



BUICK® OPEN



Newsletter Volume II

July 27- August 2, 2009

Corporate Hospitality Options for Every Budget

In these trying economic times, it is more important now than ever to show your key clients or partners the value you place on your relationship. For 2009, the Buick Open offers a multitude of packages that enable you to entertain and network in a unique, relaxed environment.

No matter the size of your organization or your entertainment budget, we can put together a package that works for you. Options include:

Corporate Ticket Packages provide an economical way to provide access to the tournament to your guests. The packages include tickets providing clubhouse access and a number of preferred parking passes.

Skybox / Skysuite Packages offer your guests a chance to have an up-close view of the action while in the comfort of a covered area with padded seating. Food and beverage (beer, wine, and soda) are included in all Skybox / Skysuite packages.



Corporate Chalets and Trophy Suites offer the ultimate in Buick Open hospitality. With the capacity to host up to 130 guests per day in some areas, you have the ability to craft a program that has a far reaching impact.



We have the flexibility to put together a package to specifically meet your needs, whether it is for one day at the event, or the entire week.

For more information on Corporate Hospitality Packages at the 2009 Buick Open, please contact Jason Mengel, Sales and Marketing Director, at 313-596-9027 or Jason.mengel@gmrworks.com

Buick Open benefits local High Schools

The Buick Open has established a strong tradition of giving to local charities throughout Southeastern Michigan. The tournament has developed a unique program to take charitable giving up to a new level – The Buick Open High School Fundraising Program.

The program, now in its seventh year, has grown dramatically from a few thousand dollars in 2003 to more than \$160,000 in 2008. Today, over 100 schools participate in the program statewide; many are located outside the Buick Open’s traditional market. Schools from Bad Axe to Niles, Traverse City to Temperance participate and benefit from the program.

The premise of the program is simple. Allow high school students statewide to sell discounted Buick Open Tickets (\$20), with half of the proceeds going directly to the local program/school. The other half is donated back to Buick Open charities. It is truly a win-win.

If you know of any high school interested in participating in the 2009 Buick Open High School Fundraising Program, please contact Mandy Becker at 313-596-9067.

BUICK BUZZ.....

All new 2010 LaCrosse-

If you haven’t seen the totally redesigned Buick LaCrosse, be sure to check it out on buick.com. This vehicle has gotten rave reviews from the media since being unveiled at the North American International Auto Show back in January. This vehicle follows in the footsteps of the Enclave in redefining and redesigning Buick as a brand. “The new 2010 LaCrosse is not your grandfather’s Buick” Scott Burgess, Detroit News.

Be sure to check out the Buick LaCrosse which will be displayed at the 2009 Buick Open. The 2010 LaCrosse will also hit dealer show rooms later this summer.



Other PGA TOUR Tournament News....



Buick is also the title sponsor of the Buick Invitational which was played in La Jolla, CA at Torrey Pines Golf Course February 5-8. The event offered an exciting finish with multiple players in the mix to take home the trophy. Nick Watney birdied two of his last 3 holes to beat out John Rollins and win his second PGA TOUR event. Nick is 27 years old and has been playing on the TOUR since 2005. He was born in Sacramento and played at Fresno State University. In 2008 Nick finished 9 under par at Warwick Hills Golf & Country Club which put him tied for 36th at the Buick Open. We look forward to Nick returning to the Buick Open field in 2009!



Photo Courtesy of M.J. Johnson



Insider Tip: A note from Doug Brody, PGA Head Professional

With Spring approaching, we asked Warwick Hills Golf & Country Club, PGA Head Professional Doug Brody to share an inside tip to assist us with getting back into the swing of things.....

For those golfer's that want to start the season in good form, there are plenty of things you can do to get your game in shape before that first round of golf this spring. Here are five areas of focus that will have you ready for a successful golf season.

- Work on your core strength, this will help improve swing speed and help you maintain good balance in your swing.
- Stretch 15-30 minutes, every other day to work on flexibility. This will improve range of motion and help prevent golf related injuries.
- Rehearse your golf swing in the mirror. Make slow motions swings, work on hitting proper positions and sequencing. This is a good way to work on making a change in your swing, while not having to worry about where your golf ball is going or what kind of score your shooting.
- Practice your golf posture in your workout routine. Simulate your golf swing with a Medicine Ball instead of a golf club. Good posture is key to making an effective golf swing.
- Don't forget to do some cardio and lower body workouts to help provide the strength and endurance to carry you through an 18 hole round.

Have fun and enjoy the season!

Fun Fact: Did you know that in 2008 Woody Austin tied the longest birdie/eagle streak on TOUR at 5 holes. He birdied 12 through 15 and eagled the 16th.

PGA TOUR FedExCup—

The points race broken down.....

In 2009 the PGA TOUR continues its season-long points competition known as the FedExCup. The regular season consists of 37 events and leads into four playoff tournaments.

How it works:

Players accumulate points based on their tournament performance at PGA TOUR events throughout 2009. The top 125 point earners then qualify for the PGA TOUR Playoffs. Players are then eliminated each week based on point totals. The top 30 qualify for the season finale at the TOUR Championship.

2009 brings some changes to the point system. In the past, points earned in the regular season were reset and everyone started equal at the beginning of the playoffs. This year, regular season points will be carried over into the playoff events, meaning regular season events will have a greater impact on each player's positioning during the playoffs. Points will be restructured before THE TOUR Championship. While every player in the field will have a chance to win the FedExCup, the top five seeded players will have an advantage.

This is the third year of the PGA TOUR FedExCup Race. Tiger Woods claimed the prize in 2007 and the Defending Champion is Vijay Singh. The 2009 champion of the Buick Open will gain 500 points in the race for the cup.

Current Standings (as of finish on March 15)

Geoff Ogilvy— 1,204 points
Phil Mickelson— 1,153 points
Nick Watney— 970 points
Kenny Perry— 815 points
Dustin Johnson— 750 points

Countdown to the Buick Open.....

We have started our count down to the 2009 Buick Open.

As of March 20, we are 128 Days away from the tournament!

