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## Local

### ESPN to beam Laughlin Ranch worldwide

By DANIEL MCKILLOP

Monday, November 14, 2005 10:26 PM PST

BULLHEAD CITY - When a growing place like Bullhead City gets positive national exposure, "that means more stoplights," said Laughlin Ranch Golf Club general manager Pat Laughlin after his venue successfully hosted the Pinnacle Exceptional Drivers Competition Thurs-day-Saturday.

The event received national television coverage, and the golf course put its best foot forward as one of the many wonders of Tri-state area.

Long Drivers of America CEO and owner Art Sellinger said the Laughlin Ranch Golf Club was an excellent venue for the event.

"I think it was a very big success," Sellinger said. "I think when word gets out, I think a lot more spectators will come out next year. ...

"... We're going to be back next year, and we're excited about that."

Sellinger said he is looking forward to seeing the broadcast on ESPN on November 25.

"We're going to get the residual off of that over the year," Laughlin said.

"They are going to do it four more times during the year, and it will go to 40 different countries.

"We'll get a lot of television exposure off of this."

Sellinger said the course's layout was magnificent. "It over exceeded my expectations," Sellinger said. "The players that got to play the golf course thought it was amazing.

"The whole venue set up behind the 18th green and in front of the clubhouse hitting backward against those mountains made phenomenal pictures for our

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No, we are a more tolerant and giving country.

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ESPN broadcast.

“The staff there was very accommodating, and we couldn't of asked for anything better.”

Laughlin said ESPN was professional. “They shot all of the background shots; they went through our clubhouse, they looked through the property, and they flew around with Don Laughlin (owner of Don Laughlin's Riverside Re-sort Hotel & Casino) in a helicopter,” he said. “They did a lot of shots in Laugh-lin. ...”

He said that those scenic shots will be edited for ESPN's upcoming broadcast.

Laughlin added: “We will put a sign out front (of the course) that says, ‘This is the home of the Pinnacle Exceptional Long Drive Contest.’”

He said one of the main reasons for the success of the event was because of Long Drivers of America's organizational skills.

Laughlin said the golfers were told where and what time they could hit their golf balls, and the course was aesthetically marked with signs. The golfers also had plenty of help with Long Drivers of America's personnel so that the two people hitting, the two on deck, and the third couple - in the hole - were ready to move right up. “They went through the whole days' events with precision,” Laughlin said.

He said the signings and the bleachers were erected professionally, especially the small things like the drapes on the bleacher seats so the pipes were hidden to make them seem like a solid fixture. “It was the little things like that,” Laughlin said. “It was just excellent.”

Sellinger said Laughlin Ranch Golf Club unveiled its new clubhouse just in time for the event. “That was very trying for the staff, and they just couldn't have done a better job ... so, we're thrilled,” he said.

Laughlin said the golf course and the Tri-state area will benefit from the publicity generated from the television coverage.

He said the Las Vegas Convention Center chose Laughlin to host the event because Laughlin had the biggest facility in the area. “We have to thank them, and the city of Laughlin for putting it on and being the host,” Laughlin said.

The city of Laughlin's hotels provided a majority of the accommodations for those visiting and those involved in the competition. “They had the rooms for all the participants, and they had all of the advertised rooms for this particular event at a special rate,” Laughlin said. “The participants - a lot of them - brought family and they needed extra rooms, and of course, they took care of that.”

He said the hotels also provided van service to the golf course. “They were

very cooperative to everything that we needed,” Laughlin said.

Sellinger said the competitors and the sponsors enjoyed Casino Drive, the properties, and the hospitality very much.

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