



Beucher Family Ownership

Mission Inn Resort & Club is the result of Nick Beucher's inspired vision 50 years ago. In 1964, the Illinois businessman and adventurer purchased what was then known as the Floridan Country Club and surrounding land with a century of history dating back to when citrus groves covered Central Florida.

Mission Inn Resort traces its history to 1916, when William J. Howey purchased 60,000 acres of real estate in Central Florida intending to create the largest horticultural empire in the world. Howey banked on investors buying acreage, contracting his company to clear land, plant and harvest citrus trees in the rich soil and ideal climate, then ship the fruit and return profits to the owners.

In 1917, Howey commissioned a golf course designed by George O'Neil to complement the Inn, boost sales and create incentive for additional growth. Florida Chain-o-Lakes Country Club was acclaimed as Florida's finest, boasting rare 85-foot tee-to-green elevations, towering forests and sparkling spring-fed lakes. The course was enhanced in the mid 1920s. Soon after the stock market crash and the ensuing Great Depression, a devastating Florida freeze combined to end Howey's dreams of a citrus empire.

Nick Beucher began his sales career in 1936 with the Morton Salt Company. in Chicago's western suburbs. Named top salesman for four consecutive years, his career was interrupted by a broken leg while riding at a local rodeo. Once recuperated, he set out to fulfill a lifelong dream of riding across Mexico on horseback. In 1939, Beucher, then 21, and a friend saddled up and spent 39 days riding nearly 1,400 miles.

Twenty-five years later, Beucher was a husband, father and successful businessman trading in cattle by-products, meat and hides. In 1964, he spotted an advertisement in *The Wall Street Journal* that ultimately led him to purchase the neglected Floridan Country Club. He renovated the golf course and clubhouse in 1969, and created a new resort inspired by the Spanish Colonial architecture of which he became so fond during his horseback ride through Mexico.

Mission Inn Resort & Club has dramatically expanded since then and now includes 176 hotel rooms, a second golf course, fresh-water fishing, marina, full-service spa, three restaurants and 30,000 square feet of group space for meetings, weddings and special events.

Beucher's family joined the business and today his children and grandchildren own the resort, greeting and welcoming guests to their home away from home. Mission Inn Resort & Club is a direct reflection of the vision and tireless effort of the Beucher family and the resort's dedicated staff.

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