



E-Scorecard

Newsletter for the International Network of Golf
December 2015

**JOIN US at the 26th Annual
ING Spring Conference**

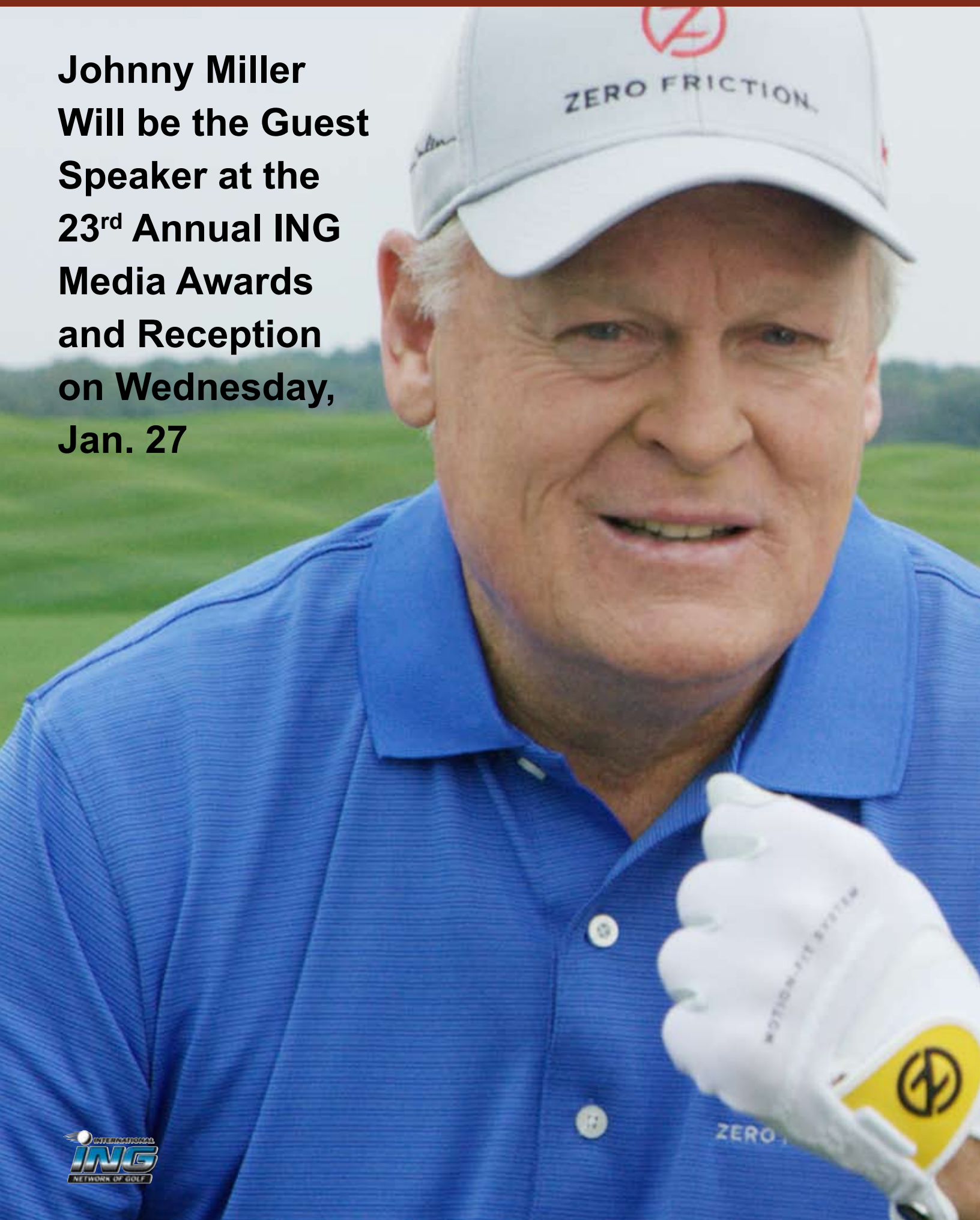
**Heber Valley, Utah
The Zermatt Resort
May 22-26, 2016**



**Johnny Miller to be
ING Guest Speaker
at PGA Show**



**Johnny Miller
Will be the Guest
Speaker at the
23rd Annual ING
Media Awards
and Reception
on Wednesday,
Jan. 27**



Whether during his Hall of Fame career on the PGA Tour or his time in the NBC broadcast booth, Johnny Miller has always been a colorful and unique character who is not shy about sharing his opinions.

ING members and guests will have the opportunity to hear some of those opinions in person at the PGA Merchandise Show in Orlando Jan. 27-29. Miller will be the guest speaker at the 23rd Annual ING Media Awards and Reception on Wednesday, Jan. 27 in ClubING, Room 309A at the Orange Country Convention Center.

Miller will appear on behalf of Zero Friction, co-sponsor of the Media Awards Reception. Zero Friction recently named Miller as partner, global spokesman and product developer for the company.

Zero Friction is responsible for establishing the performance golf tee market, creating the first and only performance tee to ever carry the PGA TOUR logo.

Zero Friction's most recent success story is in the golf glove segment. The company's colorful line of compression-fit gloves for men, women and juniors takes the guesswork out of sizing. Compression-fit technology means a universal fit within the various models, and the glove that will hold its shape longer than any on the market.

"Zero Friction has developed truly innovative products which enhance golf," said Miller.

"As I looked at the golf investment landscape I found Zero Friction to be a leader and innovator. I am looking forward to working with their entire team to build the brand and product lines to the fullest level possible."

Zero Friction Founder and President John Iacono believes Miller can help take his already successful company to the next level. "We could not be happier than to become a

partner with Johnny Miller," said Iacono. "It is a tremendous compliment to our company to be affiliated with an individual with such accomplishments and integrity. Johnny will be instrumental in assisting us in to develop products that maximize technology and push conventional performance standards."

Miller's Q&A will take place immediately following the presentation of the 23rd Annual ING Media Awards, which start at 4:45. A reception will follow Miller's Q&A.

ClubING is opened to all ING members and their guests throughout the PGA Show. Dis-



play opportunities in Room 309A are still available for PGA Show Exhibitors. Call 407-328-0500 for details.

Among the many activities scheduled for ClubING are:

- Coffee each morning from 8 to 10.
- Media Awards and Reception, Wednesday, 4:45 to 6:30.
- Johnny Miller Q&A, Wednesday, 5:15
- Pellucid State of the Industry Presentation, Thursday at 10:30 and 3.
- ING Industry Honors Presentation, Thursday, 12:30.

ABOUT ING

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Sponsor ClubING

Several companies have already stepped up to be sponsors in ClubING at the PGA Merchandise Show. Chase 54 has agreed to be ING's official apparel sponsor for 2016, and that sponsorship includes a display in ClubING throughout the show.

Chase 54 joins Nexbelt and Zero Friction as co-sponsors of the 23rd Annual ING Media Awards Presentation Press Conference. First-place winners in each category will receive a Chase 54 golf shirt, a belt from Nexbelt, and a golf glove from Zero Friction.

Zero Friction will also co-sponsor the Media Reception that follows the awards presentation, and will have spokesperson Johnny Miller onsite for a Q&A.



Knuth Golf, maker of the popular High Heat Driver, has signed as a presenting sponsor of ClubING. Company officials Dean Knuth and Steve Trattner will be on hand to discuss the new High Heat fair-way woods and hybrids.

Display sponsorships are still available to any PGA Show exhibitor. Call 407-328-0500 or email mike@jamisongolf.com for details.



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



ING Heading To Utah's Best

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-Diamond recreation resort and corporate conference center. This lovely, quaint property offers 331 guest



Beautiful Wasatch Mountains

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-minutes 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.



Heber Valley, Utah • Soldier Hollow Golf Course

What They Are Saying about **ING**

"Thanks to you and the ING team for the amazing opportunity. I have been like a busy bee ever since the conference with the connections and new opportunities that have come about."

– Amy Yanda-Lee, CHASE54

"We appreciate the opportunities that the ING Conference offered to introduce our Rolling Out the Green Carpet™ certification program to so many influential people in the golf industry."

– Pam Swensen, CEO of the EWGA

"Thank you for everything. I had a great first conference."

– Dominic Selfa, Bridgestone Golf

"Being a new member, we weren't quite sure what to expect, but the business and networking was far more than we had imagined. It was refreshing and overwhelming."

– Brent Pauley, CEO, Golfalyzer

"Thanks for creating an environment again and again that is so conducive to productive connectivity and moving ideas forward."

– Debbie Waitkus, Golf For A Cause

"This was the best move I have ever made, going to the Spring Conference. I met some of the top people in the golf business."

– Dan Bonomo, PSP Golf

"I have worked with 35 people who were at the ING Spring Conference. It just makes it so much easier for me to line up interviews for the radio show, having met them at the ING Conference. "

– Biggs Tabler, Those Weekend Golf Guys radio show

"If you do one thing, you need to join ING. It's an amazing organization that will get you some great connections in the industry."

– AJ Ali, Golf To End Cancer



26th Annual
ING Spring Conference
May 22-26, 2016
Heber Valley, Utah
Early Bird Deadline: March 11, 2016

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~~; **\$2,995 if paid by March 11, 2016:**

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~~; **\$1,995 if paid by March 11, 2016:**

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

___ **DEMO LAB PACKAGE** - ~~\$2,345~~; **\$1,895 if paid by March 11, 2016:**

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~~; **\$1,250 if paid by March 11, 2016:** Includes Display Table & Meetings in the
One-On-One Appointment Show

___ **DEMO LAB** - ~~\$1,400~~; **\$1,150 if paid by March 11, 2016:** 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 (\$55); ___ Monday WGAT Qualifier (\$70); ___ Wednesday Scramble (\$55); **Handicap/Avg. Score** _____

Attendee 2 _____ Title _____ Email _____

Golf: ___ Monday Scramble (\$55); ___ Monday WGAT Qualifier (\$70); ___ Wednesday Scramble (\$55); **Handicap/Avg. Score** _____

Attendee 3 _____ Title _____ Email _____

Golf: ___ Monday Scramble (\$55); ___ Monday WGAT Qualifier (\$70); ___ Wednesday Scramble (\$55); **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: March 11, 2016. **REFUNDS:** Written notice prior to March 1, 100 percent; March 1 to April 15, 50 percent; After April 15, no refunds.

HOTEL RESERVATIONS: To secure the special ING reduced rate of \$90 ++ per room per night at the beautiful Zermatt Resort, call 866-937-6288, ext. 1, and mention that you are attending the ING Spring Conference. You MUST BOOK your room by April 21, 2016 to insure you receive the special ING rate.

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
Early Bird Deadline: March 11, 2016

Individual Attendees Registration From - Early Bird 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~~; **\$145** if paid by March 11, 2016 – **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~~; **\$495** if paid by March 11, 2016 – **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~~; **\$495** if paid by March 11, 2016 – **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~~; **\$795** if paid by March 11, 2016 – **OR** - ___ Day-By-Day Fee: \$250 per day

Spouse/Guest Fee - \$225 (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_____

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TENTATIVE ING SPRING SCHEDULE, 2016

Heber Valley, Utah – Zermatt Resort

TIME EVENT

SUNDAY, May 22

12 pm -7 pm	Conference Check-In
3:30 pm.....	ING Advisory Board Meeting
6 pm.....	Conference Orientation
7 pm.....	Welcome Reception
9 pm.....	ClubING

MONDAY

7 am-1 pm	Conference Check-In
8 am.....	Breakfast & Mellinials Panel
9:30 am	Workshop 1: Sales & Marketing
9:30 am.....	Workshop 2: Travel In Today's World
11 am.....	Appointment Show Day 1
2 pm.....	Golf Tournaments: WAGT Nat'l Qualifier & Scramble
7 pm.....	ClubING

TUESDAY

7 am-Noon.....	Conference Check-In
7:30 am.....	Breakfast
8 am.....	Appointment Show Day 2
Noon.....	Committees Lunch
2 pm.....	Demo Lab
7:30 pm.....	Awards Dinner
9:30 pm.....	ClubING

WEDNESDAY

7 am-1 pm	Conference Check-In
8 am.....	Mentor-ING Breakfast
9:45 am.....	Workshop: Social Media
11 am.....	Workshop: Media Relations
2:15 pm.....	Durland Cup Golf Tournament
6:45 pm.....	Golf Awards Reception
8:30 pm.....	ClubING

THURSDAY-Checkout Day

8:30 am.....	Advisory Board Breakfast
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ING CONNECTIONS

Joanne Miller of Tour Edge Golf and Amy Yanda-Lee and Lulu Faddis from Chase 54 connected at the ING Spring Conference at Mission Inn Resort last June. Chase54 is an up and coming golf apparel company, and Tour Edge Golf is a longtime ING sponsor that is known for its outstanding Exotics line of drivers, fairway woods and hybrids. The new relationship generated instant benefits for both companies. Chase 54 will be the shirt provider for the wildly popular Tour Edge Multi-Manufacturer Media Day on Monday of PGA Show Week at Keene's Point in Windermere. That's network-ING at its' best, Ladies!



Looking Back at the 25th Anniversary Conference



Celebrating
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Freedom Golf Association will conduct an Adaptive Golf Workshop, January 15-16 at the CDGA Clubhouse in Lemont, IL. FGA Director of Operations Andy Mears will conduct the workshop along with PGA member David Windsor. Those interested in learning how assist persons with special needs to play the game of golf should call 630-257-2005 to learn more about the workshop.

FGA is a non-profit association founded in 2012 with the mission to bring joy and a sense of freedom to the special needs community through the game of golf. FGA does not charge participants for the clinics or events it produces.

Outdoor instructional workshops, daily keynote sessions, certification programs and classroom seminars create a comprehensive educational calendar at the **63rd PGA Merchandise Show** in Orlando, Jan. 26-29, 2016.

Detailed descriptions of educational programming, instructor biographies and online registration are now available at PGAShow.com. Early savings on conference registration fees are available through December 14, 2015. PGA Professionals are able to earn more than 30 MSR credits through participation in PGA Education and PGA

Merchandise Show programs. "The 2016 PGA Merchandise Show Education Conference has been developed to help PGA Professionals improve customer loyalty and satisfaction through key insights from the game's top teachers and business strategy experts," said PGA of America Senior Director of Education and Employment Dawes Marlatt, PGA.

CHASE 54 recently introduced The Hoffman Jacket, which features CHASE54's signature UltraFuze™ technology. The fabric is made of an ultra lightweight three-layer soft shell bonded fabric. Its secret ingredient is the fusion of a high-performance membrane and an ultra high-gauge knit.

The jacket is waterproof and windproof, and includes a drawcord detail at the hem for cinching and a mesh inner lining. Elastic cuffs pull up easily and stay in place. The jacket is protective, yet breathable with a soft hand and offers incredible mechanical stretch.

Cure Putters has introduced four new RX Series putters delivering the Highest Moment of Inertia (MOI) in the industry with the added benefit of a wide range of weight and lie adjustability. Build-

ing on the success of the previous RX Series putters, the new RX3, RX4, RX5 and RX6 feature a more streamlined look at address and a precision, spiral milled face for a softer feel.

Bionic Gloves, a leader in golf glove technology, will continue its partnership with the Executive Women's Golf Association (EWGA) as they work to promote the growth of women's golf. Now in its fifth year, the partnership provides EWGA members with a custom Bionic glove designed for the nuances of women's hands. In addition, Bionic donates part of the proceeds from sales to support women in golf.

Bridgestone Golf recently used its Twitter account @bridgestonegolf <https://twitter.com/bridgestonegolf> to introduce the brand's entire marketing team and provide an inside look into the daily lives and personalities of its members. The team includes: • Corey Consuegra: Senior Director, Marketing; • Jordan Wenck: Digital Marketing; • Josh Kinchen: Golf Club & Accessories Marketing; • Elliot Mellow: Ball Fitting; • Adam Rehberg: Golf Balls; • Dom Selfa: Licensed Product; • Kat Damman: Golf Balls.

Tour Edge Golf recently launched the Exotics EX9 and EX9 Tour drivers. The new Full-Speed Impact design maximizes club head speed through a sloped crown and subtle sole design optimizing weight distribution.

"On the EX9 models we moved the center of gravity much deeper in the head for super high MOI numbers," said David Glod, president and founder of Tour Edge Golf. "This translates into our lowest spinning drivers to date."

TaylorMade Golf Company

recently released its 2016 golf ball lineup, highlighted by the new Tour Preferred X, Tour Preferred and Project (a).

The new Tour Preferred ball (4-layer construction, 80 compression), features TaylorMade's next-generation SpeedMantle™ inner layer, comprised of a material that is more than 65% softer and more flexible than the previous generation's mantle. This creates a softer feeling ball, with higher launch and more spin for long irons while maintaining the same distance off the tee and greenside spin as the Tour Preferred X but with a softer feel.

Nike Golf's Aeroloft features engineered laser-cut holes between panels of insulation. An inner knit sleeve and back adds warmth. Aeroloft allows the body to maintain its core temperature without overheating. Its unique blend of lightweight insulation and perforated ventilation is designed to retain just enough heat while allowing excess heat and moisture to escape, helping athletes remain in their optimal performance zone. The poly fill also helps keep athletes dry when rain showers the course.

Golf along the southeast coast of Florida is the subject in the fourth digital edition of **Golfpac Travel's Destinations Magazine** for 2015-16. Writer Steve Pike is your guide to the best the area has to offer to fill your days and nights in the Sunshine State.

Dawn Lafferty, formerly of Mission Inn Resort, is now doing sales for **Integrity Golf Company**, representing over 20 courses in the Central Florida area.

Yamaha Golf Car Company has announced that Mike Ellis, the company's district sales manager for North Texas, has earned the Leon Faucett Award from the Northern Texas PGA, honoring the section's "Sales Representative of the Year."

New Balance Golf has introduced the Minimus 1005 golf shoe. The lightweight, spikeless shoe features a waterproof microfiber upper, is built on the popular New Balance Minimus running last, and has a suggested retail price of \$119.95.

The new **Srixon Z 945** irons are forged from 1020 carbon steel for exceptional feel, and feature a traditional muscle back design with a thinner top line and sole width for a clean, compact look. A favorite of PGA Tour professionals, the Z 945 irons also feature Srixon's breakthrough Tour V.T. Sole for superior turf interaction in all conditions.



VISIT
the ING website...



You're On It!
www.INGgolf.com



From the President

It's that time of year -- golf in the northeast comes to a close (though they are having record high temperatures), Halloween and Thanksgiving seem to get skipped over by the major retailers to get ready for Black Friday, Cyber Monday, the Christmas rush and any other major sales event and the most famous show of all -- the PGA Show -- will soon be here. ING will be there in full force.

The ING Lounge will be the place to be. Whether you need a place to network, have meetings, and even just to take a break from the show floor hustle and bustle, spending time in Room 309A (the ING Lounge) should be high on your "must visit" list. And you will not want to miss Guest Speaker Johnny Miller, the ING Media Awards, and the ING Industry Honors.



I hope you have a wonderful New Year and I look forward to seeing you at the PGA Show.

John J. Glozek, Jr.
President - ING

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John Glozek, Jr.
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