

No. 2 Ted Turner

2,000,000+ acres



Left: Guests at two of Turner's New Mexico ranches can now stay at the Sierra Grande Lodge and Spa.

Below: The pioneering environmentalist at home on the range.



TURNER ENTERPRISES INC.

As the largest landowner in New Mexico, Turner is always looking for ways to bring greater access to landmark properties, such as his 590,823-acre Vermejo Park Ranch in the northernmost portion of the state, the 156,439-acre Ladder Ranch and the 362,885-acre Armendaris Ranch in south central New Mexico. This April he took a major step when he purchased the historic Sierra Grande Lodge and Spa in Truth or Consequences.

"Sierra Grande is only a short distance away from two of my ranches [the Ladder and the Armendaris] where we're expanding eco-tourism opportunities for guests, and it's also very close to the Spaceport my friend Richard Branson is developing. This is a special part of the country, and we've been involved in local communities for the past 20 years," Turner said in a statement.

The region in and around the Sierra Grande Lodge and Spa has been renowned for its therapeutic geothermal springs for centuries. Up until 1950, Truth or Consequences was actually named Hot Springs. Then Ralph Edwards announced that the first city in the U.S. that renamed itself in honor of his popular NBC Radio quiz show would host the show. The town charter was quickly changed.

Turner believes that his recent acquisition has unique business potential. "I visited the Sierra Grande last year with my family and fell in love with it," Turner said. "It has a rich history and rustic charm that is hard to find these days."

Built in 1929, the Sierra Grande is a Western landmark. Thanks to a recent renovation, it has returned to its former glory — and then some. Stop by for a visit at www.sierragrandelodge.com, and take a complete tour of Turner Ranches at www.tedturner.com.