

THE EVANS



BY TERRY NUGENT

Many of the stalwarts of our industry are avid golfers. Alas, I am no longer among them due to an apparent genetic abnormality that makes it physically impossible to hit a golf ball straight (I look to the pharmaceutical industry for a cure, which would be the biggest blockbuster in history). However, I spent many fine days spoiling a good walk with a persistent exercise in futility I called my golf game.

CADDYING

I acquired the golf virus as a youth when one day a friend of mine suggested we stroll down to the now defunct South Shore Country Club in Chicago, Illinois, to make a few bucks caddying. Caddying for the uninitiated and those few souls who have not seen the comedy classic *Caddyshack*, involves toting the golf bag of a golfer, raking traps, pulling the flag from the hole when golfers putt, finding errant drives (a skill which I found myself employing on all too many occasions when I took the game up), and other such menial chores.

As new caddies (called birds) suffer from a seniority system, the first few weeks of my career were spent idly and unprofitably sitting in the caddie shack (domicile at the country club for us wretched servants), alone in the crowd. My friend had given up quickly and gotten a job bagging groceries. I persisted, not because of the wages, but because as I sat I noticed a sign on the shack wall advising caddies that a caddie college scholarship was available. So I stuck around and eventually "got out" for a "loop" (caddie parlance for getting to caddie for one of the country club members).

My compensation for this was \$3.50 a bag (we sometimes carried two bags—a modus operandi called "doubles"), plus tips. Our club was on its last legs as were our members, so tips were minimal. On a good day, I made \$10 for working from dawn till dusk. My all-time high was \$20.

But I learned how the members lived, eavesdropping on their conversations. I found that these pillars of the community were actually pretty good folks, and that I wanted to be like them. It was a nice environment to be in during the summer, amidst the trees and grass, along the shore of Lake Michigan (far superior to subsequent

summer employment in steel mills, railroads, warehouses, and such). I developed an affinity for the game of golf. And I became eligible and applied for the Chick Evans Scholarship (the one I had seen on the wall of the shack).

GETTING TO "GOLF"

One day I received a letter telling me I was invited to Golf, Illinois. This was the headquarters of the Western Golf Association and the Evans Scholar Foundation, located in the North Suburbs of Chicago, a distant land I as a South Sider had only heard of in legend. I embarked by rail for the arduous journey to this rich and exotic land and met with the Assistant Educational Director, one Jim Moore, who had a smile that could light up a room.

Evidently, I passed muster as I was invited to a second interview with something called a "selection committee." Once again, I made the now somewhat familiar train trek to Golf and was directed to a waiting area outside the oak doors of the boardroom. When I was ushered in, I was presented to the most intimidating group of people I had ever seen around what seemed to be a Fortune 500 size boardroom. I had never seen so many people in suits and ties before, and their collective gaze was riveted on me. I struggled to maintain an even demeanor as I answered their questions (not knowing that, unless I really blew it, my scholarship was a "done deal," as they say on the South Side of Chicago).

Weeks later, I received an auspicious letter saying I had been awarded the Scholarship. A few months after that, I headed off to Marquette University in Milwaukee, Wisconsin, where I lived the best years of my life and made lifelong friends.

AN OUTSTANDING SCHOLARSHIP PROGRAM

I would have to say that winning the Chick Evans Scholarship was the best thing that ever happened to me. So let me tell you a little bit about it:

- More than 800 deserving caddies (including 120 women) attend 14 colleges throughout the United States on a full tuition and housing grant from the Evans Scholars Foundation.
- More than 8,600 have received college degrees through the program since its inception in 1930.



Charles "Chick" Evans, Jr.



Western Golf Association/Evans Scholars Foundation HQ in beautiful downtown Golf, Illinois.

- The scholarship is valued at \$50,000 over four years. Scholars live in fraternity-like, self-governing Chapter Houses, living and working together, electing chapter officers, and running social and service activities. This builds self-sufficiency and leadership skills that are as valuable, if not more so, as the academics.
- Candidates are selected for the Scholarship based on four criteria: a strong caddie record, excellent academics, demonstrated financial need, and outstanding character.
- The Evans Scholarship Program has been administered by the Western Golf Association, headquartered in Golf,

Illinois. It is the nation's largest privately funded scholarship program and was founded by Charles "Chick" Evans, Jr., famed Chicago amateur golfer and winner of the 1916 U.S. Open and U.S. Amateur.

- Scholarship funds come mostly from contributions by more than 500 member clubs, 37,000 WGA Par Club members, and 100,000 golfers in the WGA Bag Tag Program. Evans Scholar Alumni donate over \$3 million annually.

All in all, the Evans Scholarship Program is in my opinion one of the worthiest causes there is. Graduates go on to succeed in all walks of life and become contributors to myriad other charities. So if you're a country club member, become a contributor by joining me as a Par Club member. You'll be giving a helping hand to someone like me who will hopefully "pay it forward." For more information, go to www.evansscholarsfoundation.com.

Terry Nugent, is VP Marketing, Medical Marketing Service, Inc. (MMS), 185 Hansen Court, Suite 110, Wood Dale, IL 60191. He can be reached at 800-MED-LIST (633-5478) or t-nugent@mmslists.com.

**AUTHOR'S NOTE: If you know of any young people in their early teens who may need a scholarship, advise them to caddie at a local club. Those fairways may be the path to a full ride to a wonderful college, wonderful friends, and a wonderful life.*

AssociationNews

Healthcare Convention & Exhibitors Association



HCEA'S HEALTHCARE CONVENTION MARKETING SUMMIT

Thursday, January 22, 2009
Boston, MA

The Healthcare Convention & Exhibitors Association (HCEA) will hold its 2009 Healthcare Convention Marketing Summit on Thursday, January 22, 2009, in Boston, MA. The content-packed, high-level program will include updates on the PhRMA Code, a look at the future of healthcare exhibitions, discussions of issues facing CME, research on how younger generations view healthcare exhibits, the latest HCEA state-of-the-industry market trends, and more.

The meeting will be held at the Hyatt Harborside at Boston's Logan International Airport.
For more information about HCEA's Summit, visit www.hcea.org/meetings_summit.asp.

Healthcare Communication & Marketing Association



2009 CALENDAR OF EVENTS

- February 23 – 25, 2009, Philadelphia, PA
Marketing Metrics at the University of Pennsylvania's Wharton School
- Spring 2009 (Date TBA), PA & CA
Product Management Immersion Program
- May 4 – May 8, 2009, Los Angeles, CA
Medical Marketing Program at the UCLA Anderson School of Management
- June 17 – 19, 2009, New York Metropolitan Area
The 2009 HCMA Annual Conference & In-Awe Awards
- Fall 2009 (Date TBA), Los Angeles, CA
Medical Marketing Program at the UCLA Anderson School of Management
- October 11 – October 16, 2009, Evanston, IL
Strategic Marketing for the Healthcare Industry at Northwestern's Kellogg School of Management
- Fall 2009 (Date TBA), PA & CA
Product Management Immersion Program

Regional Events

Regional Forum events will be held quarterly in Chicago, Los Angeles, New York, Philadelphia, and San Francisco so members can network and share information on a local level.

On-Demand Training Programs

Customize training programs for your company - over 20 base programs addressing marketing, regulatory, and professional development are available. Programs can be offered in 1.5 hour, 1-day, and 2-day formats.

www.TheHCMA.org