

Marc Bush has been a long time sports advocate in Greensboro, having served in active roles with the Greensboro Coliseum Complex, the Greensboro Sports Council, the Tournament Host of Greensboro, and as President of the Greensboro Sports Commission from 2001 to 2009. Now retired but nevertheless still actively engaged, his presence as a volunteer on the Wyndham Championships Committee has been especially noteworthy, including helping create a sub-committee called “First Impressions” that endeavors to make a positive impression on each guest who attends or participates in the Wyndham Championship. This feature from the Wyndham Championship February 2017 e-Newsletter provides some history and perspectives from one of the top sports promotion leaders in our community.

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## Q&A WITH THE 2017 GENERAL CHAIRMAN MARC BUSH

*This month, we take a break from our usual feature, Brazil Bits, for a chance to get to know 2017 Wyndham Championship general chairman Marc Bush – the leader of the tournament committee and the 1,800 people that make up the Wyndham Championship volunteer team.*



**For those that don't know you, fill us in a little on your history.**

**Marc Bush:** I've been around for a long time. My family moved to Greensboro in the mid-1960s from the Norfolk, Virginia Beach area. My Dad was with Landmark Communications and was transferred here when Landmark bought the News & Record. I've spent just about all of my life in Greensboro. One of my earliest memories as a teenager back in 1965 was my Dad taking me to the GGO at Sedgefield. I was knowledgeable in golf and thought 'ok, let's go watch a golf tournament.' I loved it. That was the year Sam Snead won his eighth GGO, and that's a pretty cool memory.

**How about school and your professional life?**

**Marc Bush:** I'm a Grimsley High School graduate and received a business degree from the University of North Carolina. I came back to Greensboro and worked at First Citizen's Bank, a local manufacturing company and later worked in broadcast sales & marketing. Sports development became a calling for me after I took a job at the Greensboro Chamber of

Commerce on the economic development staff. I worked on a couple of committees that promoted the Coliseum. The most important one was a committee that put together a package to expand the Coliseum arena from a capacity of 16,000 seats to what it is today, about 22,500 for basketball. That got me into the sports development arena, and starting in 2001, I served as the president of the Greensboro Sports Commission for 10 years until retiring in 2010. In that role, you work on a lot of events with a lot of different promoters, and my biggest role was pushing the Greensboro Coliseum Complex so I was comfortable with that. As I've moved from working with the sports commission and promoting the Coliseum, my two passions continue to be promoting the Coliseum Complex as the president of the Tournament Host Committee and for the last decade, being a part of the Wyndham Championship tournament committee and serving as the general chairman this year. Those are my primary volunteer activities today.

**You've worked in first impressions for a few years, but you've seen a lot with the Wyndham Championship; what do you think your biggest strength as general chairman will be?**

**Marc Bush:** My biggest strengths are already in place. Believe it when you hear Mark Brazil say the Wyndham Championship staff might be the best on TOUR. That staff is my first strength. As important, with a couple of small tweaks, the tournament committee that I'll chair has pretty much been the same committee for the last several years – that's the second strength.

**So what's your role?**

**Marc Bush:** The role is to continue the strategy; we've had a successful run over the last several years. All that credit goes to Bobby Long, the board and Mark Brazil for their leadership in returning the tournament to Sedgefield, sticking with the strategy to maximize our August date and to stress to all involved that we continue to provide an A++ experience across the board in how we take care of the players, caddies, sponsors, the people who buy tickets and the volunteers and that we continue to ratchet that up.

**What do you think will be the most difficult part of your job?**

**Marc Bush:** Having good weather because we've had a good run of weather in the last couple of years. Seriously, I've come from the hospitality and first impressions areas. So my biggest challenge is understand the operations side of it – the nuts and bolts of running a major golf tournament in our community – that's not my experience. So the biggest challenge for me is making sure the people who are doing that have all the tools and support they need to do their jobs.

**And what do you think will be the most fun?**

**Marc Bush:** It's gonna be cool – the last couple of years, there's been some pretty neat themes. Two years ago we had the Tiger affect which took the tournament to a whole different level. Last year, the schedule was unique because of the Olympics, when the PGA Championship was and that the John Deere Classic became the tournament right before the Wyndham, and of course, the Ryder Cup. All of those things had an impact on our field. So this year, the unique feature is that the PGA Championship will be right down the road in Charlotte, and it's back to being the event immediately before the Wyndham. That will probably have an impact on the field so that's gonna be a different thing, and the eyes of the golf world will be on North Carolina for two-straight weeks – that's a great opportunity.