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## Need to raise money? Cash is his last name

By LARRY LOCKHART, News Editor, Casa Grande Dispatch January 05, 2008

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**Charitable organizations want to raise money. Pat Cash knows a good way to raise money. He's published a book to impart that knowledge.**

"How to Organize Successful Charity Golf Tournaments" is a soft-cover short course in an endeavor that's very popular in Pinal County and much of Arizona, where golf courses are almost as abundant as restaurants.

"I've been doing that for the best part of 30 or 40 years," Cash said. "I've been involved as a player and as a volunteer. It struck me that some tournaments were running into problems by not being organized, not getting things done on time. I thought, 'Why don't I put all this into a book?'"

Cash is a native of Ireland but has split time between British Columbia and Casa Grande the last four years. He was club president at Marine Drive Club in Vancouver, B.C., in 1992 when the club hosted the World Amateur Golf Championships for women and co-hosted the men's event. Among the players were Anika Sorenstam and David Duvall.

"That tournament involved the USGA and the RNA, the world organization from Scotland," Cash said.

He said the organizations came in the year before the event and inspected the course, giving explicit instructions on how to prepare it for play.

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His book leaves those details to the professionals at the golf courses, focusing instead on how to organize and run a charity event.

"I'm more interested in the fact that this book will help charities raise money," Cash explained. The book has all the details a charity would need to plan both the golf event and a subsequent banquet.

"They can raise quite a lot of money," he said. "Quite often \$20,000 to \$30,000 is not unusual. The big thing is to have the volunteers. If you have a well-run tournament, the players will come back year after year because they know it's well-run, the volunteers will like to be associated with it and the sponsors will be happy."

Published in October, the book is a wealth of ideas and how-to lists. The author hopes it will help at least a few groups stage successful tournaments this year and beyond. He consulted a number of other experts to come up with his checklists.

"It's been a very interesting project," Cash said. "There was a lot of interest in it, but nobody (in the publishing industry) could figure out if they could make any money from it, so I ended up having to self-publish. I did find a very good (publisher) in Victoria (British Columbia). If I recover the investment, and it isn't that large an amount, I will be glad. The main thing is to help charities with some fundraising."

Cash is retired from a career as a systems specialist with an engineering consulting company serving the mining industry. He found Casa Grande by accident.

"We visited a friend in Yuma, and we liked everything so much that when we went back to Vancouver, we decided to come here," he said. They flew to Phoenix and rented a car.

"Casa Grande was the first place we stopped, and we liked it. It's close to Phoenix. It's close to the border if we want to go to Mexico. Mainly it's the weather. We come down for about four months every year. There are so many places to golf."

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