

# NEVER SETTLE FOR LESS

Bob and Heather Cherichella lead golf tournament to new heights

When Bob and Heather Cherichella volunteered to take charge of Tee Off Fore the Arts three years ago, they were prepared for the challenge of chairing one of the Arts Center's biggest fundraising events.

And then the stock market crashed in early October 2008, just days before the tournament, and they lost 10-15 percent of their players.



Bob & Heather Cherichella

The following year proved even tougher, the Cherichellas had to get creative to sell the event. "The world had changed," Bob said. "We had to scramble to find sponsors."

Determined to bring it back bigger and better, the Cherichellas went full out in 2010, enhancing the silent auction with even more desirable items. Their hard work paid off in a big way.

Last year's tournament drew a record-breaking 96 players and ended up bringing in \$45,000 – the most money raised by the fundraiser since its inception in 2004.

It's not the first time the Cherichellas have faced adversity and come out on top. In 2001, their home in Wexford was struck by lightning and destroyed by fire only days after the completion of a painstaking six-month renovation.

"I was a basket case," recalled Heather, who owns a boutique interior design business on the island. "We had just finished this major renovation, and now we were going to have to start all over again."

Rather than walk away from their magnificent marsh-view property, the Cherichellas decided to rebuild their home, redesigning it

in the process to make it even better than the original. It's that kind of can-do spirit that has driven the Hilton Head Island couple to ramp up Tee Off Fore the Arts in an effort to raise even more money for the Arts Center.

"We see it as a premier event," said Bob Cherichella, a tournament regular. "We wanted to upgrade things to make sure people who participate get the very best experience."

This year's tournament, set for Oct. 24 at the Wexford Golf Club, will be even more enticing as participants will have the chance to play on the newly designed Arnold Palmer signature golf course.

As in years past, they'll also enjoy Starbucks coffee and pastries during the 9:30 to 10:30 a.m. registration, a box lunch to take with them on their golf carts and savory appetizers prepared by Robert Irvine's eat! at the ninth hole turn.

The 4 p.m. awards reception will include heavy hors d'oeuvres, an open bar and a silent auction featuring such popular items as a Northern European cruise, a two-day stay at Palmetto Bluff, dinner and wine pairing for 16 people



*Continued on page 36*

## Development Profile *Continued from page 34*

in your home by the chef of Catch 22 and a walk-on role in 2012's *How to Succeed in Business*.

"The Arts Center means a lot to Heather and me," said Bob, a retired international money manager. "We have been patrons and supporters since we moved here from Indiana in 2000."

The tournament was founded in 2004 by Bob and Tracey Gregory, who chaired

the event for four years.

"It's been a labor of love," Heather said. "As much as we've enjoyed it, it's time to pass it on to someone who will have the opportunity to bring their fresh ideas just as we did."

With someone else at the helm, the Cherichellas can once again tee off for the arts.

"I'm looking forward to getting back to playing again," Bob said.