



### Bob Hope Chrysler Classic

Rexam Climbs the Leaderboard For many sports fans, watching a PGA (Professional Golf Association) tournament can be the highlight of the year. The chance to see some of the world's top golfers up-close has led to crowds in excess of 100,000 at numerous PGA TOUR events this year alone.

However, coordinating a sporting event of that magnitude can be quite a difficult task. Tournament directors always worry about security, crowds and the press. The last thing they want is to think about is whether their scoring systems or leaderboards, which provide detailed displays of each golfer's performance, are functioning properly. Yet, for the crowds and members of the media, the leaderboards are the most important source of information on the course. They need to be clear, accurate and eye-catching. More important, they must be durable, weather resistant and adjustable, as scores change from round-to-round and hole-to-hole.

It was these considerations that Michael Milthorpe, executive director of the Bob Hope Chrysler Classic, had in mind when he was searching for a production house to create his event's leaderboards. He needed a reliable company that was experienced in the production process.

"We were hoping to find a printer that had worked with leaderboards in the past and could serve on-site during the tournament," said Milthorpe. "We also wanted to ensure that our finished products were the best ever. We didn't want to worry about the weather effecting the boards' clarity."

Milthorpe hired Digital Sports Graphics (DSG), an Oregon City-based production house specializing in digital output and large-format printing for sporting events. Steve Wiesberg, owner of DSG, was well aware of the obstacles in the production process. With the constant changes in weather, including the effects of the sun, dew and moisture, DSG needed to find a media that would not cockle, smear or warp. A veteran of many sporting events, DSG also knew the calligraphers updating the boards would be using pens and inks that needed to be accepted quickly and easily by the media.

DSG faced yet another logistical nightmare - the size of the job. The Bob Hope Chrysler Classic is one of the largest PGA TOUR/Pro-Am events in the nation, held over four different courses with more than 380 amateur and 125 professional golfers in its field.

DSG needed to create leaderboards which included results from every golfer on every course. Among other things, this meant creating four 8'-by-24' weatherproof leaderboards that could be updated on-site, as well as an 8' x 84' indoor media board.

DSG chose to use Rexam's DMiBOP10 media (IBOP) because it is UV and water resistant and would easily accept both the calligrapher's ink and his ink jet pigmented ink, while still retaining its image quality. Using an Encad Novajet Pro 42E printer, DSG printed 3,000 square feet of product for the Classic -- all on Rexam's IBOP paper.

"Before Rexam's IBOP came out, we always ran into problems with jobs of this magnitude," said Wiesberg. "By using IBOP, we were able cut our production time and meet our deadline. We quickly created banners and leaderboards that accepted almost any ink and were UV and water resistant --and we didn't have to go through the lamination process."

The process was so easy, Wiesberg's Digital Sports Graphics team was able to maintain and update the leaderboards on a daily basis during the tournament - all from the Classic offices. Furthermore, Rexam's IBOP media accepted the calligrapher's inks so well there was none of the usual streaking and smearing.

"We were extremely pleased with the final results," said Milthorpe. "This year's tournament scoring sheets were the best ever. DSG's new technology and on-site services helped give our event a fresh new look and we are looking forward to working with them next year."

Even the PGA TOUR noticed the Rexam leaderboards and benefited from DSG's on-site presence. Earlier in the week, the PGA misplaced its stop-repeat banner, which is used as a television and photo background for pre- and post-competition press conferences. Noticing the Digital Sports Graphics on-site team and its work with the leaderboards, the PGA asked Wiesberg if he could create a media banner for the pressroom. Using Rexam's IBOP media, DSG created a stop-repeat banner, featuring the Classic and PGA TOUR logos, within the hour.

Securing the PGA banner job was just the first in many new business accounts that resulted from DSG's work at the Classic. Later that year, DSG secured the production jobs from the PGA TOUR's Nissan Open, as well as a number of Nike Tour events. The company has also expanded into tennis, softball and volleyball events and continues to grow in the golf arena. Recently, because of its work in golf, DSG secured new business from the gaming industry and will be creating custom slot toppers for numerous casinos, including The Hard Rock, Stratosphere, The Golden Nugget and The MGM Grand.

"After the Bob Hope Chrysler Classic we traveled to the PGA Show in Orlando and met with several people interested in our work," said Wiesberg. "Since then, our exposure has increased dramatically. We received so many compliments about our work at the Classic that we started securing additional club and pro-am events and our relationship with the PGA and Nike Tours continues to improve."

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