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H&S Scene

Golf for Charity
Organizing and executing a large-scale charity function is no easy task. And the above might well have been the sentiments of Boise manager Dick Teutsch and his colleagues as the date of the 1977 Golf Exhibition at the Hillcrest Country Club in Boise drew near. But faint they did not, and their efforts yielded a harvest of about $30,000 for the Idaho Division of the American Cancer Society.

As president of Golf for Charity, Inc., the organization which sponsors this annual event, Dick Teutsch played a key role in the 1977 Exhibition's overwhelming success. "The work took up a great deal of my time," Dick said, "especially during the month just prior to the exhibition."

The large amount of time demanded is not surprising, however, considering the complexity of the task involved. Golf pros must be contacted and fees negotiated; an extensive advertising campaign must be planned and implemented; promotional and publicity functions must be staged; tickets must be sold and patronage solicited. Moreover, and this is the clincher, on the day of the event all these furious preparations must be merged to produce an exhibition so well run and polished that no one even suspects the huge amount of effort that went into it!

The Jack Nicklaus Golf Exhibition at the Hillcrest Country Club last August was just such a polished event. The day opened at 10:30 A.M. with a televised press conference in the clubhouse. The featured foursome of players included: golf legend Jack Nicklaus; Masters Tournament champion Gay Brewer; TV personality Dick Martin; and Stoney Brown, head pro of Boise's Crane Creek Country Club. Following the conference was a luncheon for the players and the ninety patrons of the exhibition.

For thirty minutes prior to the tee-off, the celebrities conducted a golf clinic for the gallery.

A popular event with the spectators, the clinic allows aspiring champions in the crowd to gain the expert advice of the pros through discussion and demonstration. "This," says Dick, "is not only one of the most interesting features of the day, but also a real selling point for the exhibition. I've heard many people say that the clinic alone is worth the price of the admission ticket." Dick went on to observe, however, that with funnyman Dick Martin participating in this year's clinic, "it was a comical exhibition as well as an instructional one."

The main event of the afternoon, an 18-hole exhibition round, began at 1:30 P.M. The combination of first-rate players and enthusiastic spectators made the match a memorable show for all.

The exhibition's impressive profits came from several sources: general admission and patron ticket sales, green sponsorships and program advertisements. More than 2,200 general admission tickets were sold at a price of $10, and the sale of patron tickets, which included luncheon at the club with the celebrities, yielded a sum of $9,000.

Green sponsorships were sold by the hole for a price of $1,000. This entitled the sponsors to display their business advertisements around a particular green and have pictures taken with

Shown at the 1977 Jack Nicklaus Golf Exhibition sponsored by Golf for Charity, Inc. are (l. to r.) Stoney Brown, head pro at the Crane Creek Country Club in Boise; TV personality Dick Martin; golf pro Jack Nicklaus; Genie Teutsch, Dick Teutsch, H.E.S. manager in Boise and president of Golf for Charity; and golf pro Gay Brewer. The 1977 exhibition, held at the Hillcrest Country Club in Boise, raised about $30,000 for the American Cancer Society.
pros and celebrities. The full-color exhibition program, which included $15,000 worth of ads and messages from local businesses, was distributed free at the match. The ads were procured by women's golf associations in the area, which divided up the Boise business district and did a very thorough job of canvassing and selling. "It was a real group effort," Dick said. "Considering all aspects of the event, the number of people involved in the project probably exceeded 250."

Top-notch golfers can demand—and receive—premium fees (pro costs for the 1977 exhibition amounted to almost $18,000), but the enormous response to the function justified the price of quality. Having drawn a gallery of almost 2,300 people and made a profit in the neighborhood of $31,000, Golf for Charity's 1977 Exhibition was the most successful yet. As the organization's president, Dick is understandably proud.

Back in 1974, a group which was active in the Idaho Division of the American Cancer Society came up with the idea of holding an exhibition golf match to raise money for that charity. Some preliminary investigation determined that the amount needed to procure the desired professionals was $18,000. But, since the Cancer Society is not permitted to use its current assets to finance potential fund-raising events, a separate organization was needed. And so Golf for Charity, Inc. was established as the vehicle through which capital for the golf match could be raised and the event itself executed.

Dick Teutsch, one of the originators of Golf for Charity, Inc., served as its first treasurer. By proposing their plan to various business owners in Boise, the members of the organization were able to get a local establishment to act as the financial guarantor of the endeavor. With that backing, the first exhibition match was launched. And when the proceeds ultimately reached $23,000, the trial run was declared an unequivocal success.

Looking back to that first exhibition, Dick can see how Golf for Charity, Inc. has grown and developed over the past four years. "As time goes on," he reflects, "the organization becomes more efficient and the logistics smoother. Since many of the same people work on committees year after year, the responsibilities and potential problems are known and easier to cope with. At this point, we're working with familiar experiences instead of untried ideas."

There are twelve directors of Golf for Charity, Inc. who meet regularly beginning in February to plan the annual exhibition and to decide which charity will be the recipient of that year's proceeds. Profits from the last three events have been donated to the Idaho Division of the American Cancer Society.

Dick's work with Golf for Charity, Inc. has given him a unique opportunity to meet and interact with celebrities from the world of golf. His impressions have been entirely positive. For comedian Dick Martin, Teutsch has only praise and admiration. "An incredibly sincere and likeable guy," he said. "Not only did he volunteer to do the exhibition for nothing more than the cost of his transportation and accommodations, but he also knocked himself out to help us in every possible way. He never complained about a thing."

Dick described golf giant Jack Nicklaus as "the most intense individual I've ever met." It seems that Nicklaus exudes as much earnestness when discussing the variety of foliage around Boise as he does when addressing the ball at a high-stakes golf tournament.

Pros from previous years—such as Lee Trevino and Janie Blalock—left Dick with similarly favorable impressions. Despite the egocentric image that sports stars sometimes project, hearts of gold usually emerge where charity is involved. "Most were not only eager to be helpful but also willing to put themselves out to do so. That kind of support makes the whole project seem really worthwhile."

When asked if his involvement with Golf for Charity, Inc. has been beneficial for his professional life, Dick answered, "Very definitely. My work with the organization has enabled me to meet dozens of individuals in and around Boise—people with whom I would otherwise have had no contact. The exposure has unquestionably been valuable." Dick's enthusiasm is catching. This year, partner Bob Jirovec, also from the Boise office, took over as treasurer of Golf for Charity, Inc. Aside from his interest in the fund-raising function of the Golf for Charity exhibitions, Dick enjoys playing golf. A member of Boise's Crane Creek Country Club, he describes his own game as "strictly amateur." When asked to disclose his handicap, he laughed but refrained from answering the question. "I've found in the past," he explained, "that in certain situations—such as a golf game—it's better to keep some secrets!"