

**Event:** *Golf Scramble & Picnic*  
**Previous Date:** April 26, 2008  
**Location:** ND's Burke National Golf Course  
**Officer Lead:** Rusty Podbelski, Julian Hahm, Tom Junker

**Description:**

The golf scramble and picnic is another club social event held in 2008 during the spring and in 2007 during the fall.

**Goal:** To attract as many club members/professors/friends/etc. to participate (hopefully around 40 people)

**Planning Checklist:**

- Create a Committee with 6-8 Marketing Club members to help complete the following tasks.
- Initiate SAO Online approval. <http://sao.nd.edu/saonline/>
- Contact the Burke Course for tee times as well as arranging for a space for a picnic.
- Make sure price is arranged with the Burke – can be pricey
- Contact Food Services for picnic tables and food catering options.
- Subway Order (Golf Scramble):
  - Need Club FOAPAL #.
  - Have estimated amount of people to serve.
  - Meet with Subway Manager (go up stairs between Subway and Burger King in La Fortune) and set-up order with time and date of order. (Note: Subway is cheaper than Jimmy Johns)
  - For Drinks: usually cheaper to purchase drinks and Wal-Mart or Meijer and reimburse through SAO – Same with Ice (if an officer has a car) .
  - Also able to rent coolers from SAO.
- Arrange for registration in the Marketing Department with Sandy Palmer.
- Visit Marketing Classes with a sign up sheet.
- Email promotions
- Emphasize that students can play out of a single golf bag for a group (i.e. don't need their own clubs) and to remember the picnic after the event.
- Contact professors asking for their participation.
- Arrange for event prizes
  - Contact students in charge of various companies on-campus product promotions
- Arrange for food and drinks for the picnic with Food Services and confirm day of.
- Design, print and distribute posters promoting the event – have up for 1 week prior to event
  - Must get SAO approval stamp on one poster before making copies
- Ask various departments to send mass emails to students. Send reminder email closer to event.
  - **Marketing:** Sandy Palmer – [Sandra.a.palmer.14@nd.edu](mailto:Sandra.a.palmer.14@nd.edu)
  - **Graphic Design:** Mary Kutemeier – [Mary.A.Kutemeier.1@nd.edu](mailto:Mary.A.Kutemeier.1@nd.edu)
  - **FTT:** Christina Ries [Christina.Ries.6@nd.edu](mailto:Christina.Ries.6@nd.edu), Jackie Wyatt [wyatt.5@nd.edu](mailto:wyatt.5@nd.edu)
  - **Computer Science/Engineering:** [cse@cse.nd.edu](mailto:cse@cse.nd.edu) or [admissio.1@nd.edu](mailto:admissio.1@nd.edu)
  - **Computer Application Program:** Dana Calderbank – [dana.p.calderbank.1@nd.edu](mailto:dana.p.calderbank.1@nd.edu)
  - **Marketing MBA program:** Judy Miller – [jmille23@nd.edu](mailto:jmille23@nd.edu)

- **St. Mary's Marketing Dept:** Karen McDonald – [kmcdonal@saintmarys.edu](mailto:kmcdonal@saintmarys.edu)
- **Career Center:** Kevin Monahan [kmonahan@nd.edu](mailto:kmonahan@nd.edu) or [ndcps@nd.edu](mailto:ndcps@nd.edu)
- Ask other officers to give brief presentations to Marketing classes week prior to event.
- Create an agenda for the event, such as when the awards ceremony is, etc. etc. for those planning the event.