

# SWING TIME



Members of The Starr Group four-some tee off from Meath 2. Inset: the "NASCAR of Golf Gloves."

**T**EE UP FOR THE TRADES, the annual golf tournament supporting the NARI Milwaukee Foundation is one event The Starr Group looks forward to every year. For Sales Producers **Paul Kraemer**, **Brendt Johannsen** and **Nick Starr** it is an opportunity to mix with their clients without having to talk about business. For Agency Owner **Tim Starr** it's really just a chance to relax.

For the Marketing team, **Cheryl Michalek** and **Rachel Geniesse**, it is a working holiday. It's the rare occasion to get out of the office and interact with customers upfront. We don't actively sell when we're on the course. We gather intelligence on how we're doing for our NARI Milwaukee brethren.

### Not Always Sunshine

Over the years, we've heard our customers say how much they love us. We've also heard how we may have fallen short of expectation. We listen. We take that to heart. We take note on who said what. (And by midday, alcohol functions nicely as a "truth serum".)

In one instance, after a slightly "salty" and vocal customer played through, we made a call back to the office right from the course to investigate and gain perspective on why he felt this way. We reported back to our team to discuss what the situation might be and to determine what action should be taken for a satisfactory solution for that customer.

### The NASCAR of Golf Gloves

The NARI members seem to look forward to our presence at the golf tournament. They see our tent and say, "OH! GOOD! You're here! I need a new golf glove!" One golfer announced, "When I wear this, I look like a sponsored pro!" Another fellow declared our glove is the "NASCAR of Golf Gloves". One player remarked "these gloves are better than the toilet paper you gave us a few years ago." (Maybe so, but you gotta admit, that was a memorable giveaway!)

The comment that really stuck this year came near the end of the day. "You know," one golfer said as we greeted his foursome, "you're



the only company who called us by name. None of the other hole sponsors did that." His appreciation was genuine.

The day started out with an "iffy" weather forecast. The sky occasionally rumbled and flashed. At the end of the day rain fell on the good and the bad golfers alike. And that last comment was a Marketing Rainbow!

**THANK YOU, NARI Members**, for showing us the love! We can't wait to be with you all again next year! 🌈

*The Starr Group and Frankenmuth Insurance are proud to support NARI Foundation and its members all year long. See us online: [www.starrgroup.com/products-services/nari-members/](http://www.starrgroup.com/products-services/nari-members/)*

Find out how you can join **120** NARI members contributing every day to the **NARI Foundation** through The Starr Group insurance program!  
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Total donations to date:  
**\$185,318**