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Wisconsin Specialty Cheese Institute Announces 17th Annual Golf Outing **Registration is Open, Sponsorships are Available**

DELANAN, Wis. (May 18, 2017) – Wisconsin’s award-winning specialty cheesemakers, along with friends, suppliers, sponsors and cheese enthusiasts, are gearing up for the Wisconsin Specialty Cheese Institute’s 2017 Golf Outing. Now in its 17th year, the event’s attendance has grown from a small group of cheesemakers to a highly anticipated annual gathering of more than 100 golfers, guests and sponsors, which are headlined this year by Corporate Sponsor [First Business Bank](#).

The 2017 Golf Outing takes place Thursday, June 15, at the beautiful [University Ridge Golf Course](#) in Verona, Wis. Open to WSCI members and non-members alike, it kicks off at 12:30 p.m. with a shot-gun start and scramble format and concludes with an awards presentation and tailgate cookout. (Note: Non-golfers are welcome to attend and enjoy the evening activities.) Adding to the friendly competition and fun will be a variety of hole challenges, raffles and door prizes.

“As a long-time affiliate member of WSCI, we’re happy to support the annual Golf Outing,” says Josh Hoesch, Vice President at First Business Bank. “It’s one of my favorite events of the year. It’s held at a great venue, is well organized and, most importantly, you’re surrounded by great people who take a lot of pride in their industry and who know how to have fun.”

“We’re proud to have First Business Bank as our first Corporate Sponsor. Thanks to them, and many others who provide funds and prizes to add to the fun, this event keeps getting bigger and better,” adds Chris Roelli, co-owner of Roelli Cheese Haus and president of WSCI. “It’s just a great day for a lot of very hard-working people to relax and enjoy the camaraderie that is such a special part of Wisconsin’s cheese industry. We encourage everyone to come out and join us on June 15.”

Cost per golfer is \$150, which includes greens fees, golf cart, practice range balls, yardage guides, personalized bag tags, lunch and the tailgate cookout. For non-golfers attending the cookout only, the cost is \$25. A [registration form](#) can be found on the Wisconsin Specialty Cheese Institute website (www.wispecialtycheese.org).

Companies interested in sponsoring the 2017 Golf Outing are encouraged to contact Kathy Brown at Kathy@planningoptions.com or (262) 740-2180. Opportunities (\$100 to \$400) include hole, beverage cart and meal sponsorships. Door prize donations are also welcome.

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About WSCI: *The Wisconsin Specialty Cheese Institute works to promote and support the development of a robust, profitable specialty cheese industry in Wisconsin. Founded in 1994 in cooperation with the Wisconsin Cheese Makers Association and the Wisconsin Milk Marketing Board, the WSCI serves as a resource for both the cheesemaker and the cheese buyer, hosting educational and promotional activities for all things specialty cheese.*