

BUSINESS

Green Bay golf apparel store to feature on TV show in May



Streetwise

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Green Bay Press-Gazette
USA TODAY NETWORK - WIS.

GREEN BAY – The online apparel store Old Fashioned Golf will feature on episode five of the entrepreneurship TV show “Project Pitch It.”

Scott Biely, Joe Maretti and Kyle Herzog founded the store in the basement of Herzog’s Green Bay home.

The three friends decided to unite their love for their home state and golf in the summer of 2020 and express it with Wisconsin-themed polos, hats and towels.

Herzog said he and his business partners applied to the program in mid-2022 with a two-minute video recorded on his phone in the basement of his house.

“After that, we were selected to audi-

tion, and there were multiple Zoom auditions and discussions before ultimately being chosen,” he said.

As entrepreneurs, for the audition tape they had to present themselves and talk about their idea and business plan and keep it under two minutes.

“Project Pitch It” is a Wisconsin-based TV show in which emerging entrepreneurs pitch their innovative products and ideas to a panel of business experts including start-up investor Jerry Jendusa, Gale Klappa of WEC Energy Group, David Gruber of Gruber Law Offices and Peg Ann, former CEO of Empire Level Manufacturing and Life Moves.

The episode was filmed in October and will air for the first time in Green Bay at 11 a.m. May 13 on WBAY-TV, channel 2, with a replay at the same time on July 8.

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From left to right, Scott Biely, Kyle Herzog and Joe Maretti, owners of Old Fashioned Golf. PROVIDED BY KYLE HERZOG

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Old Fashioned Golf was born from a hat — and a cocktail

Herzog said the idea came to them while golfing at Thornberry Creek at Oneida, in Hobart, when a person walked by them wearing a hat that had a map of Wisconsin.

“We started talking about how people love golf and everybody loves wearing gear,” Herzog said. “So we asked: why isn’t there more creative Wisconsin golf apparel?”

So, they asked themselves, “What does Wisconsin love?” The answer, for

them, was clear: Old-fashioned cocktails and golf.

“Well, almost everybody loves an old-fashioned,” Herzog said. “It’s a Midwestern thing.”

In the middle of the COVID-19 pandemic, he said they had “really nothing to do” and had some polo shirts made. People loved them.

“It was fairly easy to get polo samples made,” Herzog said. “So we made a couple and then more and we kept waiting for a road block.”

For weeks they taught themselves how to use design programs to create polos for men and women that are 85% polyester and 15% spandex, with wrinkle control and 50+ UPF (Ultraviolet Protection Factor).

All of the polo designs feature a mix of

Wisconsin things, such as: the state map; cheese, cows and corn; the state license plate with I-43; a map of the state with a golf flag; or the five Great Lakes. There are several other designs, all available in various colors.

They also produce hats, towels and now added headcovers for golf clubs.

What’s new for the company?

Recently, the company created a “custom” section on the website to produce specific polos, hats or towels for local high school, colleges or any business that want something original, Herzog said.

“Our polos provide a fun and original design that the team can actually be involved in choosing,” he said. “The team

can also customize the ‘collar phrase’ under the collar on each polo.”

They also launched new designs for 2023: “The Old Fashioned,” “The Woody,” “The Musky,” and “The Dairyland” polos.

Items can be purchased on the store’s website or in several stores including at Thornberry Creek golf course, Ledgeview Golf Course, First Tee Northeast Wisconsin and businesses like Smith-Maker Artisan and the Ashwaubenon High School.

Learn more at oldfashionedgolf.com or visit its Facebook and Instagram pages.

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