[Web.com](#) PGA Tour coming to Brainerd

John Lieser | Special to the Times 2:57 p.m. CDT Aug. 8, 2018

Sartell septuagenarian Ron Sanders' dream of landing a [Web.com](#) PGA Tour event by 2020 will begin its embryonic stage on Wednesday, Aug. 22. On that day in Brainerd at the Dutch Legacy Course, 24 PGA professionals from various tours along with 96 amateurs will play 18 holes. What is the [Web.com](#) Tour? To use a baseball analogy, the [Web.com](#) Tour would be Triple AAA caliber golf. If the saying on the PGA Tour is "These guys are good," the mantra on [Web.com](#) would add the adverb "too."

In a recent conversation with Sanders, he outlined his vision with a five-step approach. As a former Dale Carnegie presenter, the five stages to sell anything, including a golf tournament, are similar: 1. Attention; 2. Interest; 3. Conviction; 4. Desire; and 5. Close. For Sanders, his goal this year is moving past attention to growing interest with the Pro-Am in August.

At a recent eight-hour conversation Sanders had with Dutch Cragun, the octogenarian owner of Cragun's, Sanders came away with the patriarch's wholehearted backing; consequently, the event is starting to move to fruition.

In our conversation, I asked Sanders what he thought were the most pressing issues St. Cloud area readers would want to know about his quest to land a [Web.com](#) event. Sanders said, "Right now we need more amateur players to play. If any St. Cloud area business wants to get in on the ground floor, they should put together an amateur foursome. That cost is $2,000 per foursome, which includes golf, a free night's lodging at Cragun's, pairings party, an awards dinner, and an opportunity to meet and play with a top professional and become part of [Web.com](#) history in Minnesota."

To enter a team or as an individual ($600), one can access the following outlets: www.brainerdlakestoursshowcase.com or call Ron Sanders at 612-386-1100. As the brochure states, "The Path to the PGA Tour Starts Here in Brainerd!"