



# Decades of parkland golfing excellence

SentryWorld® is a tribute to our roots in the community of Stevens Point, Wisconsin, and the pride we all feel for the area. When past Sentry Insurance® CEO John Joanis developed plans to construct SentryWorld in the early 1980s, he envisioned Wisconsin's first destination golf course. A cutting-edge recreation complex, a place where residents and visitors alike would feel welcome.

Joanis wanted it to be a celebration of the city, the state, the region, and the people who made it possible. Legendary golf course designer Robert Trent Jones Jr. made that dream a reality, calling the completed course his "Mona Lisa."

Current Sentry Chairman of the Board, President, and CEO Pete McPartland renewed our dedication to Stevens Point in 2013 by spearheading major renovations to the course and overall complex. Jones Jr. returned to shepherd the course changes, and today calls it the "Augusta of the North."

The updates to the SentryWorld complex once again providing visitors an authentic central Wisconsin experience. Our rich heritage is incorporated throughout. The building's design, with its combination of rustic elements and modern sensibility, reflects the work of Wisconsin's own Frank Lloyd Wright. SentryWorld's restaurant was given an overhaul and a new, meaningful name: PJ's – SentryWorld™. Named for P.J. Jacobs, the restaurant is a tribute to the region's cuisine and the man who brought Sentry to Stevens Point in 1912. PJ's features almost entirely locally sourced ingredients, from the meats to the vegetables and—of course—the cheeses.

Then there's the course itself, a parkland-style golfing paradise that reflects the beauty of the area. Here at SentryWorld, we're proud of our home, and we aim to celebrate it at every turn.

## 2013-2014 COURSE REDESIGN

Time isn't friendly to even the finest golf courses like SentryWorld, and that's especially true when it's 30 years of Wisconsin winters and wear and tear. By 2012, it was clear to us that SentryWorld would need substantial renovations to remain one of Wisconsin's premier destination courses.

Though initial discussions between Sentry senior leadership and the renovation team—original course designer Robert Trent Jones Jr. and course architects Bruce Charlton and Jay Blasi—revolved around routine topics like irrigation systems and bunker sand, they

quickly recognized that there was an opportunity for wholesale, course-defining change.

Together with Sentry senior leadership, the team developed a bold plan that would not only restore SentryWorld to its former glory, but would take the course to new heights. They understood that the game of golf had fundamentally changed since 1982, with better equipment and a more diverse array of playing styles, and agreed that the course should reflect this shift.

## A NEW AND IMPROVED SENTRYWORLD

After nearly two years of renovations, SentryWorld reopened in 2015, and the enhancements were evident from the very first tee. Golfers encountered new and rerouted holes on the newly used property, relocated greens and bunkers, kicker slopes and fallout areas, and lakes and streams guarding greens and shaping fairways after previously serving only as beautiful photo backdrops. Best of all, the renovation team managed to achieve the seemingly impossible: creating a longer and more challenging course for low-handicap golfers, while also offering recreational players a friendlier, more enjoyable experience.

## PARKLAND GOLF AT ITS FINEST

Many of the most dramatic changes at SentryWorld involved bringing water into play. On the course's two new par threes, SentryWorld's big lake is the star attraction, lying directly behind the green on hole three and standing between the tee box and the green on hole 12.

Ultimately, SentryWorld's redesign reveals a suite of changes representing a master class in course construction. Long, winding par fives flow seamlessly into precise par threes. Arcing doglegs now play side-by-side with generous fairways framed by beautiful parkland trees. And a legendary course has regained—and exceeded—its original reputation as a golfer's dream.

## BUILDING FOR TOMORROW

Not only are we proud of our offerings at SentryWorld, but we're also always looking at ways to enhance the experience for our guests. We're building an on-site boutique hotel slated to open in spring 2021.