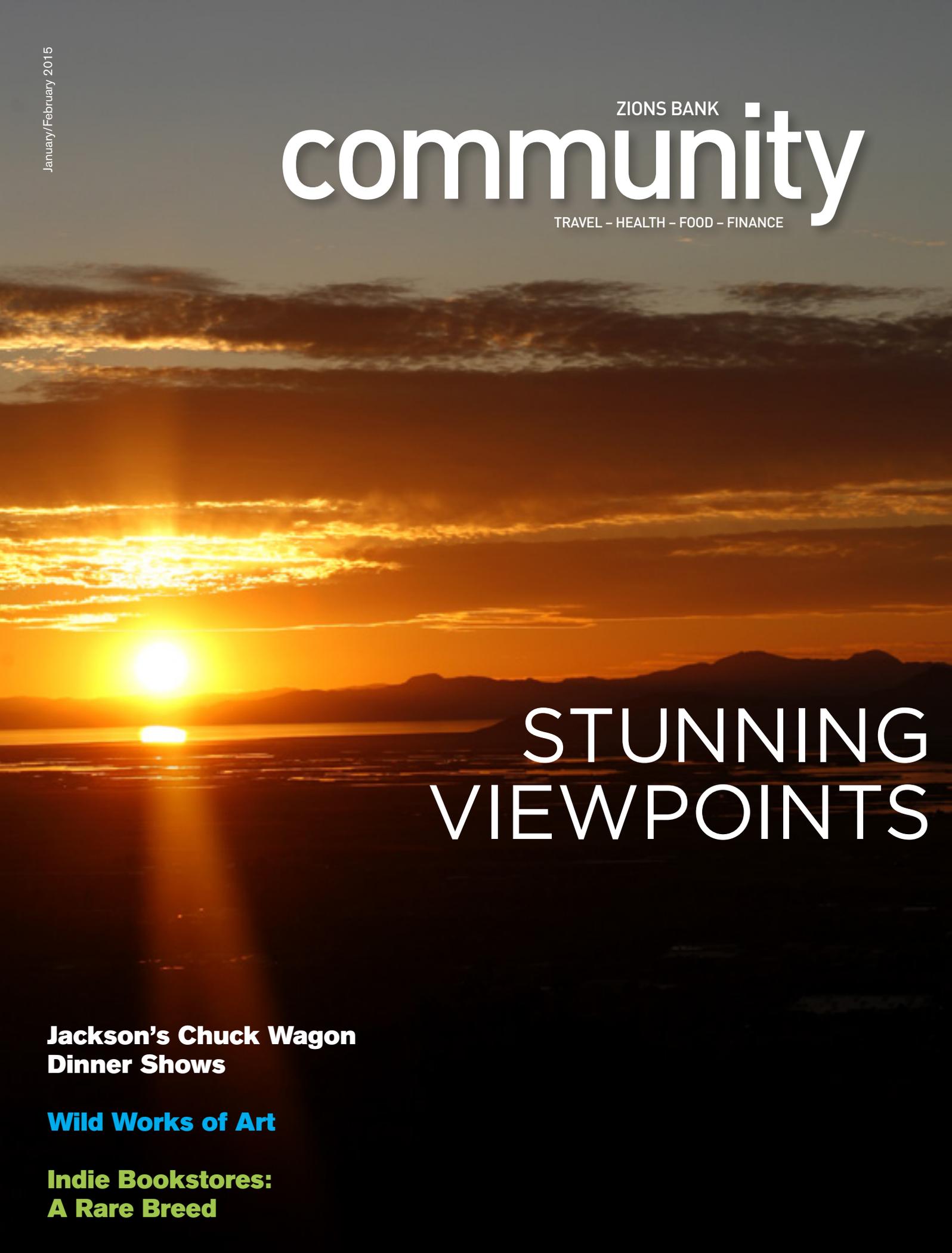


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# John Resor



## In Pursuit of Excellence

When businessman John Resor made plans to develop a portion of the family cattle ranch into a golf course and housing development, no expense was spared. Plans totaled more than \$130 million and called for luxury amenities at every phase — a golf course designed by the legendary Tom Fazio, commissioned art in the clubhouse and a restaurant with chairs upholstered in Italian leather. Even when the economy took a turn for the worse in the middle of construction, Resor refused to scale back.

By Amelia Nielson-Stowell

Photo by Matt Thomas

“We opened during the recession in 2009, and if we didn’t have the best golf course and best clubhouse in the region, we would have been in trouble. But people were attracted to quality,” Resor says. Shooting Star in Jackson Hole boasted 189 members when it opened, with an annual membership fee of \$100,000.

Working for two-and-a-half decades on some of Jackson Hole’s major development projects taught Resor a thing or two about excellence, from a stint as president of Jackson Hole Mountain Resort to president of Granite Ridge Townhomes.

“What I learned was always try and achieve the highest quality you can. Don’t cut any corners. It’s always better to come out with the best product,” he says.

Resor moved to Jackson Hole, Wyoming, in the late 1980s to get involved with the development of the Teton Village. His family had owned the adjoining land for decades and didn’t want the resort to sprawl down the road towards the family ranch.

The Resor family history in Jackson Hole dates back to the Depression, when Resor’s then 11-year-old father, Stanley, visited the area for the first time. Stanley called home to tell his dad about the picturesque mountains and western charm, and his father bought 100 acres on the advice of his preteen son. Three generations of Resors spent their summers vacationing in Jackson Hole, more acres were purchased, and they soon started Snake River Ranch. Today, that full-time cattle ranch totals 3,800 head of cattle a year and is the largest working cattle ranch in Jackson Hole.

The 85-year-old ranch is what drove the family to develop Shooting Star. “Having a real estate component on that land makes ranching sustainable,” Resor explains. The family has permanently protected more than 1,800 acres of their ranch as open space and listed it on the National Registry of Historic Places. “Growth always has to be balanced with preservation,” Resor says. “Along with growth comes responsibility.”

Homes at Shooting Star stop at the north end of the golf course, so views of the three surrounding mountain ranges from the greens are not hindered. Natural hills, streams and five lakes are incorporated into play. “We are marketing to families,” Resor says. “It’s not just about golf. It’s hiking, skiing, fly fishing. We didn’t want to be a golf club; we wanted to be a real family oriented, year-round club.”

A family man himself, Resor grew up one of six brothers in New Canaan, Connecticut, and raised his own five kids in Jackson Hole where they rode horses and explored the mountains. And today, they walk a few minutes from their backyard to golf off the 15th tee.

“I’m not a great golfer, but golfing gets you out for family time,” Resor says. “When you’re golfing, you have a captive audience with your wife and kids.”