

PLAYERS' RECEPTION

The Players' Reception is an event given to welcome the players to the U.S. Amateur. The USGA will determine all components including location, menu, attendees, etc. and will cover all relevant costs. The USGA will consult with host club on possible locations, list of club invitees and potential featured speakers.

LOCATION

The USGA will select the location of the Players' Reception in consultation with the Host Club. The host hotel is the ideal location for the dinner reception as most attendees will be staying at the hotel and the transportation requirements will be minimal. Other possible locations include the Host Club, the Stroke Play Co-Host, if applicable, and nearby landmarks.

ATTIRE

It is preferred that all attendees wear Coat and Tie.

ATTENDEES

470 invited guests; 425 actual attendees

Invitees include:

- 312 Players (no guests or family)
- 25 USGA Staff
- 70 USGA Rules Committee
- 60 Host club(s) Representatives & Host club(s) Committee Chairs (no guests)
- Other VIPs

FORMAT

Day: Saturday; 1st official Practice Round day

Player Arrivals: 7:00 p.m.

Program: 7:30 p.m. – 8:00 p.m.

Reception: 8:00 p.m. – 9:30 p.m.

PROGRAM

Head Table Requirements

- Head table on risers
- 2 - 6' foot tables with linens
 - *Podium positioned between both tables
 - *Pipe and drape as back drop
- Podium and Microphone
 - *USGA podium sign provided by USGA
- Havemeyer Trophy displayed in front of podium
 - *Trophy supplied by the USGA

Room Set-Up

- Theatre style

DINNER RECEPTION

Room Set-Up

- Both high top tables with linens and round tables seating 8 or 10
- Dinner stations located on the perimeter of the room
- Open Bar
 - **See Set-Up Diagram example attached.*

Beverage Service

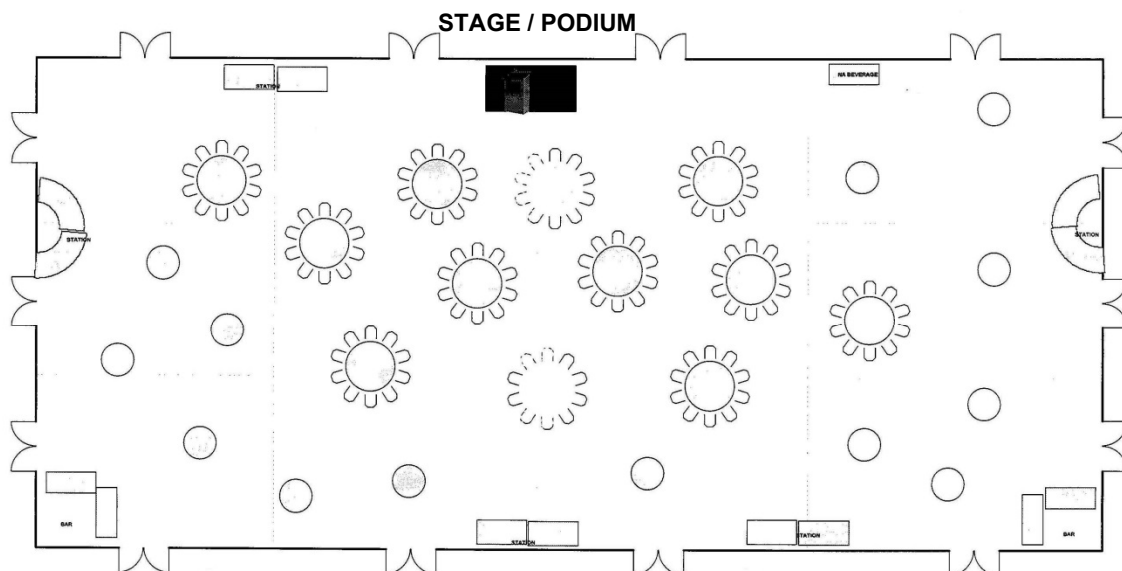
- Water service/stations: 7:00 p.m. – 8:00 p.m.
- Bar Service: Time: 8:00 p.m. – 9:30 p.m., last call at 9:30 p.m.
 - Open Bars – Charge on Consumption
 - Premium Brand Liquors
 - Domestic beer with 1-2 Imports
 - Donated Wine provided by USGA
 - Soft drinks and bottled water
 - Coffee service

**Note: The USGA may have some items donated.*

BILLING REQUIREMENTS

- All Reception charges will need to be reviewed by Robbie Zalzneck prior to submitting for payment.
- USGA will set up a Direct Bill for the event.

U.S. Amateur Reception Set-Up Diagram Example



U.S. AMATEUR CHAMPIONSHIP PLAYER'S RECEPTION

FEATURED SPEAKER

Due to the change in format of the Players' Reception, the USGA has determined that it is optional to include a featured speaker. The USGA and the Host Club should mutually discuss possible speakers. If a potential speaker has a connection to the Host Club, the U.S. Amateur, the local area or the game of golf in general, we should investigate that possibility. If no such individual exists, the USGA will forego the featured speaker part of the program.

SAMPLE AGENDA – SUBJECT TO CHANGE

- 7:00 p.m. Players begin arriving to the U.S. Amateur Players' Reception. Drinks are served and everyone is seated, theatre style, in the Grand Ballroom.
- 7:30 p.m. Mike Trostel Diana Murphy, Stu Francis, Michael Yamaki, Peter Best and Mark Wahlberg take spots at head tables.
- 7:35 p.m. Mike Trostel takes spot at Podium and welcomes players to the 117th U.S. Amateur Championship. Mike gives brief history of U.S. Amateur, Riviera and Bel-Air. Mike introduces USGA video of U.S. Amateur.
1. Mike Introduces Diana Murphy, Diana welcomes players to the 117th U.S. Amateur Championship and gives brief remarks.
 2. Diana Murphy comments on the role of General Chairs of our championships and thanks Michael Yamaki (Riviera) and Peter Best (Bel-Air). She introduces Michael Yamaki, General Chairman of the 2017 U.S. Amateur Championship.
 3. Michael welcomes players to The Riviera Country Club. Michael introduces Peter Best of Bel-Air Country Club.
 4. Peter welcomes players to Bel-Air Country Club.
 5. Diana Murphy comments on the role of a host club and thanks The Riviera Country Club and Bel-Air Country Club for being great hosts. She specifically recognizes the following:

From The Riviera Country Club

Megan Watanabe – Executive Vice President of The Riviera Country Club
Don Emery – General Manager
Matt Morton – Golf Course Superintendent
Todd Yoshitake – Director of Golf
Tom Pulchinski - Riviera's Director of the U.S. Amateur

From Bel-Air Country Club

Jamie Widdoes – President of Bel-Air Country Club
Adam Fannon – General Manager
Brian Sullivan – Golf Course Superintendent
Dave Podas – Director of Golf
Eddie Merrins – Pro Emeritus
(Dave Podas and Eddie Merrins are two of the three golf professionals at Bel-Air, since 1925)

From the Los Angeles Sports and Entertainment Commission for their help in the promotion and operation of the championship.

Kathy Schloessman – President of the Los Angeles Sports and Entertainment Commission
And Kathy's team of Allison Citelli and Evelyn Hitchcock

6. Diana recognizes the wonderful future host sites of the U.S. Amateur Championship:
 - 2018 – Pebble Beach Golf Links
 - 2019 – Pinehurst Resort and Country Club
 - 2020 – Bandon Dunes Golf Resort
7. Diana Murphy introduces Stu Francis, Chair of the USGA Championship Committee. Stu comments on the Competition, Rules of Golf and Pace of Play and other specific rules issues.
8. Stu Francis introduces current (reigning) USGA Champions in the field. List to be provided separately.
9. Stu Francis introduces other USGA Champions in the field/attendance. List to be provided separately.
10. Stu Francis introduces past members of the GB&I and USA Walker Cup in the field/attendance. List to be provided separately.
11. Mike Trostel continues with brief history of clubs and introduces video of Tom Brady and Al Michaels speaking to the players.
12. Mike Trostel introduces Mark Wahlberg for brief speech to the players.
13. Mike Trostel closes the program, mentions Riviera has put forth an outstanding reception tonight, we hope you will enjoy a wonderful evening and thanks everyone for attending.