

# The little town that could

*Seaforth locals do tiny burg proud by staging terrific Canadian Tour event*

**T**HE Canadian Tour visited Seaforth, Ont., last week. I didn't know where it was either. It is located approximately 30 minutes east of Lake Huron. You know... the home of Lloyd Eisler, the figure skater.

Seaforth really wanted a Canadian Tour event and this was its first year hosting one. The town wanted to leave an impression on the players and make sure that we knew we were welcome back at any time. Let me tell you, the impression was lasting.

With such a little town and such a little golf course, they did themselves proud. Passion can account for a lot.

Main Street, a good drive and a 9-iron long, was spotless. I didn't see a piece of garbage anywhere. Every business store window had a sign welcoming "The Golfers." The church prayed for us last week! The town built a 25-foot tree made out of old golf clubs and displayed it in a local square.

Adjacent to the par-5 second hole, a farmer plowed his field for the make-shift parking lot. Players rolled their eyes at this site, thinking there was no way it would be close to getting filled in a town of 2,000. On Sunday, the cows had to move over to make more room for more than 500 spectators.

This was such a little place that when I drove into the golf course parking lot

on Monday morning, all I saw was the giant, white corporate hospitality tent. It was bigger than the clubhouse.

You could see the enthusiasm in all of the volunteers' and employees' faces for Tuesday's pro-am (the first big event of the week). It was the first pro-am I had played in that had spotters on every hole. Come Thursday morning, Tim Hortons had seemingly been driven the 30 minutes from the "big town," Goderich, to commemorate such an event. Steaming coffee in the early morning dew had set the stage for Seaforth's summer event.

First-round players were greeted by the official starter wearing a formal Scottish kilt and sporting an authentic accent, Scotland being the home of golf of course (he told me it was "only for special occasions, weddings and such"). The first and 10th hole tee markers were chickens and pigs, respectively. Not the real things, figurines, but you wouldn't have guessed that if I hadn't told you. Corn cobs lined all other holes beginning. But it was part of Seaforth's charm. One player thought the town must have a "no run-down house policy. All of the houses must have hanging flower pots and fresh paint."

The golf course was a short, country style course, but not tricked up. Brilliantly, a fertilizer company was a sponsor of the event, so the grass was thick, lush and long. Greens were in great shape, requiring extra hours of service in the evenings and the mornings. The superintendent was also working overtime cleaning the bathrooms. You won't see the Super

cleaning the sinks at your next event.

It all was a little funny to me to think that we all want to get the PGA Tour to get treated so well and be in the big show. In Seaforth, we were the big show and how could you get treated any better than this? Seaforth doesn't have a hotel. I would guess that 75 players were being billeted by members of the golf course. The only local restaurant was the Freeze King (milkshakes almost better than BDI). So everyone must have been getting home-cooked meals.

Not just great hospitality, but the Seaforth crowd seemed to be well educated in golf as well. The spectators didn't clap for wedges ending up 25 feet away. But they knew to clap for a tough, 35-foot two-putt.

The week was summed up by the patriarch of Seaforth's golfing community, Ken Doig. He approached all of the players, one by one, immediately after holing out on the final hole Sunday. He wanted to thank all of us for coming to their golf course. To me, he said, "Son, I hope I don't see you next year." Some may think that rude, but I knew what he was talking about... because that means you'll be on the PGA Tour. Like I said, passion can count for a lot, especially in making a little golf tournament better.

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**ADAM  
SPEIRS  
ON THE TEE**

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