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Best Face Forward

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Notes from the Field

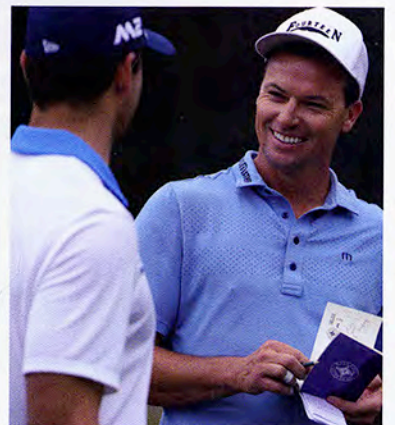


BEST FACE FORWARD

FURMAN HOSTED THE
NATIONALLY TELEVISED
BMW CHARITY PRO-AM
IN MAY

BY JOHN ROBERTS

Notes from the Field



BMW Charity Pro-Am celebrities included Green Bay Packers quarterback Aaron Rodgers (left), Alfonso Ribeiro, who played Carlton Banks in the television show “The Fresh Prince of Bel-Air” (above, second from right) and the camouflage-clad Larry the Cable Guy.

On a soggy day in late May, German golfer Stephan Jaeger was declared the winner of the rain-shortened BMW Charity Pro-Am.

But another winner emerged: Furman University.

For the first time, the Furman Golf Club joined the storied tournament as one of three Greenville host sites. The others were the Thornblade Club and the Preserve at Verdae.

Tens of thousands turned out for May 18-21 golf tournament. And roughly 3 million viewed the event on the Golf

Channel, which broadcast the Pro-Am and aired commercials for The Furman Advantage during primetime.

It’s hard to put an advertising value on the coverage and associated social media, but the event certainly helped the university expand its national reputation. And by all accounts, the university and the Furman Golf Club made a great first impression.

“All of the players said they loved the Furman course. It got a lot of rave reviews,” said Becky Vuksta, Furman’s director of auxiliary services, who played a big role in

organizing the tournament. “Everyone loved the way they were treated.”

In accepting the BMW Charity Pro-Am trophy, Jaeger also gave the course kudos.

Since 2001, nearly 150 celebrities have participated in the Pro-Am, including actors Kurt Russell, Kevin Costner and Dennis Quaid. This year’s headliners included Green Bay Packers quarterback Aaron Rodgers, comedian Larry the

Cable Guy, and former major league baseball players Paul O’Neill, Russ Ortiz and Chipper Jones.

The tournament is managed by the nonprofit organization South Carolina Charities and raised \$631,495 for 14 Upstate charities. Since its inception, the tournament has donated over \$12 million to more than 200 charities. Furman is scheduled to host again next year. ●

BY ALL ACCOUNTS, THE UNIVERSITY AND THE FURMAN GOLF CLUB MADE A GREAT FIRST IMPRESSION.