

Grow the Game with a PAR

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Play A Round (PAR) 4 Research was created by the Wisconsin Golf Course Superintendents Association in 2010. The goal was to assist in funding sustainable turfgrass and environmental research for golfers, homeowners and everyone in between who enjoys a little green in their life. Whether at home, at parks, at sports facilities, or on golf courses, turfgrass improves the quality of our lives by enhancing property values, providing open space, and creating recreational opportunities. Wisconsin is home to over 300,000 acres of turfgrass that equate to a nearly one-billion-dollar-a-year industry that continues to thrive due in part to the cutting-edge turfgrass research at the University of Wisconsin-Madison.

With the support of PGA Tour Professional, Steve Stricker, and our natural spring fever, the PAR 4 Research Auction has become a spring board for Wisconsin Golf in each of the last 3 golf seasons. Since the inaugural event, this event has raised over \$33,850. All net proceeds were donated to the Wisconsin Turfgrass Association for turfgrass and environmental research funding.

But, it's not just about raising funds to support the evolution of our related sciences. It's also about having a direct influence in the growth of the game of golf. Many believe that an elaborate marketing

plan is required to help restore the interest in golf. It doesn't. So what is needed to help grow the game?? It's actually simple...To help grow the game; we simply need to provide opportunities to actually...play the game. Introducing the game to a non-player is fantastic. But, so is increasing the enthusiasm of the casual golfer. If a 4-some of friends

Start with a 4-some and maximize their enjoyment and their experience. If each of us provides such an opportunity, then it can become large scale.

The PAR 4 Research Online Auction is the perfect avenue to help grow the enjoyment and experience of golf in Wisconsin. PAR 4 Research provides many opportunities for all

Wisconsin golfers to obtain a golf experience which may not normally be available. Sample auction items include golf packages to many exclusive private golf or country clubs, nationally renowned golf courses and many other quality golf courses throughout Wisconsin and bordering states. These opportunities could lead to return play, new members or even introduce the game to a beginner.

This message is targeted toward all of us that want to see the interest in golf increase. Join in the effort. Donate a golfing opportunity to the PAR 4 Research Online Auction. Promote the auction to your family, friends, members, clients, etc. Finally, maximize

the enjoyment of those who experience your donation. Your participation is a win-win for everyone, including the game of golf.

To learn more about the PAR 4 Research On-line Auction and help sustain the Turfgrass industry while playing the great game of golf, please visit www.WGCSA.com or www.PAR4Research.com.



typically play golf together 2 times per season and can be increased to 4 times, isn't this growing the game? Growing the game doesn't need to be viewed as a large scale mission.

