

ATTENDEES AS OF MAY 2, 2013

DESCRIPTIONS PROVIDED BY ATTENDEES

Stan Abrams, Senior Tour Players marketing.

AJ Ali, Founder, Golf To End Cancer (Monday panelist) Ali is a wellness-focused writer & TV host, and the Founder of Golf To End Cancer, a nonprofit initiative promoting wellness and cancer prevention throughout the U.S. He is co-author of "The True Champion's 30-Day Challenge," a book helping people take their life to another level in mind, body and spirit.

Steve Anderson, PGA Professional; Steve & Mitch Show - Creator and co-host of the weekly web show, 'The Steve and Mitch Golf Show' featuring actor and celebrity golfer Mitch Laurance. The Steve and Mitch Show features instruction, humor and golf stories. Author of 3 best-selling books on golf. 'On the Other Hand' is the only book for left-handed golfers and is now in its 5th printing. Only left-handed PGA Master Professional. Creator of 'The Mirror Image Golf Swing.

Steve Aronson, 240GOLF (See EXHIBITING COMPANIES list)

John Ashton, Host and owner, Those Weekend Golf Guys radio program airing twice each weekend with 4 hours of original programming. We focus on the average golfer and how he/she can have more fun with the game, with new places to play, equipment choices, learning techniques or just interesting conversation with personalities in and around the golf business. Our show is heard in markets in and around Louisville and Southern Indiana ,with more outlets being added soon. The show can be heard via the Internet through our website, <http://thoseweekendgolfguys.com>

Steve Asman, CEO, Gustbuster/Sunbuster

Rick Auerbach, Partner, GolfCoachDirect.com (See EXHIBITING COMPANIES list)

George Baker, Razor Golf (See EXHIBITING COMPANIES list)

Ian Barrett, Global Marketing, Cobra Puma Golf (See EXHIBITING COMPANIES list)

John Barrett-Publisher, FORE Georgia, the Official Publication of the GAPGA- Published monthly (Feb.-Nov.) FORE Georgia goes out monthly to 70,000+ core golfers throughout the State. It is a high gloss tab sized publication covering instruction, course features, Junior, College, Men's and Women's tournaments as well as in-depth stories on all Tour Events held in the state. www.golfforegeorgia.com

Jan Bel Jan, Jan Bel Jan Golf Course Design

Anders Bengston, Fenix Apparel/WGAT (See EXHIBITING COMPANIES list)

Michael Billingsley, Producer, Golf Life TV Show (See EXHIBITING COMPANIES list)

Dave Bisbee, Director of Instruction, Swing Jacket (See EXHIBITING COMPANIES list)

Pam Borges, a Rhode Island-based golf writer –Writes product reviews on equipment, training aids, apparel, accessories; golf travel opportunities; course reviews from the female perspective; and golf event news. I am a regular contributor for New England Golf Monthly, which supplies over 50,000 print copies per month, digital issue sent to 25,000+ subscribers and online websites (mynegm.com) that averages 25,000 unique visits per month. I also freelance for other regional publications – Sports & Leisure Magazine (NY), SNE Golfer, and Jackson Hole Golfer Magazine.

James Bosworth, Back9 Network

Tim Branco, Editor / Publisher, New England Publishing Group Inc.- New England Golf Monthly, Fairways of Life Magazine & Radio Show on PGA Tour Network, Golf Fashion Weekly, New England Homelife Magazine - Our platforms reach dedicated golfers at the regional, national and global levels by encompassing a complete media mix for maximum brand impressions to our clients. Our clients receive the combination of editorial, rich media and advertising at the budget they can afford. We also offer full brand management including modern public relations, social media, graphic design, web design, search engine optimization and more.

Amanda Bumgarner, ING Staff

Michael Burch, Happy Feet (See EXHIBITING COMPANIES list)

Connie Capanegra, GolfTrainingAids.com (See EXHIBITING COMPANIES list)

Anthony Casella, SNAG Golf (See EXHIBITING COMPANIES list)

Jon Claffey, Marketing, Volvik (See EXHIBITING COMPANIES list)

Chad Clark, Just One Golf (See EXHIBITING COMPANIES list)

Shannon Coates, Editor, Florida Golf Central Magazine –FGCM, celebrating 14 years in publication, is the only monthly golf, travel, and lifestyle magazine in Florida. Features include: Product Showcase, Growing the Game, Fashion Forward, Living on the Links, Golf Fore Charity, Player Development, Golf Bachelor, Travel, Stay & Play, and the famed Cart Girl of the Month. The magazine also runs a monthly article for the North Florida PGA, South Florida PGA, LPGA, Florida Restaurant and Lodging Association, and Florida Club Managers Association of America. Every issue is in print and online at floridagolfcentral.com.

Bill Conwell – VP, Special Projects – Back9Network, Inc. -Back9Network, based in Hartford, Conn., is a lifestyle multiplatform television network and media company. Back9Network was developed as a complementary alternative to traditional media's focus on professional golf tournament coverage. Focused on compelling storytelling, interesting personalities, features and fashions, interviews and instruction, travel, gear and so much more, fans of all kinds will want to hang with the Back9Network. Back9Network.com, the online clubhouse for Back9Network, delivers a fresh perspective on the golf lifestyle and its worldwide influence.

Dave Cordero, PR, TaylorMade-adidas Golf (See EXHIBITING COMPANIES list)

Jean Couser, Editor/Publisher, GOLF COAST MAGAZINE. For over 25 years, we've been connecting golfers to the golf lifestyle along the west coast of Florida. A four-color digest size magazine is published and distributed 3X's a year at over 700 locations, with a total annual distribution of 300,000. Using a multi-media approach we combine a dynamic website, social media and e-zine to distribute golf news of local and national importance to loyal group of subscribers. www.GolfCoastMagazine.com <https://www.facebook.com/golfcoastmagazine> <https://twitter.com/golfcoastmag>

Kevin Crane, 240GOLF (See EXHIBITING COMPANIES list)

Tiss Dahan, Ariat International.

Jane Dally, Principal, On Course Strategies (public relations, marketing).

James Davidson, Jamison Golf Group

Tommy Dee, Yamaha Golf Car (See EXHIBITING COMPANIES list)

Jack Dillon pens the High Fives blog as well as occasional articles for Golf Inc. With 40 years of experience in golf ops, Jack provides ideas for managers to help grow the game as well as improve their everyday business execution. With a specific niche in understanding the women consumer, he also blogs about life from the forward tees. www.golfincmagazine.com.

Randy Dodson, Publisher/Editor Fairways magazine, Fairways 18 digital magazine - Fairways magazine is the official publication of the Utah Golf Association. Now in its 22nd year, Fairways magazine is mailed directly to the homes of 30,000 UGA members four times a year. Fairways 18 is Utah golf's only digital magazine dedicated to covering the Utah Golf Association, Utah Section PGA and the Utah Junior Golf Association tournaments. Along with local news, the magazine provides golf product, travel and lifestyle content. Website: www.fairwaysmag.com.

Matt Dribnak, Just One Golf (See EXHIBITING COMPANIES list)

Larry Durland, Retired – NOT IN APPOINTMENT SHOW

Vivian Durland, Guest - NOT IN APPOINTMENT SHOW

Dave Felker, Polara Golf (See EXHIBITING COMPANIES list)

Nancy Fox, The Business Fox (Social Media Panelist on Monday) - A passionate mentor on networking and building strong business relationships, Fox co-founded the highly successful networking group, Metro Roundtable, a monthly New York event for high-profile business leaders, and has been featured in Business Week and many other publications. Fox is the author of two books on business strategies.

Ron Garl, Ron Garl Golf Course Design

Tim Geary, Freelance Writer

Holly Geoghegan, The Golf Insiders radio show

John Glozek, Publisher, New York / Long Island edition of Golfing Magazine; Vice President of Golfing Magazine (National) - Current President of ING. I live four miles from the Bethpage Black course. In print and digitally, Golfing Magazine's editorial includes equipment, travel, accessories, special features including it's popular "You Know You Want One" and Gift Guide features, golf course, and national and local golf industry coverage.

Tom Gorman, Freelance Writer - Award-winning golf journalist celebrating his 20th year in the golf writing business. Consistently rated New England's No. 1 most read online golf pundit! Never without an informed opinion on topics ranging from player profiles, travel, equipment, rules, products and tournaments. Always on the lookout for interesting story ideas!

Vlad Gribovsky, TPK Leather (See EXHIBITING COMPANIES list)

Jeff Hamilton, Golfpac/GolfOrlando (See EXHIBITING COMPANIES list)

Tom Harack, Writer, Editor, The A Position - Have written about golf on every continent, beginning with a 1992 feature about Scotland's "holy land of golf" for the Travel section of The New York Times. Have also covered equipment, instruction, and other golf-related subjects, and have represented golf courses, architects and others.

Jim Hillman, Play More Golf

Darin Hoff, Golf Sales Manager, Reunion Resort (See EXHIBITING COMPANIES list)

Byron Huff, Freelance Writer

Ramona Hurley, PR Manager, Reunion Resort (See EXHIBITING COMPANIES list)

Bruce Hutchinson: Golf writer for the Southern New England Golfer Magazine on new product entering into the marketplace. I also consult to new golf companies on establishing and pertaining to putting together a sales force.

Joel Jackson, Editor, Florida Green magazine – This four-color glossy is published four times per year, with total distribution 3,000 copies per issue covering superintendent news and issues in all areas concerning golf course maintenance and grooming. The magazine goes to superintendents, assistants, turf schools and golf course architects.

Linda Jamison, ING Membership Director

Mike Jamison, Orlando Golf Examiner – Cover all topics golf – equipment, travel, issues - for this online newspaper. Also freelance for various regional golf publications. Also ING Executive Director.

Cynthia/Chet Janssens - A 25-year writing and editing veteran, Cynthia primarily covers golf travel and women's golf issues, from equipment to apparel to growing the game for women. She also writes about cruising and is always interested in stories where golf and cruise intersect. Her husband Chet is a photographer who illustrates her articles.

Garrit Johnson, Fairways Media

John Johnson, J2 Golf Marketing (See EXHIBITING COMPANIES list)

Jim Kahn, EVP Global Sales, Back9Network: Oversee global advertising and partnerships for new digital lifestyle and entertainment golf network. Website, tablet, and mobile products today and TV network launched Q 2013.

Mike Kern, Golf Writer Philadelphia Daily News

Ryan Kessler, Old Course Magazine – GolfTime Magazine – Play Florida! – Sunshine Golfer – Responsible for obtaining new partners for the 4 golf publications previously listed. We are looking to expand the equipment, apparel and travel content of each magazine through both advertising and editorial exposure. We combine a print and digital approach along with distribution at National consumer golf shows to complete a successful integrated media approach for each of our clients.

Dean Knuth, Knuth Golf (See EXHIBITING COMPANIES list)

Jon Kokes, Golf Life TV

Arrick Lane, Vegas Golf The Game (See EXHIBITING COMPANIES list)

Mitch Laurance, TV Commentator. Laurance's most recent venture is in conjunction with PGA Master Professional Steve Anderson, as Co-Host of the "Steve & Mitch Online Golf Show." He has been the play-by-play commentator for ESPN's Championship Billiards for the past 15 years. Mitch is also the creator, producer and host of Myrtle Beach's Award winning television show "On the Green Golf Video Showcase," and a contributing writer and video host for Fairways+Greens Magazine.

Cody Law, Exec. Director, Golf Mesquite Nevada (See EXHIBITING COMPANIES list)

Tony Leodora -- a longtime golf writer, Tony Leodora is host of the award-winning GolfTalk Live radio show, the new Traveling Golfer television show and is associate publisher and editor of Philadelphia's edition of GolfStyles magazine. His company, TL Golf Services, is a golf-specific public relations, marketing and event management company. The company manages a number of events -- both in and out of golf -- throughout the year.

Leigh MacKay – Golf writer for New England Golf Monthly (printed and website), Weekend Golfer Magazine website (Miami), and golfsapecod.com. I have a monthly column called "Celebrity Golfer" published in NEGM magazine. For all three websites, I do equipment reviews and golf travel stories. I'll be looking for subjects and/or topics for my magazine and websites.

Vicky MacKay, Freelance

Michelle Maier, ING Staff

Sherry Major, PGA Golf Exhibitions (See EXHIBITING COMPANIES list)

James McAfee – 50-year veteran golf writer for several regional publications, including having own website with The A Position. Topics include equipment, travel and rules. Looking for unique story ideas at the conference. Also President of On the Tee Communications, offering clients such as TPK Golf and ezLocator help with public relations and promotions and other clients like Playboy Golf and the World Golfers Championship with tournament administration and PR.

Kelly McCammon, SNAG Golf (See EXHIBITING COMPANIES list)

Joe McCourt, SNAG Golf (See EXHIBITING COMPANIES list)

Jamie McWilliams is president of VideoStream Productions. A full service television production company, Jamie is heavily involved in the golf industry, as producer of the video features for the Golf Road Warriors travel series and director/post production for "The Traveling Golfer" program. He also produces commercials and new product programming, the most recent for The Putting Stick.

Andy Mears, GM, Island Hills GC (See EXHIBITING COMPANIES)

Paul Meyer, Yamaha Golf Car (See EXHIBITING COMPANIES)

Lisa Mickey, Editor, Ladies Links 4 Golf

Caleb Miles, CEO, Pinehurst, Southern Pines, Aberdeen Area CVB.

Joanne Miller, PR Director, Tour Edge Golf (See EXHIBITING COMPANIES)

Don Muller, Golf Operations, Reunion Resort (See EXHIBITING COMPANIES)

David Nel, FlightScope (See EXHIBITING COMPANIES)

Reid Nelson - Equipment editor for regional magazine in the Carolinas and in the PA/DE/NJ region of the northeast. Also contribute travel and feature articles to those same publications, as well as Carolinas Golf and Palmetto Golfer, magazines published by the Carolinas Golf Association and South Carolina Golf Association, respectively.

Also, owner of Reid Nelson Promotions, a public relations firm that has worked exclusively with golf-oriented clients – private clubs, destination resorts, equipment manufacturers and design firms – since 1988.

Angie Niehoff, President, Niehoff Marketing Associates works with the EWGA to develop international chapters, liaison for the National Women's Golf Alliance and coordinates the Chapter Advocates program for the EWGA Foundation. She specialized in media relations and marketing services for small business and entrepreneurs.

Jay Nomakeo, Play More Golf Radio & Newsletter

John Nomakeo, Play More Golf Radio & Newsletter

Jack O'Leary, Freelance

Jeff Overgaard, Golf Sales Manager, Reunion Resort

Matt Owen, Corporate Director of Public Relations, Salamander Hotels & Resorts
Kristine Owens, Public Relations Manager, COBRA PUMA Golf Jay Nomakeo, Play More Golf Radio & Newsletter

Brent Pauley, Golf Analyzer (See EXHIBITING COMPANIES)

Steve Pike, Executive Editor of GearEffectGolf.com and contributing editor (equipment and travel) at Weekend Golfer magazine; National Resort & Spa editor at examiner.com. www.geareffectgolf.com and www.weekendgolfermag.com.

Bob & Phyllis Poston – ING Photographers (Not in Appointment Show)

Bob Pudenz, To The Green / GPS Technologies (See EXHIBITING COMPANIES)

Terrie Purdum, Publisher, Florida Golf Central Magazine - FGCM, celebrating 14 years in publication, is the only monthly golf, travel, and lifestyle magazine in Florida. Features include: Product Showcase, Growing the Game, Fashion Forward, Living on the Links, Golf Fore Charity, Player Development, Golf Bachelor, Travel, Stay & Play, and the famed Cart Girl of the Month. The magazine also runs a monthly article for the North Florida PGA, South Florida PGA, LPGA, Florida Restaurant and Lodging Association, and Florida Club Managers Association of America. Every issue is in print and online at floridagolfcentral.com.

Mike Ramsey – Not In Appointment Show

Marti Ramsey – Not In Appointment Show

Maryann Raymond – Not In Appointment Show

Ted Raymond – Not In Appointment Show

John Reger, Host, Briefcase Golf Radio - In its 12th year n the air in Florida, this radio show covers all things golf.

Kelli Robinson, Reunion Resort (See EXHIBITING COMPANIES)

Kevin Roby, Golf Psychology Consultants (See EXHIBITING COMPANIES)

Jean Roby, Golf Psychology Consultants (See EXHIBITING COMPANIES)

Michael Saffioti, PGA Golf Exhibitions (See EXHIBITING COMPANIES)

Gregory Sampson, Multi-Media Marketing Manager of New England Golf Monthly, Fairways of Life & Golf Fashion Weekly - Our platform reaches dedicated golfers at the regional, national and global levels by encompassing a complete media mix for maximum brand impressions to our clients. Our clients receive the combination of editorial, rich media and advertising at the budget they can afford. We also offer full brand management including modern public relations, social media, graphic design, web design, search engine optimization and more.

Dominic Selfa, Bridgestone Golf (See EXHIBITING COMPANIES)

Jim Smith, ING Staff, Golf Committee Chair

Charlotta Sorenstam, ANNIKA Academy Director of Golf Operations (Monday panelist) Sorenstam has been with the ANNIKA Academy at Reunion since 2007. The academy is owned by her sister Annika, a Hall Of Fame golfer. Charlotta Sorenstam is a full-time active Callaway Club fitter. During her 17-year LPGA career she recorded two victories. She was an All-American and an NCAA Champion at the University of Texas.

Reid Spencer, an award-winning golf writer, is the owner, editor and publisher of Metro Golf Magazines on the web (www.metrogolfmag.com). Founded as Metrolina Golf Magazine in 1991, the publication now is 100-percent digital and has rapidly become the leading golf web site in the Charlotte, NC, region. Coverage includes local news, golf equipment, news and far-ranging golf destinations. Though the efforts of columnist and equipment editor Reid Nelson, Metro Golf has one of the most extensive, sophisticated golf equipment sections in the country.

Sally J. Sportsman - I am a freelance golf writer, with a focus mostly on the business aspect of the industry. I also am an independent golf media- and public-relations executive.

James Stammer, Golf & Travel Columnist for The Hometown News; Host of the "Thursday Night Golf Show" on WSTU Radio in Port St. Lucie; Treasure Coast Columnist for The Tee Times

Tom Stebbins, Editor, ChipShots.us – A weekly enewsletter to 11,000 golfers in the Spokane, WA region. Published April through September. Complementary live 15 minute weekly update on local sports radio station and partnership with local Fox TV affiliate KAYU providing the same content on their website. www.chipshots.us or www.myfoxgolf.com

James Stockman, WGAT (See EXHIBITING COMPANIES list)

Chuck Stump, Golfalyzer (See EXHIBITING COMPANIES list)

Pam Swensen – CEO of the EWGA, the largest women-focused amateur golf association with chapters in over 120 U.S. cities and locations in Canada, Bermuda, Italy and South Africa. EWGA has connected more than 100,000 working and professional women who share a passion for cultivating relationships and enjoying the game of golf. She also is a founder partner of the National Women's Golf Alliance.

Biggs Tabler, Producer, Those Weekend Golf Guys Radio Show, Louisville

Randy Tantlinger, Principal, Playboy Golf (See EXHIBITING COMPANIES list)

The Golf Channel – TBD

Frank Thomas, Frankly Golf at Reunion Resort (Monday panelist) For 26 years Thomas was Technical Director of the USGA, where he directed one of golf's most-advanced research teams, introduced the GHIN handicap system, and introduced the Stimpmeter to the world of golf. He also has served as chief technical advisor to Golf Digest and The Golf Channel.

Kim Thompson, Publisher, GolfTime Magazine – GolfTime Magazine is a glossy, full-color, premium-quality biannual digest with a 60,000 circulation (120,000 annually) throughout the Midwest and Chicagoland area. GolfTime offers equipment reviews, destination features and the Midwest's best golf course directory. www.golftimemag.com.

Sean Toulon, VP, TaylorMade-adidas Golf (See EXHIBITING COMPANIES list)

Stephen Trattner, VP, Knuth Golf (See EXHIBITING COMPANIES list)

Ed Travis is a national award winning golf journalist and has had a life long love affair with the game. His writing is published by an extensive list of magazines and websites including Golf Illustrated, The A Position and Golf Fashion Weekly. He has competed in tournament golf both as an amateur and as a senior professional and though his competitive days are behind him he still plays regularly and carries a handicap of 2.

Taylor Trusty, Blackstone Media – Use one of your Appointment Show slots to receive a complimentary website analysis from a leader in website efficiency. Blackstone Media, with offices in New York City and Louisville, KY, is owned and managed by Taylor Trusty. He and his staff of seasoned programmers and marketing people are experienced in many phases of online commerce. Expertise in SEO, QR codes, building web traffic and more

Debbie Waitkus, Golf for Cause®, National Women’s Golf Alliance™ – Design and deliver business golf events/education for corporations and associations, especially for women. Co-tournament director for the Marilynn Smith LPGA Charity ProAm. Evaluate, certify, consult, and promote golf courses that roll out the green carpet™ for women. Speaks regularly at golf industry functions and appears in numerous media. Recently published Get Your Golf On! Your Guide for Getting in the Game. Looking for partnership opportunities with the book.

Bill Walsh, CEO, Swing Jacket (See EXHIBITING COMPANIES list)

Lena Wasserman, Owner, LWG Social Media Marketing (Monday Panelist) Wasserman specializes in helping business owners create lead generation and exposure utilizing online Internet Social Media and mobile marketing strategies.

David Wertz, Just One Golf (See EXHIBITING COMPANIES)

Christian Whittaker, Sales Rep, Callaway Golf (See EXHIBITING COMPANIES)

Joe Wiczorek, President, The Media Group, Inc., - The Media Group is considered one of the top Public Relations & Communications firms in the industry specializing in golf equipment, apparel and accessories. Since 1999, we’ve been working with start-up companies, increasing their brand awareness by securing FREE media placements in Print, Radio, TV and the Internet. We handle all aspects of PR for our clients including social media.

David Willis, Yamaha Golf Car (See EXHIBITING COMPANIES)

Greg Wires, Publisher, Golf Minnesota magazine, golfminnesota.com, Golf Minnesota e-newsletter and Smartphone golf apps across America. Award-winning and top selling regional golf magazine in the upper-Midwest, popular golf website and golf directory apps in several states. We have been covering equipment, travel and all things golf for 18 years.

Mark Wishner, Sun SafeTee Program, “Skin Cancer Prevention for Golfers”

Rick Zurak, Producer/Host, Western New York Golf Report TV Show and Golf Editor, Sports and Leisure Magazine (Buffalo and Rochester, NY): Promote Golf in Western New York and introduce viewers to "What's New" in the world as golf as well as great golf destinations.