



# USGA event shines light on SentryWorld®, community

**In July of 2019, Sentry Insurance hosted the top junior female golfers in the world at SentryWorld for the USGA 71st U.S. Girls' Junior Championship. The final two days were covered live by Fox Sports, capping an event that attracted a multitude of coaches, players, family members, and spectators.**

For a week in July, SentryWorld and Stevens Point, Wisconsin, bustled with golfers, coaches, families, and spectators in town for the 71st U.S. Girls' Junior Championship. Through months of planning and hard work, we collaborated with the USGA, the city of Stevens Point, the Stevens Point Area Convention & Visitors Bureau, and other local community members to prepare for this prestigious championship.

It was an honor to host the top junior female golfers in the world. While this wasn't the first USGA championship held at SentryWorld, it was a first for this championship and the first event of this caliber since recent upgrades to our course. Everyone involved was eager to show how well our renovated parkland course would play—and how welcoming we knew the citizens of central Wisconsin would be.

Our hometown's enthusiasm for the championship showed up first in volunteer turnout. The USGA said we'd need at least 200 volunteers to help run the event. More than double that number signed up.

After severe storms hit the area the night before and morning of the first practice rounds, dozens more people showed up at the course to help clear debris. When we learned widespread power outages left many players and their families without hot water at their hotels, we gave them access to the shower facilities in the wellness center at our home office, across the street from SentryWorld.

"We greatly appreciate Sentry's generosity in acknowledging the challenges our field is facing and reacting to overcome those challenges by opening their doors to us," wrote Tracy Parsons, USGA director of championships, the weekend before competition got underway. "I know that SentryWorld and Sentry Insurance are proud hosts of this championship, and this goes above and beyond so that players, their families, and our members can be comfortable. Their commitment to this championship is unparalleled."



With help from the volunteers and round-the-clock attention from our maintenance team, the course was in top shape for this highly competitive event. The final two rounds were broadcast live on Fox Sports FS1, giving our hometown the chance to shine again with a strong spectator turnout in the galleries.

Local businesses were also vital to the success of the championship. Many put out welcome signs greeting golfers and visitors. Some extended their hospitality with discounts and even special menu items to give guests fond memories of their time in Stevens Point.



"This was a great way to make a wonderful first impression of not only SentryWorld, but the Stevens Point community," said Katie Kreuser, our LPGA professional at SentryWorld, and championship chair.

It had been 33 years since we last hosted a USGA championship—the first was the 1986 U.S. Women's Amateur Public Links Championship. We look forward to the opportunity to host more major golf events in the future.

Here's what others had to say about the 71st U.S. Girls' Junior Championship:

- "It's a gem of a track that forces players to shape their tee shots and avoid being distracted by one of the most unique golf holes in the world—the No. 16 Flower Hole—one that is visually stunning as any you'll find."
- Fox Sports commentator
- "This golf course was so spectacular, so beautiful. I believe everyone had a wonderful time playing on it."
- Jillian Bourdage, of Taramac, Florida, runner-up in the championship
- "If I'm calling the shots at the United States Golf Association, I'm looking at the calendar today and figuring out how soon the organization can get another championship booked at SentryWorld."
- Gary D'Amato, senior writer for Wisconsin.Golf