

Mixing Business & Competition

Chief executive officers receive VIP treatment as they compete for the title of 'Best CEO Golfer in the World.'



Event:

CEO Golf Challenge

The inaugural CEO Golf Challenge World Championship was held Oct. 12-15, 2006, at The Ritz-Carlton Golf Resort in Naples, Fla. Eight CEO's, some of whom qualified at the challenge held alongside the Masters Tournament, competed for the title of Best CEO Golfer in the World. Canadian Jim Frye, CEO of Jim McLean Golf Schools, came out on top, shooting a two-day total of 160 to win the title.

About CEO Golf Challenge:

CEO Golf Challenge is part of the CEO Challenges group of companies. The company has run the CEO Ironman Challenge events worldwide since 2001, and used this experience to develop the CEO Golf Challenge program.

CEO Golf Challenge events are open to CEO's, presidents, owners, or c-suite executives of companies with more than \$5 million in gross revenue (\$2.5 million for women) and are limited to 25 participants.

Joanne Noble, president of CEO Golf Challenge says, "the parent company, CEO Challenges has been running the CEO Ironman Challenge since 2001 and saw there was a niche market for c-suite executives in other sport competitions and decided to expand and develop the CEO Golf Challenge. These are very driven people, not only in business, but in sports as well. They prefer to receive extra-special treatment at these competitions and are willing to

pay a premium to get VIP treatment and service."

About CEO Challenge:

CEO Challenge is the worldwide leader in sport competitions for CEOs, including the CEO Ironman Challenge, Running and Triathlon with CEO Fishing, Tennis, Driving, Cycling, Climbing, Skiing and Sailing Challenges launching this year. Each is a competition specifically designed for CEOs with the ultimate goal of finding the best CEO in the world in each sport.



◀ *Final twosome: Jim Frye and Jim Magnusson exchange scorecards with tournament officials on the first tee of the final round.*

Player recruitment:

From an extensive database of eligible CEOs, Noble has developed a list of potential players who she sends mailings to in order to promote the events and there is also the CEO Golf Challenge web site where players can register online.

Forbes.com is the media partner and presenting sponsor and they promote the events to more than 260,000 subscribers. Noble also says there is a lot of word-of-mouth marketing from the CEOs themselves as well.

While all CEO golfers are welcome, Noble says most are highly skilled players. She caps each event at 25 players to aid in networking and to keep the intimacy. "We want to create a platform that allows the CEOs to network amongst themselves. At the roundtable dinner, you can see the business transactions happening. This is a number that allows them to get to know each other," she says. "They can develop new friendships and new business relationships. The CEO's have

such tight schedules they don't often get a chance to network like this, so they really take full advantage of this opportunity."

Format:

Typically each event takes place Thursday through Sunday. Guests arrive on Thursday and are hosted with an official welcome dinner. Friday is a practice round and Saturday is the competition of 18 holes of stroke play where winner takes all. Sunday is check out.

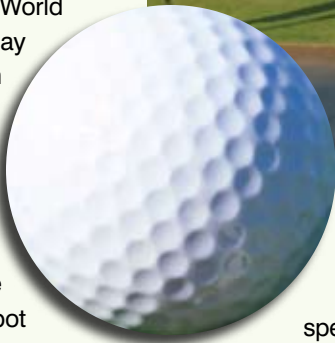
Dinners are held each evening with an awards reception on Saturday where the winner receives

an invitation to the CEO Golf Challenge World Championship. CEOs are not playing for money but for the title of Best CEO Golfer in the World. Frye, the 2006 winner, received a trip for two to the Fancourt Resort in George, South Africa. The winner also receives an exemption for next year's World Championship.

The CEO Golf Challenge World Championship is a two-day competition of 18 holes each day with the winner having the best two-day total score. All participants have most likely qualified from one of the CEO Golf Challenge events staged throughout the year and have earned their spot to compete.

Course selection:

With a very select group of golfers, Noble says a lot of golf resorts have contacted her because they have been intrigued with the event and concept. "It is an excellent opportunity for them to showcase their resorts and communities to the CEOs," she says. "I'm looking for exclusivity, five star or more resorts. I want the best accommodations and the best overall venue. The Ritz-Carlton Golf Resort in Naples, Fla., played host to our World Championship and it was just fantastic, it was all top-notch. There is also a private airport nearby and because many CEO's travel in their own



personal jets, it was a great location."

Making each event special: The main goal is to find the Best CEO Golfer in

the World, says Noble and equally important is to create an amazing platform for the CEO's to network amongst each other. The CEOs are paying a premium fee to participate and the program is always VIP from start to finish, she adds. The level of staff aids in the VIP treatment and service. The ratio is often one staff member for every five CEOs to make sure all the needs are taken care of for each one of them.

"We always incorporate a celebrity component along with a business component into each event that the CEO's thoroughly enjoy," Noble says. "A lot of the time, the business component is conducted and sponsored by one of the participating CEOs."

Feedback is also important to Noble. Each participant is asked to complete

a feedback form at the conclusion of the event. "This has been instrumental for us as it helps us to continually improve our program," she says.

Media coverage:

Fox Sports Net aired coverage of the CEO Golf Challenge World Championship three weeks after its conclusion. Noble says "while some CEOs may prefer to remain low-profile, it is also excellent exposure for the companies, and fun to watch. I think it would make a great reality show watching two prominent CEO's going head to head coming down the 18th. It would make for some pretty exciting television and hopefully will happen one day."

Charity component:

"Another important aspect is the charity component," Noble adds. "A sizable portion of the fees players pay goes to charity." A different charity is chosen for each event. For the championships it was the Prostate Cancer Fund and \$2,500 was donated. ☺



Noble congratulates the winner.



Jim Frye, Best CEO Golfer in the World, shows off his award.

Resources

CEO Golf Challenge
www.ceogolfchallenge.com

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