

# Good Golf!

*How to raise money  
and have fun  
at the same time*

BY *Diane Taylor*

Most weekdays will find Mark Coen hard on the job at Page Belting Company overseeing the manufacture and sale of a diversified product line of industrial leather belting, washers, gaskets and hydraulics. But on this particular Wednesday morning in August, Coen starts his day with the offer of a mimosa and looks forward to chocolate covered strawberries and a barbecue lunch catered by Outback Steakhouse. He will

also eat all the grilled hotdogs he wants,

and put himself in contention to

win a diamond ring from Capitol

Craftsman or a motorcycle from

Heritage Harley Davidson.





photos courtesy of the Greater Concord Chamber of Commerce

Joyce Bresciani and Jeff Trombly are all smiles at the Concord Chamber of Commerce annual charity golf tournament.

Such are the perks Coen anticipates when he pulls out his golf clubs and heads for the Greater Concord Chamber of Commerce annual charity golf tournament, held each year at Beaver Meadow Golf Course in Concord. Once there, Coen will join 139 other likeminded men and women, each of whom has paid \$150 for the chance to spend the day driving and putting in the sunshine, enjoying the company of friends and fellow business people, and doing it all for a good cause, in this case, an educational fund that finances innovative programs in

Concord area schools.

Coen and his cohorts are far from alone. The Greater Concord Chamber's Funds for Education Golf Tournament is just one of more than a dozen charity tournaments held throughout the Kearsarge area. Some tournaments, like the Concord Chamber's event, have been in existence for decades. Others, like the one Farmsteads of New England hosted for the first time in 2009, are new players on the scene. But old or new, the charity tournaments offer golfers a perfect excuse for doing what they like best — golfing.

In the process, area golf courses drum up new business, and goodwill fans out into the community as thousands of dollars are raised for a variety of nonprofit organizations.

#### **Good fun and good causes**

A certain air of levity marks some — if not all — of these charity tournaments. There is the simple fact that the majority of participants are treating themselves to a day on the greens with a chance to win prizes for things like hitting the longest drive or nailing a hole-in-one or even being on the worst

► **GOOD GOLF** continued on page 6



## Plan well. Live well.

*You spend a lifetime building assets. Now, it's time to preserve and grow your wealth. As the premier, local wealth management firm in the Upper Valley/Lake Sunapee Region, we offer clients a unique combination of expert advice, leading-edge investment solutions and personal attention to help you **plan well** so that you can **live well**.*



  
**LEDYARD**  
FINANCIAL ADVISORS

*For a personal consultation, call  
Dennis B. Mitchell, CFP®, Sr. Vice President  
at 603.640.2715.*

ASSET MANAGEMENT | INVESTMENTS | TAXES | BANKING | WEALTH MANAGEMENT

LEDYARD FINANCIAL ADVISORS LOCATIONS HANOVER | NEW LONDON [ledyardbank.com](http://ledyardbank.com) 1.888.746.4562

**GOOD GOLF** *continued from page 5*  
team. That tends to put people in a good mood.

Then there are events like the Black Fly Open or the Hawaiian Shirt Open, which deliberately encourage a bit of comic relief. Held each year at the Country Club of New Hampshire in Sutton and sponsored by the Lake Sunapee Region Chamber of Commerce, the Black Fly Open kicks off the charity season in early May. True to its name, it can involve some inventive, less-than-serious measures for combating the spring scourge of black flies.

"It's always a fun day," says Francetta Raymond, vice president of Lake Sunapee Bank and treasurer of the Lake Sunapee Region Chamber. "We're always one of the first tournaments of the season, and the golfers are always eager to get out and play. The black flies don't bother them that much."

Even tournaments that don't seem to officially encourage a little goofing off are not entirely serious. "We go through 400 hotdogs in a day," notes Valerie Blake, vice president of the Greater Concord Chamber of Commerce, "and that's not including what the players eat for lunch."

This is the same tournament that starts the day with champagne and orange juice and serves chocolate covered strawberries on the greens. How serious can it be?

Pretty serious, actually. The players may be having fun, but the range of causes they are helping to raise funds for addresses some weighty societal issues. In mid-May at the Owl's Nest Golf Club in Campton and again in mid-June at the Country Club of New Hampshire, the Granite Chapter of the American Red Cross hosts charity tournaments to raise money for disaster relief throughout the state.

The Concord Hospital Challenge Scramble, held in early August at the Concord Country Club, aims to provide funds for Acute Care for the Elderly, a senior service program run out of Concord Hospital. The

Non-deposit investment products are not insured by the FDIC, are not deposits or other obligations of, or guaranteed by the Bank or any affiliate, and are subject to investment risk including the possible loss of principal amount invested.



Jane Tewksbury and George Coen catch a ride to the next hole.

New England Handicapped Sports Association heads to the Country Club of New Hampshire at about the same time, raising funds to expand sporting opportunities for persons with disabilities.

Scholarships are a perennial favorite cause of charity tournaments. The New London Rotary Club takes over the Lake Sunapee Country Club each June to provide scholarships for Sunapee and Kearsarge Regional High School students. In July, the Lake Sunapee Country Club hosts another tournament, this time sponsored by the Red River Technology Foundation, which provides not only scholarships, but IT equipment, time and resources to local students as well.

In 2009, Farmsteads of New England took on the task of planning their first-ever charity tournament at the Angus Lee Golf Course in Hillsboro. They need funds to continue to provide residential and day support to people with autism.

“We went into it not really knowing what we were doing,” admits Deborah DeScenza, founder and executive director of Farmsteads, “so we kept it simple and didn’t offer a lot of big prizes.”

But the event paid off. “We very easily got the 14 or 15 teams of four that we needed. We actually turned some people away,” DeScenza says.

“We made a couple thousand dollars for our program, and we already have our date set in 2010.”

### Good people and good courses

For the players, deciding to participate in a charity tournament is something of a no-brainer.

“It’s fun. You meet people. It’s a day outside,” says Trish Taylor, executive chef at the Grappone Conference Center and a participant in the Greater Concord Chamber’s 2009 tournament.

Besides that, avid golfers rarely find a good reason not to hit the greens. If they can play with their friends, win some prizes, and help out a worthy cause all at the same time, they see no reason not to go.

For the people who own or manage the golf courses, the incentive to get involved in charity tournaments is slightly more complicated. The clubs and courses are, after all, for-profit endeavors. If the nonprofits need to make money, so do the courses. But that’s where hosting a charity tournament

► **GOOD GOLF** continued on page 8

**Plan well. Live well.**

- PERSONAL BANKING
- BUSINESS BANKING
- INVESTMENTS
- TAXES
- WEALTH MANAGEMENT

**LEDYARD**

BRANCH LOCATIONS HANOVER | LEBANON | LYME | NEW LONDON | NORWICH | WEST LEBANON  
 LEDYARD FINANCIAL ADVISORS LOCATIONS HANOVER | NEW LONDON ledyardbank.com 1.888.746.4562

Personal and business banking relationships within the retail bank are subject to FDIC insurance coverage limits. Investment, tax and wealth management services offered by Ledyard Financial Advisors are not insured by the FDIC, are not deposits or other obligations of, or guaranteed by the Bank or any affiliate, and are subject to investment risk including the possible loss of principal amount invested. EQUAL HOUSING LENDER MEMBER FDIC

GOOD GOLF continued from page 7

becomes a win-win situation for everyone involved.

Kevin Gibson, golf pro and general manager at the Country Club of New Hampshire, explains that, from the perspective of the golf courses, the charity tournaments offer a perfect marketing opportunity.

“We do about a dozen charity tournaments each year, running most of them on Mondays, which are slow days for us to begin with, and also scheduling most of them in the spring and fall,” Gibson says. “It’s a good way for us to introduce new people to our course and keep the courses busy during slower times.”

Gibson notes that the Country Club of New Hampshire also sees the charity tournaments as a means to contribute to the civic well being of their towns. They reduce the greens fees for the nonprofits and occasionally lend a hand in providing lunch as well. Says Gibson, “We’re in the community, and



we want to help out the nonprofits as much as we can.”

So what if no one actually won a diamond ring or a motorcycle at the Greater Chamber of Commerce Funds for Education tournament last year? The players will come back and give it another try this August. It’s fun to feel

good about playing a game you love, knowing you help others out just by enjoying your day. 

*Diane Taylor is a freelance writer who grew up in Lebanon, N.H. She has, on occasion, taken a swing at a golf ball. But mostly she likes riding shotgun in the cart.*

## TREASURE TROVE OF TOURNAMENTS

The Kearsarge area offers a plethora of charity golf tournaments. We tracked down as many as we could and no doubt missed a few.

### What: **Black Fly Open Golf Tournament**

When: Mid-May  
Where: Country Club of New Hampshire, North Sutton  
Benefit: Lake Sunapee Region Chamber of Commerce  
Contact: 526-6575



### What: **Newport Area Chamber of Commerce Annual Golf Tournament**

When: Late June  
Where: Newport Golf Club, Newport  
Benefit: Newport Area Chamber of Commerce  
Contact: 863-1510

### What: **Red River Technology Foundation Annual Charity Golf Tournament**

When: Early July  
Where: Lake Sunapee Country Club, New London  
Benefit: Donations of scholarships, IT equipment, time and resources to local students  
Contact: 442-5559

### What: **Hawaiian Shirt Open**

When: Early August  
Where: Newport Golf Club, Newport  
Benefit: Tom and Judy Tuohy Memorial Scholarship Fund, awarded to a graduating senior of Sunapee Middle High School  
Contact: 863-7787

### What: **New London Rotary Club Scholarship Golf Tournament**

When: Mid-June  
Where: Lake Sunapee Country Club, New London  
Benefit: College scholarships for Sunapee and Kearsarge Regional High School students  
Contact: 526-5895

### What: **Farmsteads of New England Annual Golf Classic**

When: Mid-June  
Where: Angus Lea Golf Course, Hillsboro  
Benefit: Residential support for people with autism and other developmental disabilities  
Contact: 464-2590

### What: **New England Handicapped Sports Association Golf Tournament**

When: Late August  
Where: Country Club of New Hampshire, North Sutton  
Benefit: NEHSA promotes sporting activities for persons with disabilities.  
Contact: 763-9158

### What: **Annual Chargers Club Golf Classic**

When: Mid-September  
Where: Lake Sunapee Country Club, New London  
Benefit: Colby-Sawyer Varsity Athletics and the Scholarship Fund  
Contact: [www.colby-sawyer.edu/chargers](http://www.colby-sawyer.edu/chargers)

### What: **Annual BSNY Golf Tournament**

When: Early October  
Where: Country Club of New Hampshire, Sutton  
Benefit: Bradford Newbury Sutton Youth Sports  
Contact: 938-6128

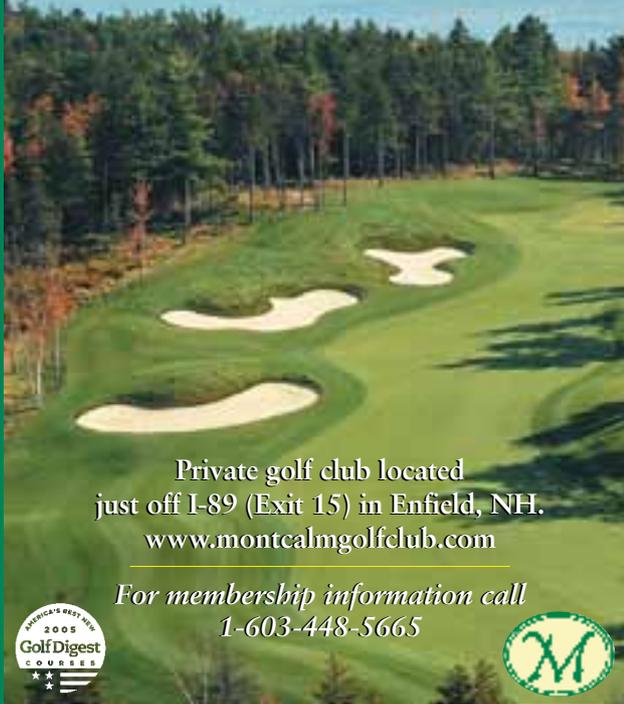
### What: **Wilmot Fire and Rescue Annual Golf Tournament**

When: Late September  
Where: Country Club of New Hampshire, Sutton  
Benefit: Town of Wilmot’s fire and rescue squad  
Contact: 526-4825

# Your Link to the Links

## MONTCALM GOLF CLUB

Enfield, New Hampshire



Private golf club located just off I-89 (Exit 15) in Enfield, NH.  
[www.montcalmgolfclub.com](http://www.montcalmgolfclub.com)

For membership information call  
 1-603-448-5665



## Country Club of New Hampshire

OPEN TO THE PUBLIC.  
 Quality dining • Lounge

Challenging 18-hole golf course at the foot of majestic Mount Kearsarge. Fully stocked pro shop, driving range, practice green, over 80 carts. 28-room motel adjacent to course.

*golf*

*The way it was meant to be!!*

NORTH SUTTON, NH  
 1 mile from Exit 10, I-89  
 Kearsarge Valley Rd. • 603/927-4246  
 Twice rated one of top 75 public golf courses in the U.S. by Golf Digest.

## NEW YORK CITY

DARTMOUTH COACH TO THE BIG APPLE

**SEVEN DAYS A WEEK**

A NEW WAY TO TRAVEL FROM THE UPPER VALLEY TO NEW YORK CITY.



NYC SERVICE FROM HANOVER & LEBANON

28 EXECUTIVE SEATS  
 CONFERENCE AREA • SATELLITE RADIO  
 POWER OUTLETS • STOP IN STAMFORD, CT  
 LIGHT REFRESHMENTS

CALL 1-800-637-0123 FOR INFORMATION.  
 BOOK YOUR TRIP AT [WWW.DARTMOUTHCOACH.COM](http://WWW.DARTMOUTHCOACH.COM).

ALSO SERVING **BOSTON**

DAILY TRIPS FROM HANOVER, LEBANON & NEW LONDON TO SOUTH STATION AND LOGAN AIRPORT.

BOSTON & LOGAN AIRPORT - NO RESERVATIONS NEEDED.  
 RESERVE YOUR NEW YORK TRIP TODAY!  
 SAVE TIME - BUY YOUR TICKET ONLINE.

## Zoë & Co.

*Professional Bra Fitters*

*Hold 'em Up!*



92 North Main St.  
 Concord, NH  
 603.224.2727

[www.zoehandcompany.com](http://www.zoehandcompany.com)