

# Northern exposure

## Shootout gives Gaylord a boost

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and tell us they've seen the area spotlighted on TV and they want to visit and play some golf."

When visitors come to Otsego County, it isn't just the golf courses that benefit, Beachnau pointed out. The area restaurants, gas stations, hotels and other local businesses also gain.

"Having the Shootout on TV is a great plus for the whole area," says Judy Mason, director of golf at nearby Michaywé. "It isn't just about Treetops; it helps all of us. People come here from out of town to play golf and they spend their money here. Everybody benefits from it. It's a boost for Gaylord and for the whole Golf Mecca."

Jeff Luczak, the assistant pro at the Black Forest and the Wilderness Valley courses that are part of the Golf Mecca, can't say for sure how many people have played those courses as a direct result of the Shootout, but he knows there is a positive impact.

"It's something that builds every year," Luczak said. "The TV exposure is great because it generates interest and gets people coming to the area. When they come, they're looking to play golf and there's a lot of great courses around here to play.

There's a ripple effect."

Mark Hogan, the head golf pro at Otsego Club, has been a professional in the Gaylord area since 1986. He is among a number of area pros who have witnessed first hand the impact that the Shootout has had.

"There's probably more of a benefit to the area as a whole than to the individual golf courses," Hogan said. "People see the Shootout on TV and make plans to come and visit. They might end up playing golf at Treetops or at some other resort while they're here, but they give a boost to the whole economy. The TV exposure is a good thing for sure."

For his part, the current Treetops Resort Director of Golf Scott Head is happy to keep the tradition going.

"All of us here at Treetops are aware that this was Harry's dream and it's gratifying to be part of making that dream come true," Head said. "It's always a thrill to have some of the biggest names in golf come here every year. The fact that it can be on national TV and bring that kind of exposure to the Gaylord area is a huge plus for everybody."

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