



E-Scorecard

Newsletter for the International Network of Golf
July 2015



Dennis Walters
WOWs 'em at
ING 25th Anniversary

Celebrating
25
INTERNATIONAL
ING
NETWORK OF GOLF
Years

ING Conference At Mission Inn Proved To Be Worthy Of 25-Year Celebration

The 25th Anniversary ING Spring Conference, presented by Freedom Golf Association, proved to be an event worthy of a 25-year milestone.

Nearly 160 attendees enjoyed the components that comprise this annual gathering of media and golf industry leaders, held this year at the beautiful and historic Mission Inn Resort in Howey-in-the-Hills, FL.

Three informative workshops, an eye-opening Growth of the Game panel, an inspirational evening spotlighting adaptive golf, a house-shaking rock concert, a packed Demo Lab and the popular Appointment Show were among the highlights.

PANEL

These panelists spoke from the firing lines in the Growing The Game From The Trenches panel, which kicked off the educational sessions at the conference. Pam Swensen, CEO of the Executive Women's Golf Association, John Johnson of

SNAG Golf, Kevin Unterreiner from Hack To Jack TV Show, David Windsor of Adaptive Golf Academy and Mike Tinkey of the National Golf



Course Owners Association shared with the audience details about programs from their respective areas in the industry. The panel was moderated by former golf columnist Les Schupak.



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WORKSHOPS

Dr. Robert K. Winters, noted sport psychologist from the David Leadbetter Golf Academy, shared with his attendees the secrets of top performing athletes and high producing business people and how you can instantly start on the road to ultimate success. In her workshop, Connie Charles, founder of iMapMyTeam, provided a pathway for managers to get the most out of their teams utilizing personal information provided by team members. Social Media expert Dawn Raquel Jensen covered a wealth of information regarding marketing through Social Media in her Digital Field of Dreams workshop, sharing knowledge from a



20-year technology and marketing career.

AWARDS

The Dennis Walters Courage Award was special this year for two reasons. One, the recipient was

contests. Favorite product went to Razor Golf's "The Sorcerer" Laser Putter trainer, which nipped Knuth Golf's High Heat driver and training aid Swingclick for top honors. Golfstyles magazine led the voting for Conference Best publication, with FORE Georgia taking second.

Three organizations were given Special Recognition awards for their long-running support of ING – Taylor-Made-adidas Golf, PGA Golf Exhibitions and Golfpac Travel.

EXHIBITORS

The Demo Lab attracted 20 companies, from equipment manufacturers like Taylor-Made, Nike and Tour Edge, to training aids like Swingclick and Eycline, to instructors Gary Gilchrist, Kay McMahan and Dave Bisbee,

among the most worthy ever. E.Q. Sylvester was a successful businessman and an active golfer both on the course and in the boardrooms of golf's governing bodies in the Chicago area before becoming a triple amputee. He then founded Freedom Golf Association, dedicated to bringing joy and a sense of freedom to the special needs community through their inclusion in the game of golf. Secondly, the award's namesake and first winner, Dennis Walters, was on hand to present the award. He also conducted his world-famous trick shot show before a wide-eyed audience at the Demo Lab.

Attendees voted for their favorite product and publication in the annual ING Conference Best

to special products like Golf Skate Caddy and Fling Golf.

For over three hours attendees tested the products, learned new swing tips, and witnessed some amazing golf shots. ParaLong Drivers were on hand to demonstrate their special skills, as was four-year-old sensation Tommy Morrissey, who with one arm banged long, straight shots throughout the session.

The One-On-One Appointment Show featured 28 exhibitors who participated in approximately 15 20-minute meetings with individual attendees. Year-in and year-out the Appointment Show is voted as the most popular element of the conference in post-conference surveys.



COMPETITIONS

Five players earned spots in the National Championship of the World Amateur Golfers Tour by winning their flight in the ING Qualifier. The qualifier was conducted on the famed El Campeon Course at Mission Inn. John Duval, Jim Smith, Tom Gorman, Shan Coughlin and Tim Branco receive complimentary entry and accommodations in the WAGT Nationals, set for Sept. at Shawnee Inn in the Poconos. Flight winners there will represent the USA in the World Championship in Turkey. The 8th Annual ING Durland Cup was won by the threesome of Kevin Unterreiner, Tom Gorman and Michael Vandiver at 12-under-par, after a card playoff.

SPECIAL EVENTS

The Tuesday Night Reunion Banquet was capped off by a special concert by Stormbringer, sponsored by Razor Golf and Jan Stephenson Wines. The Tampa-based group that has played across the globe rocked the house, finishing off a memorable night of awards and inspirational speeches by Dennis Walters, E.Q. Sylvester and D.J. Gregory. Also, Sky Golf sponsored a contest to the pin contest in ClubING Monday night, utilizing a simulator. And finally, a special video tribute honoring Larry Durland was presented at the Golf Awards Reception Wednesday afternoon. Created by Carlton Vinson, the video paid tribute to Durland, who passed away in January. The former golf writer served as the ING

Golf Committee chair for about a decade, and was a founding member of ING. His daughter Marti Ramsey was on hand to present the winners.

NEXT YEAR

The 2016 ING Spring Conference will be held in Heber Valley, Utah, who had three representatives on hand to make the announcement. Zermatt Resort will serve as the host hotel for the 26th ING Spring Conference. Soldier Hollow GC, Wasatch Mountain GC and Crater Springs GC, will host the ING golf activities. The resort is 45 minutes from the Salt Lake City airport.



FGA's Sylvester Receives ING Dennis Walters Courage Award At The ING Spring Conference



E.Q. Sylvester, founder and CEO of Freedom Golf Association, has been named recipient of the ING's Dennis Walters Courage Award.

The presentation was made at the 25th Anniversary ING Spring Conference during the Tuesday Night Banquet at Mission Inn Resort.

The Dennis Walters Courage Award goes to an individual who has overcome great odds to play, and contribute to, the game of golf. It is presented by the non-profit International Network of Golf, where media and the golf industry connect.

The award is named after Dennis Walters, a professional golfer paralyzed from the waist down after a golf cart accident who has since become one of the leading trick shot performers in golf.

Walters was on hand to present the award. He also performed an exhibition at the Demo Lab on Tuesday.

Sylvester founded FGA in July, 2012. Sylvester is a director of the Western Golf Association, member of the United States Senior Golf Association, and a triple amputee.

He became a triple amputee in 2011, and shortly after leaving the Rehabilitation Institute of Chicago attempted to hit golf balls at Cog Hill Golf and Country Club driving range. It was not going well. When long-time friend and Cog Hill owner, Frank Jemsek, asked what he was trying to do, E.Q. replied that he was "trying to hit golf balls without any feet and only one hand!" Asked if he was getting any help, E.Q. replied that he wasn't, and the first step towards forming FGA was taken.

Freedom Golf Association is dedicated to bringing joy and a sense of freedom to the special

needs community through their inclusion in the game of golf. FGA assists those with limitations by promoting, professionally supporting and holding adaptive golf clinics and events. FGA's passion is bringing resources together to advance the number of individuals with special needs enjoying and playing the game of golf.

"Golf is anyone's game," said Sylvester. "FGA

will showcase the opportunities for the golf industry to engage the special needs community during the ING Spring Conference. There are 57 million disabled Americans. 6.7 million play golf now and another 18 million have indicated interest in participating in the game. This is an opportunity for the game to grow, which it should not ignore, and ING understands this."



Panelists Speak From The Trenches In Growing The Game Panel At ING Spring Conference

By Richard Lord

While there's been much consternation over golf's downturn and many doom-and-gloom predictions about its future, the "Growth of the Game from the Trenches Up" panel at the 25th Anniversary ING Spring Conference May 31-June 4 at Mission Inn Resort provided a clear vision of what is needed and what some organizations are doing to get golf out of the rough and back in the fairway.

The panelists' organizations are indeed working "from the trenches up" in taking varied approaches to attract segments of

our society that have either been largely ignored or approached improperly. Among those are juniors, women, Wounded Warriors and other challenged individuals. Here are some key points made by the speakers.

JOHN JOHNSON, Director of Marketing, SNAG Golf.

SNAG — Starting New At Golf — is taking an approach similar to that taken by US Youth Soccer as it went from having 103,432 registered players in 1974 to more than three million by 2000. "They had a master plan," Johnson said. "They started by getting soccer taught in physical ed classes in schools, then they

moved to parks with adaptive fields (based on age and skill levels).

In the 1980s and 1990s, Johnson said, a staggering 100,000 soccer fields were built in the U.S. thanks to that master plan.

"Golf hasn't been taught in the schools and you can't tee it up in a park," he said. "We take kids directly to the course and they shouldn't be there."

So, with age-appropriate specialized equipment and proven programming to teach the four basic shots of golf in a fun and systematic way, SNAG is doing what soccer did by starting programs in schools, graduating to play and



competition in the parks, and after that, on to the golf course. “Then they can move to courses having learned the skills and having grown a passion for the game,” Johnson said.

The Midwest PGA Section started a SNAG-A-School initiative that has grown from 3,000 to 250,000 kids from ages 5-8 being taught in schools in only three years. The section pros instruct and certify the teachers to teach the game to their students. “If we get all 41 PGA sections to start the program we could expose 10 million kids to the game,” Johnson said. “I believe we can and will grow the game this way. We need to grab the kids early.”

PAM SWENSEN, CEO

of the Executive Women’s Golf Association.

The numbers suggest that golf hasn’t done nearly enough to attract potential female golfers.

“Women are only 20 percent of those involved in golf,” Swensen said. “We need to roll out the green carpet and work on making courses more accessible

to women.”

The EWGA is certainly doing its’ part to make that happen.

“We try to bring women together in a non-intimidating environment,” she said. “We want women to take up the game and

the game.

The organization has just started its first student chapter at Maryland Eastern Shore, a historically black university that also offers a PGA Golf Management program. EWGA hopes to add



to know they you can have lots of fun and become a part of a community. The “E” in EWGA stands for enrichment.”

The EWGA, which has more than 14,000 members and has connected with more than 100,000 women since its founding in 1991, is involved in a host of initiatives to attract women to

chapters at other schools.

“We’re excited about it,” Swensen said. “It brings diversity to our association.”

They have also launched a six-week Grads to Golf program for MBA students at the University of Tennessee and plan to add the program at other schools.

“Many said they didn’t have

an interest and were naysayers. They were a little reluctant, but they are believers today,” Swensen said.

A new EWGA website, Golf-forHer.com, offers a complete resource depository of golf activities for new, recreational and competitive golfers.

“Golf Inc. named it one of the top 10 trends in golf,” Swensen said.

MIKE TINKEY, Deputy Chief Executive Director, National Golf Course Owners Association.

Tinkey echoed some of the sentiments offered by Johnson and Swensen.

“We must meet people at the door and start with a welcoming attitude,” Tinkey said. “We can’t be don’t, don’t, don’t. It has to be yes, yes, yes.”

Tinkey is encouraged by a number of programs, many of which have resulted from the collaboration between organizations who are part of Golf 20/20, including Drive, Chip and Putt, Golf Get Ready, LPGA/USGA Girls Golf, and PGA Junior League Golf. He also praised SNAG and The First Tee for their work with young people.

Tinkey pointed to what he referred to as “new incubators” for the game that should be

embraced including Top Golf facilities, Footgolf, Fling Golf and Speed Golf.

“Footgolf is a home run for golf operators,” he said. “It’s profit for the course and it can segue over to golf. Fling Golf is like lacrosse. It gets kids on the golf course doing something they know.”

That being said, making traditional golf grow is still job No. 1.

“We need to make it so people can have instant success,” Tinkey said. “We must make people feel at home and offer more playing opportunities.”

KEVIN UNTERREINER, Founder, TwinCitiesgolf.com Unterreiner, whose “Hack to Jack” golf reality series has become an internet sensation, discovered quickly as he attempted to run golf tournaments that the best tool at his disposal was social media.

“I didn’t have a way to communicate with golfers,” he said. “It’s hard to start a golf business. I learned that you need to have the internet and social media to grow it. Everything is online today.”

Unterreiner still uses traditional advertising, but not in a traditional way.

“You need to use traditional

advertising to drive golfers to your website to stay connected,” he said.

Unterreiner, who has run more than 1,000 golf events since 1998, offered a quick picture of what he called “the big six” social media tools. They are Facebook (75 percent information, 25 percent sales), Twitter (younger demographic, its today’s morning newspaper), YouTube (world’s No. 2 search engine; put up videos), Instagram (younger demographic) and Linked In (it’s the new resume).

On your website, Unterreiner explained, you must inform and entertain, interact with those visiting your site and drive sales. “Eighty-three percent of those who use the Internet have bought online, so build up your e-mail list,” he said.

And most of all, he added, you must be attentive to your site. “The mistake most golf courses make it that they set it up and then they don’t pay attention and monitor it. You need someone in the trenches to drive it.”

Unterreiner’s “Hack to Jack” is proof positive of the potential power of the internet as it relates to golf.

The show, which is geared toward average golfers, attracted

millions of followers in its first season and has won funding from TaylorMade Golf's Hack-Golf initiative.

DAVID WINDSOR, Executive Director, Adaptive Golf Academy

Windsor, a longtime PGA of America teaching professional, was introduced to Adaptive Golf in the late 1990s and admits that "it was something that was off the charts in my world."

Since then, however, it has become the North Florida-based pro's calling. He has developed and instructed adaptive golf

classes on a weekly basis since 1999 for physically/cognitively challenged juniors, adults, disabled veterans and Wounded Warriors. He started the Adaptive Golf Academy in 2006 to train PGA pros and therapists how to teach the game to challenged individuals.

"We work to get the pros more comfortable with teaching adaptive golf," Windsor said. "We have to make the pros comfortable. If the coach isn't comfortable, the student won't be."

His academy has become the teaching entity for PGA H.O.P.E

(Helping Our Patriots Everywhere). The Freedom Golf Association estimates that 57,000 wounded veterans could benefit from adaptive golf

"Twenty-two veterans a day commit suicide," said Windsor, who has seen proof that introducing golf to Wounded Warriors can renew their spirits.

"Our goal is to be in every state and PGA section by 2016," he said. "So far, we are in 21 states and have 45 programs."



Dr. Bob Quotes Aristotle, Buddha and Bill & Ted During Effective Workshop

By Richard Lord

When sports psychologist Dr. Robert K. Winters — or Dr. Bob for short — talks about “The Psychology of Excellence,” as he did at ING’s Spring Conference, you can’t help but listen. After all, who else can make his points by using quotes from the 1989 cult comedy classic “Bill and Ted’s Excellent Adventure,” Greek philosopher Aristotle and the religious figure Buddha in one seminar?

In both his enthusiastic speaking style and with his message, Winters oozes confidence and preaches the need to believe in one’s self in order to be excellent, whether that is in the business world or on the golf course.

Dr. Bob’s countless success stories with golfers

and other athletes make it obvious that those who listen to him benefit from his insight.

Winters, currently the resident psychologist at David Leadbetter’s World Headquarters in Orlando, Fla., said that from an early age he set a high goal for himself.

“I wanted to be great,” he said. “Everyone has to start out thinking they can win. It has to be a mind-set.”

And achieving the mind-set that

leads to achieving excellence is not something that happens overnight. Which brings us to Winter’s quote from Aristotle, who lived between 384 and 322 BC.

“Excellence isn’t an act, but a habit,” Aristotle said.

Or as Winters puts it all these centuries later, “excellence is doing something over and over and over and getting it right.”

In an effort to gauge his golf students’ desires to achieve



excellence, Dr. Bob asks several questions.

The first one is “are you good?” “All my best say they are definitely good while about half add a ‘but.’ There’s always this contingency that creates conditional confidence,” Winters said. “On one side of the scale there is trust and on the other side there is fear, doubts and worry.”

So, Dr. Bob’s goal is to eliminate the doubt and trepidation, but as those of us who play the game know, that is easier said than done.

“I have talked to great athletes from other sports like Michael Jordan and there is no doubt that golf can be the most brutally emotionally devastating sport there is.”

The other questions Dr. Bob asks to figure out whether or not a student is willing to do the work it takes are: How do you know you are good? How good do you really want to be? How good would you be if you didn’t know how good you had to be? What are you willing to do to be as good as you can possibly be? After those questions are an-



swered, it’s time for Dr. Bob to instill his “five golden keys’ to attaining excellence.

No. 1: Believe in yourself.

“You are what you think you are,” Dr. Bob explains. “Your perception is your reality.”

No. 2: You need to build a life philosophy.

“Know if it is to be, it starts and ends with me,’ is the way Winters put it.

No. 3: You need to know and understand that optimism and perseverance are not natural or inherent qualities to the human condition.

Thus, it takes hard work to acquire those traits.

No. 4: You must disregard the good intentions of others and

trust your instincts.

“You must become an expert on yourself,’ Dr. Bob said. “Don’t listen to the naysayers.”

No. 5: Don’t be afraid of making mistakes.

“Take a missed putt for what it is,” he said. “Failure is the fertilizer for future success.”

By doing the work that it takes to achieve personal excellence, you will be able to live up to a line Winters quoted from “Bill and Ted’s Excellent Adventure.”

“Be excellent to yourself. Be excellent to others.”

Party on, golfers.

Team Members' Self-Awareness Key To Successful Team Relations, Says Workshop Leader Connie Charles

In business today, a key difference between great organizations and merely good ones is the way they manage relationships between team members.

In the imapMyTeam motivational workshop at the ING Spring Conference at Mission Inn, participants learned about an advanced way to build teams in today's current business climate.

Connie Charles, founder of imapMyTeam, demonstrated how people who had never met could instantly learn how to relate. With several members of the audience acting as a "demo" team, Connie was able to show them how to talk to each other, what to avoid as well as the value of each member's contribution to the team.

The participants in the imapMyTeam workshop



learned that each person is actually made up of four different dimensions. The first two, what we love and what we need are critical to motivation. The second two look at behavior when operating out of strengths or how it can change when under stress.

The big take-away was understanding that self-awareness is the key to success. When we know who we are we can then manage ourselves and make choices about how we handle circumstances and people who are linked to our success.

Each person left the seminar with a clearer understanding of their own unique characteristics that add value to any team. They also now know how to use imapMyTeam as a tool to build quality relationships in any organization. Veteran golf professional Dave Bisbee also conducted imapMyGolf sessions during the Demo Range, utilizing the same information concept to help golfers lower their scores.



Dawn Jensen Takes Attendees To A ‘Digital Field Of Dreams’

By Richard Lord

As a newspaper journalist, I use the Internet as a source of information and for reaching the growing number of readers who prefer my newspaper’s website to the print product.

That said, before attending Social Media speaker and trainer Dawn Raquel Jensen’s “Digital Field of Dreams” presentation at the ING Spring Conference, I freely admit my knowledge and use of social media didn’t measure up to my younger co-workers.

After Jensen’s mind-expanding presentation I couldn’t help but utter under my breathe the often-repeated line of Sgt. Schultz on the 1960s sitcom “Hogan’s Heroes” — “I know nothing, nothing.” But if I absorbed one obvious truth from Jensen’s tour through the ever-growing Social Media universe, it is that to not embrace the tools available to reach potential clients, customers, employees or employers — is a prescription for frustration and eventual failure.

“Fish where the fish are,” Jensen said. “There are a billion ‘fish’ on Facebook and 320 million on LinkedIn, and more and more CEOs are on LinkedIn.”

Jensen encourages a slow, deliberate approach when starting to build an online presence, using three to five media platforms with curated and original content tailored for the top sites like Facebook, Linked in, Twitter, Pinterest and Instagram. The sites, she said, should be connected without overlapping and include both curated and original content.

“Your goal is to drive traffic to your website for brand exposure,” Jensen said. “Your job is not just posting for social media, your job is to engage. If you aren’t doing that, you’re wasting your time.”

Jensen also emphasized the need for constantly managing your websites — she said many companies set up sites and then don’t put in the time needed to make them beneficial.

“You should have an editorial or Social Media content calendar to plan your posts,” she said.

There are programs like hootsuite.com, planyourposts.com, tweetdeck.com and several others than can help in that effort while saving time. Jensen also pointed out the times when the most people are on the various sites, which can help in planning your posts.

She also touched on a few social search engines that can help you gauge your how your brand is trending online such as socialmention and whostalkin.

In trying to wrap my arms around Jensen’s talk, I even learned how to use a digital platform that was new to me — slideshare — a site that allows you to upload and share presentations, info graphics, documents, videos, PDFs and webinars.

Jensen’s own slideshare site — www.slideshare.net/DawnJensen — includes many of her slideshows on Social Media for those who want to brush up on their quick ING lesson.





CODY LAW WINS WIGWAM GRAND PRIZE IN PLUS ONE CONTEST

Cody Law, Executive Director of Golf Mesquite Nevada was winner of ING's member referral program, Plus One. Law was recognized at the Tuesday Banquet of the 25th Annual ING Spring Conference at Mission Inn Resort.

He receives a 4-day, 3-night golf vacation for two to beautiful Wigwam Resort near Phoenix, AZ. The winning package includes: Accommodations for three nights at the Wigwam; Two rounds of golf at Wigwam; three days of breakfast for two; dinner for two at Litchfield's. Everyone who participated and successfully brought at least one new company or person to the conference received a dozen golf balls from VICE Golf. Finalists in alphabetical order were Tiss Dahan, Holly Geoghegan, John Glozek, Tom Gorman, Dean Jarvis, Cody Law, Andy Mears and Dominic Selfa.



ING Recognizes Long-Term Sponsors

As part of its 25th Anniversary celebration, ING recognized three long-running sponsors for their support of the non-profit organization. Shown on this page are: Sherry Major of PGA Golf Exhibitions (r), with presenter Pam Swensen of the ING Advisory Board; Leslie Main and Bill Price of TaylorMade-adidas Golf with presenter Holly Geoghegan of the ING Advisory Board; Jeff Hamilton of Golfpac Travel with presenter Pam Swensen.



ING Conference Best Award Winners: Razor Golf's Sorcerer Laser Putter Trainer and Golfstyles Magazine

Razor Golf Company chose the 25th Anniversary ING Spring Conference as a launch pad for its' new putting training product, the Sorcerer Laser Putter. Attendees at the conference at Mission Inn Resort & Club were among the first to see this new product. And if their response is any indication, the Sorcerer will be a huge hit.

Razor Golf's Sorcerer won the ING Conference Best honors in the Products category, determined by vote of conference attendees. It won by one vote over two other products that tied for second – Knuth Golf's popular High Heat driver and the Swingclick training aid.

In the Publications category, Golfstyles Magazine-Philadelphia was voted No. 1 by attendees.

Products and publications being exhibited at the conference are eligible to win the ING Conference Best award. Attendees voted

throughout the week on the product and publication that they felt were best at the conference.

The Sorcerer Laser Putter was designed by Michael R. Vandiver and Jody Reed.

By placing parallel lasers in the face of the putter at precisely the correct angle the Sorcerer Laser Putter shows the golfer the exact line that the putter face is pointing and the angle of the face at address. This provides perfect alignment and face angle reducing "skidding."

"The reason most golfers struggle with their putting is that their alignment is incorrect," said Vandiver. "The "Sorcerer" Laser

Putter will help golfers correct that alignment issue. It is accurate at any distance and works indoors or outdoors."

Golfstyles has been publishing its golf and lifestyle magazine for over 20 years. Tony Leodora is editor of the Philadelphia edition of Golfstyles, the one chosen by ING attendees as the top publication. Chase54 conducted a "Best Dressed" contest at the ING Spring Conference. The up-and-coming golf apparel company presented complete outfits to the best dressed man and best dressed woman at the conference.

Selected by Chief Designer Lulu Faddis and Director of Marketing Amy Yanda-Lee were Leslie Main of TaylorMadeGolf for the women, and free-lancer Bruce Hutchinson among the men. Thanks to Chase54, a new ING sponsor.



Golf Winners



World Amateur Golfers Championship

Five flight winners in the WAGT National Qualifier at the ING Spring Conference have advanced to the National Championship of the World Amateur Golfers Tour. That will be held in September at Shawnee Inn Resort in the Poconos.

Flight winners were: John Duval of IntoTheGrain.com, Jim Smith of JP Smith Group, Tom Gorman of New England Golf Monthly, Tim Branco of New England Golf Monthly and Shan Coughlin of TheGolfDirector.com.

The other major golf competition was the 8th Annual Durland Cup, named in honor of longtime ING Golf Committee Chair Larry Durland. Winning team was the threesome of Kevin Unterreiner of the Hack To Jack TV Show, Tom Gorman of New England Golf Monthly, and Michael Vandiver of Razor Golf, a four-time winner of



this event. Larry's daughter, Marti Ramsey, was on hand to present the Cup.

Both of these tournaments were held on the highly ranked El Campeon course at Mission Inn Resort.

Heber Valley To Host 2016 ING Spring Conference May 22-26

Coming off a successful and historic 25th Anniversary ING Spring Conference this year, the International Network of Golf will head west in 2016 for only the fourth time in its Spring Conference history.

ING will conduct its 26th ING Spring Conference in spectacular Heber Valley, Utah, May 22-26, 2016. The Zermatt Resort in the beautiful Wasatch Mountains will serve as host hotel, with three different golf courses within five minutes of the Zermatt being used for the golf events.

This will be the first time since 2009 that the ING Spring Conference has been conducted outside of the Eastern Time Zone. The Zermatt Resort is an easy 45-minute drive from the Salt Lake City airport.

If you've never been there, prepare yourself to be intoxicated by the natural beauty of this Utah destination.

"There is no more beautiful place to conduct an ING Spring Conference," said ING Executive Director Mike Jamison. "The vistas are spectacular at every

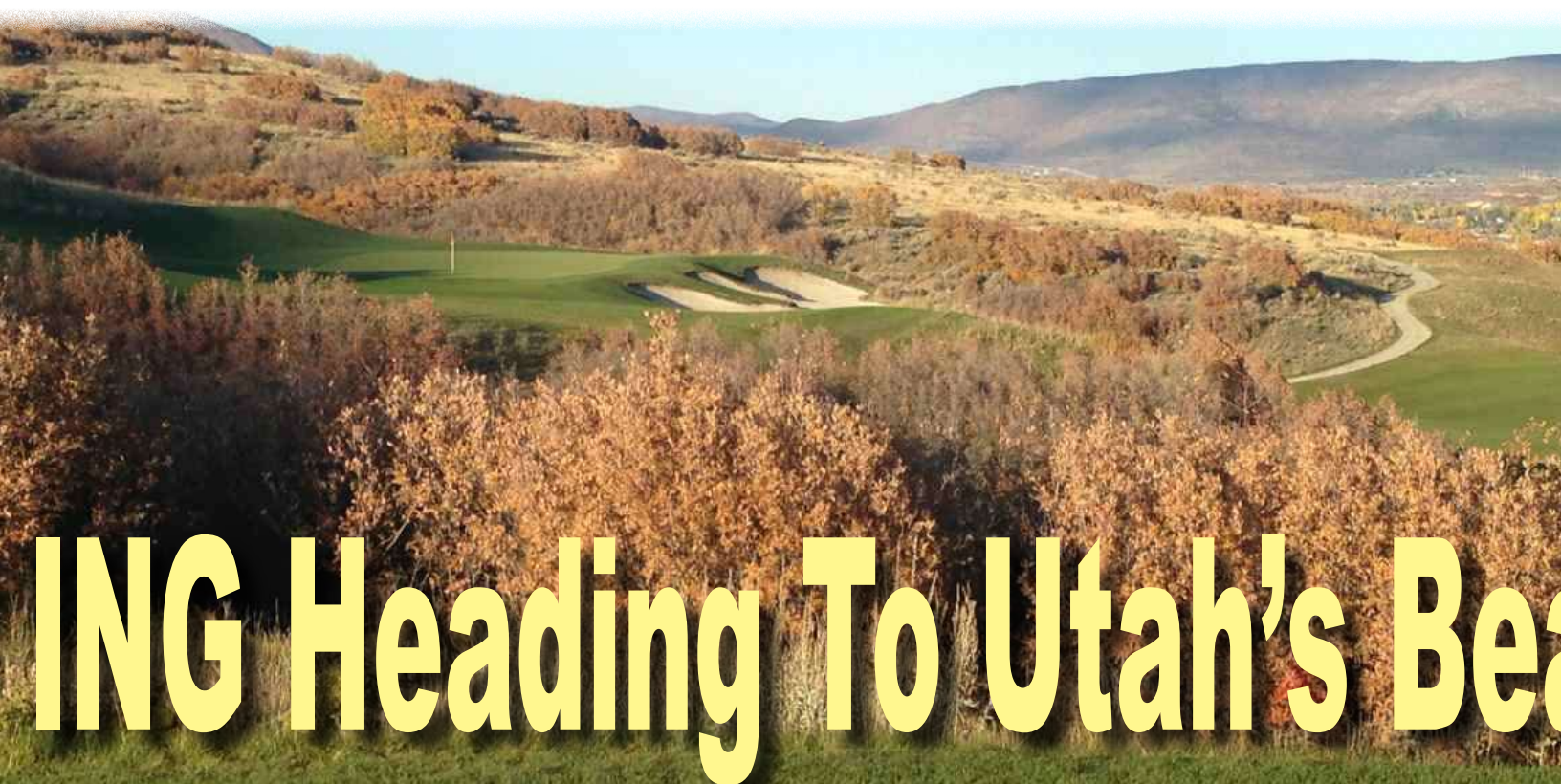
turn. And I think our golfers are going to be amazed at the quality of golf at Soldier Hollow and Wasatch Mountain. We are thrilled to be going west in 2016, and especially to Heber Valley."

Located just minutes from Park City, Heber Valley boasts three state parks, the 2002 Olympic venue Soldier Hollow, the Heber Valley Railroad – Utah's only historic railroad - scuba diving, blue ribbon fly fishing and 90 holes of extraordinary mountain golf.

"On behalf of the Heber Valley Chamber of Commerce and its partners, we are excited to host the 2016 ING Spring Conference," said Ryan Starks, Executive Director of the Heber Valley Chamber of Commerce.

"We believe ING guests will fall in love with the Heber Valley where 90 holes of beautiful mountain golf, stunning views, and cool temperatures will supplement another high quality conference. As one of the only host sites in the West, we look forward to making this conference as memorable as possible."

Zermatt Resort is a Swiss-themed AAA-Four-Di-



ING Heading To Utah's Best

among recreation resort and corporate conference center. This lovely, quaint property offers 331 guest rooms, 50,000 feet of conference space and all the amenities you could need for every season and every business or leisure purpose. There is only one stoplight in the 45-minute drive between Zermatt and the Salt Lake City International Airport.

Three different golf complexes - Soldier Hollow GC, Wasatch Mountain GC and Crater Springs GC - will host the ING golf activities. Each has conducted its share of important amateur and professional golf competitions.

Gene Bates Golf Design provided the unique layouts at the 36-hole Soldier Hollow Golf Club. The site boasts native Utah vegetation, one of the longest courses in the state and the originality of being the only golf course built on an Olympic venue. Golfweek Magazine named the Gold Course in its Best Courses You Can Play in Utah, Best Municipal Courses and Top 50 Best Public Access Courses. Golf Digest

Magazine named it Best in State and listed it in Best New Affordable Public-Access Courses.

Spectacular Wasatch Mountain State Park boasts two memorable layouts. The challenging 18-hole Mountain Course, which will host the ING WAGT National Qualifier, is carved from natural mountain contours. There will be occasional sightings of roaming deer, elk, wild turkeys, moose and other wildlife. You'll reach vantage points overlooking the beautiful Heber Valley below.

Crater Springs Golf Club, across the street from the Zermatt, will host the Demo Lab.

For its 26th Annual Conference, ING is planning an extensive schedule, including the ever-popular One-On-One Appointment Show, the Demo Lab, golf tournaments and all the educational and networking sessions ING is known for.



Beautiful Wasatch Mountains



26th Annual
ING Spring Conference
 May 22-26, 2016
 Heber Valley, Utah
Super-Saver Deadline: August 10, 2015

EXHIBITORS Registration From - Super-Saver Pricing
(Individuals not with Exhibiting Companies should complete a different form)

PACKAGE CHOICES (includes full conference fee for ONE person*)**

___ THE WORKS - \$3,695; \$2,650 if paid by August 1, 2015:

Includes Display Table and appointment schedule in the ING One-One Appointment Show;
 Display Area in the ING Demo Lab; Individual Conference Fee for ONE.

___ APPOINTMENT SHOW PACKAGE - \$2,495; \$1,750 if paid by August 1, 2015:

Includes Display Table & Meetings in the One-On-One Appointment Show; Individual Conference Fee for ONE

___ DEMO LAB PACKAGE - \$2,345; \$1,650 if paid by August 1, 2015:

Includes Display Area in the ING Demo Lab; Individual Conference Fee for ONE.

*****Additional Individual Attendees from your company:** \$125 per day or \$495 for the entire conference.

EXHIBITING ONLY (not attending the conference meals, educational & networking sessions)

___ APPOINTMENT SHOW - \$1,500; \$1,150 if paid by August 1, 2015: Includes Display Table & Meetings in the
 One-On-One Appointment Show

___ DEMO LAB - \$1,400; \$1,050 if paid by August 1, 2015: Includes Display Area in the ING Demo Lab

NOT AN ING MEMBER? Add \$75 per person to the fee

REGISTRATION DETAILS

Company _____ Phone _____

Address _____ City _____ St _____ Zip _____

Attendee 1 _____ **Title** _____ **Email** _____

Golf: ___ Monday Scramble (\$50); ___ Monday WGAT Qualifier (\$65); ___ Wednesday Scramble (\$50); **Handicap/Avg. Score** _____

Attendee 2 _____ **Title** _____ **Email** _____

Golf: ___ Monday Scramble (\$50); ___ Monday WGAT Qualifier (\$65); ___ Wednesday Scramble (\$50); **Handicap/Avg. Score** _____

Attendee 3 _____ **Title** _____ **Email** _____

Golf: ___ Monday Scramble (\$50); ___ Monday WGAT Qualifier (\$65); ___ Wednesday Scramble (\$50); **Handicap/Avg. Score** _____

PAYMENT DETAILS (pay by credit card or check - made out to ING Spring Conference)

Credit Card Type _____ Number _____ Exp. _____

Name on Card _____ Amount _____ Signature _____

DEADLINE: Aug. 10, 2015. **REFUNDS:** Written notice prior to March 1, 100 percent; March 1 to April 15, 50 percent; After April 15, no refunds.

HOTEL RESERVATIONS: We will release instructions on how to book your hotel room at a reduced rate at Zermatt Resort later in the year.

ING • 556 Teton Street, Lake Mary, FL 32746 • PH: 407-328-0500; FAX: 407-260-8989; mike@jamisongolf.com





26th Annual
ING Spring Conference
 May 22-26, 2016
 Heber Valley, Utah
 Super-Saver Deadline: August 10, 2015

Individual Attendees Registration Form - Super-Saver Pricing
(Exhibiting Companies and their attendees should complete a different form)

Active Media (Definition: You have a recognized and creditable outlet for producing stories from this conference)
 ___ 4-Day Conference Package- ~~\$200~~; **\$120** if paid by August 1, 2015 – **OR** - ___ Day-By-Day Fee: \$50 per day

Agency (Definition: You are employed by or contracted with a PR or Advertising Agency, or you sell media space/time)
 ___ 4-Day Conference Package- ~~\$600~~; **\$400** if paid by August 1, 2015 – **OR** - ___ Day-By-Day Fee: \$150 per day

Association (Definition: You are employed by or contracted with a golf-related association)
 ___ 4-Day Conference Package- ~~\$600~~; **\$400** if paid by August 1, 2015 – **OR** - ___ Day-By-Day Fee: \$150 per day

Business (Anyone in the industry who does not fit in categories above; i.e. club manufacturers, resort/travel, designers, etc.)
 ___ 4-Day Conference Package- ~~\$995~~; **\$695** if paid by August 1, 2015 – **OR** - ___ Day-By-Day Fee: \$250 per day

Spouse/Guest Fee - \$195 (Includes participation in F&B and networking events) Guest name _____

Are you an ING member? - If not, please add \$75 to cover your annual ING membership fee.

CHOOSE YOUR GOLF

___ Monday Scramble (\$55); ___ Monday WGAT National Qualifier (\$70); ___ Wednesday Durland Cup Scramble (\$55)

Your USGA Stroke Index OR Average Score _____

REGISTRATION DETAILS

Name _____ Representing _____

Address _____

City _____ State _____ Zip _____ Phone _____

Title _____ Email _____

Website _____

Twitter, Facebook, LinkedIn, etc: _____

PAYMENT DETAILS (pay by credit card or check - made out to ING Spring Conference)

Credit Card Type _____ Number _____ Exp. _____ Code _____

Name on Card _____ Amount _____ Signature _____

DEADLINE: Aug. 10, 2015. **REFUNDS:** Written notice prior to March 1, 100 percent; March 1 to April 15, 50 percent; After April 15, no refunds.

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**Special thanks to
Jeff Gilder of
TheGolfDirector.com for
the majority of our
conference photography.**









The Freedom Golf Association has added a fund-raising Derby for the Disabled to its schedule for the annual FGA Golf Outing Sept. 14 at Cog Hill Golf & Country Club in Lemont, IL. The team that raises the most money for the FGA Golf Outing will win the Derby for the Disabled. Entry fee for the golf event is \$150 and includes golf, dinner, auction and live music. You do not have to play in the golf event in order to compete in the Derby for the Disabled. Funds raised through this event go to help the FGA in its mission to bring joy and a sense of freedom to the special needs community through their inclusion in the game of golf. To date FGA has helped introduce more than 800 special needs individuals and wounded veterans to the joy of golf and all its' wonderful benefits. To signup or get more information, visit www.fgagolfouting.com.

Top equipment and technology companies will demonstrate their newest products

and services at the **2015 PGA Outdoor Demo Experience**, Aug. 17 at Cascata Golf Club just outside of Las Vegas.

The Cascata event opens the PGA Fashion & Demo Experience, August 17-19, with a full day of golf events including a Pro-Pro tournament, instructional workshop, new equipment and technology testing, an indoor golf product marketplace, industry networking, special events, contests/prizes, live music and a barbeque.

The indoor portion takes place Aug. 18-19 at The Venetian on the Las Vegas Strip. Over 200 companies and brands will participate. A live fashion show, guest speakers and several educational sessions are also on the schedule. www.PGALasVegas.com.

TaylorMade recently launched the Daddy Long Legs+ Putter. The DLL+ putter features the new Super-Stroke XL 2.0 grip with 125-gram counter weight and a True Temper lightweight steel

shaft for extreme counterbalancing to maximize stability. The DLL+ puts 200% more weight above the hands to raise the balance point 2" to allow greater control of the heavier head. Combine this new balance point with the 8856 MOI of the DLL+ head creates the most stable overall putter TaylorMade has ever created.

Crafted incorporating feedback from TaylorMade Tour Professionals, the new design of the DDL+ features updated styling with a sleek matte black finish, including a new non-glare tour satin grey finish and contrasting alignment lines. www.taylormadedegolf.com.

CHASE54, the apparel brand named for the pursuit of the perfect score in golf, recently announced its FeatherFuze™ Technology, offering an ultra-fine knit very few machines in the entire world can produce. CHASE54 has this capacity, as it owns its' manufacturing and production, therefore bringing technologies to market with speed and ease.

FeatherFuze™ was launched as a response to continued demand for the high gauge fabrics in previous C54 collections. “There was such an incredible response to the fabrics, that we decided they were worthy of their own category as “FeatherFuze™,” says Lulu Faddis, Creative Director and Chief Designer for CHASE54. “The industry will see an expansion of this tech category as we move into 2016.” www.chase54.com.

Bridgestone Golf has given a 16th birthday makeover to the Lady Precept, golf’s most popular ladies’ golf ball. The ball’s core has been softened and, as a result, preliminary player testing has shown distance increases of 4-6 yards off the tee. In addition, the softer surlyn cover provides better greenside performance, without sacrificing the distance loss women golfers experience with tour-level urethane cover golf balls. Said Corey Consuegra, Senior Director of Marketing for Bridgestone Golf.: “No other

company in the industry has the expertise we do when it comes to understanding the relationship between female golfers’ swings and their golf ball needs. The 2015 Bridgestone Lady Precept was perfected over previous versions based upon what we learned from our ever-expanding ball-fitting database, to deliver more distance and better feel than ever before.” www.bridgestonegolf.com.

The **SkyPro® Swing Analyzer by SkyGolf®** has been named the MyGolfSpy 2015 Most Wanted Full Swing Analyzer. The SkyPro is about the size of a flash drive and weighs less than one ounce. It attaches easily to the shaft of any golf club just below the grip. Thousands of critical data points about a golfer’s swing path, club head speed, swing plane, club face rotation, shaft angles and much more are instantly sent via Bluetooth to a FREE app on their smartphone to view. www.skygolf.com.

The **Golf Talk Live** radio

show - and its flagship station WNTF Newstalk 990 in Philadelphia – has received the prestigious Excellence in Broadcasting Award from the Pennsylvania Association of Broadcasters. The award came in the “Judges’ Merit” category, for a show titled “An Evening with Gary Player” that aired in September of 2014. www.golftalklive.net.

FORE Georgia is now offering a stand-alone E-BLAST advertising program, helping companies target 50,000+ opted-in, avid golfers in Georgia plus 803 PGA pros. Each e-blast is priced at \$3,500 net. With one full-page ad in the FORE Georgia magazine the price drops to \$2,500. With two full-page ads the price drops to \$1,500 and with three ad pages the e-blast is FREE. www.foregeorgia.com.

VPAR recently launched the latest edition of the VPAR iPhone app with new tools for optimizing the on-course user experience. Building on the worldwide growth of the “Best

Sports App” (2014 Sports Technology Awards), VPAR 4.0 showcases several new features, including simplified round creation, improved GPS system and Social Media sharing. www.vpar.com.

Much has been made about the lower and deeper center of gravity in **Knuth Golf's** wildly popular High Heat Driver. Overlooked, however, is the advantage of the mirror face, which provides instant feedback after every swing. With each strike a clear impression of the ball shows on the clubface, indicating to the golfer exactly where contact was made. A simple wipe of the face creates a clean slate for the next swing. www.knuthgolf.com.

The **World Amateur Golfers Championship** is now listed on PGATOUR.COM's official partner site, which is visited by millions of fans, World Amateur Golfers Championship is the largest amateur golf tournament in the World. It's currently being played in over 40 countries, including the USA, where ING member Anders Bengtson owns the rights. www.WAGTUSA.com.

LPGA Hall of Fame instructor **Kay McMahon** was selected by the Northeastern New York Section of the PGA of America as the 2015 Horton Smith Education Award winner. McMahon, creator of the teaching made simple concept, Golf 8.5, has served on the Education Committee for five years and served as a Section Board Director from 2010 - 2014. The award recognizes outstanding and contributions to developing and improving education opportunities for the PGA golf professional. www.edukationgolf.com.

ING member **Jan Bel Jan**, who serves on the board of directors for the National Alliance for Accessible Golf, recently announced that the alliance has granted more than \$628,000 to build bridges for better accessibility on golf courses, which in turn, has helped 8,000 individuals nationwide with playing golf. www.accessgolf.org.

Yamaha Golf-Car Company has named 25-year golf and manufacturing industry veteran Tim O'Connor as divi-

sion manager of distributor sales and marketing. ... Golf Convergence recently introduced a “Business of Golf Barometer” to provide golf course owner instant insights on topics that are impacting their operation. ... VICE Golf has been awarded Gold Medals for two of its four golf ball models in the Golf Digest “Hot List.”

Have Member News?

Let Us Know.

A Special
Thank You
from ING's Executive Committee
to All of You Who
Joined Us at ING's 25th Anniversary



President
John Glozek, Jr.
Golfing Magazine

At Large
George Baker
Razor Golf

Tiss Dahan
Ariat International, Inc.

Tony Leodora
TL Golf Services

Andy Mears
Freedom Golf Association

Executive Director
Mike Jamison
Jamison Golf Group

VISIT
the ING website...



You're On It!

www.INGgolf.com

Celebrating



Years

From the President

It's time for a few 'thank you's'.

Thank you Mike Jamison for what you did 25 years ago starting ING and for guiding the ship the past 25 years.

Thank you to everyone who has helped make it what it is today.

Thank you to the members of the Executive Committee.

Thank you to the members of the Advisory Board.

And thank you to you -- a member of ING. You are a very special part of what makes ING possible.

CONGRATULATIONS ING on a wonderful anniversary. Thank you for a fabulous conference.



2015 Executive Committee

President

John Glozek, Jr.
Golfing Magazine

At Large

George Baker
Razor Golf

Tiss Dahan

Marketing Consultant

Tony Leodora

TL Golf Services

Andy Mears

Freedom Golf Association

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Dominic Selfa

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