

# **Industry Honors Past Winners**

## **BUSINESS ACHIEVEMENT**

2016 – Dean Snell

2015 – Ken Morton Sr.

2014 – Michael Whan

2013 - Pam Swensen

2012 - Joe Steranka

2011 - Annika Sorenstam

2010 - Major Dan Rooney

2009 - Phil Tralies

2008 - Joshua Jacobs

2007 - Mark King

2006 - David Fay

2005 - Jim Awtrey

2004 - Dick DeLa Cruz

2003 - Rob O'Loughlin

2002 - Bob Wood

2001 - Mark King

2000 - David Glod

## **DIGITAL/VIDEO MARKETING**

2016 – Frogger/Revolution Golf

2015 – Swingclick/Revolution Golf

## **PLAYER DEVELOPMENT**

2016 – Topgolf

2015 – Kay McMahon – Golf 8.5

2014 – Drive, Chip & Putt

2013 - Little Linksters Association

2012 - SNAG Golf

2011 - EWGA

2010 - Okeeheelee Golf Course

2009 - East Potomac Golf Club

2008 - Total Golf Adventures

2007 - LPGA/USGA Girls

2006 - Button Hole Golf

2005 - Play Golf America

2004 - 1st Tee's National School Golf Program

2003 - John Engh, Hook A Kid On Golf

2002 - USGA Junior Links

2001 - NGCOA - Get Linked

## **PRINT AD - Products and Services**

2016 – Callaway Golf

2015 – Under Armour

2014 – Cobra Bio Cell Driver

2013 - Ashworth

2012 - TaylorMade Golf

2011 - Celebration Golf Management

2010 - College For Cancer Charity With Will Farrell

2009 - adidas

2008 - adidas

2007 - TaylorMade Drivers

2006 - Mizuno

2005 - Cleveland Golf

2004 - Srixon

2003 - Strata

2002 - Wilson

**PRINT AD - Travel and Real Estate**

2016 – Bandon Dunes

2015 – Arnold Palmer’s Bay Hill Club

2014 – Casa De Campo

2013 - Pinehurst Resort

2012 - Pinehurst Resort

2011 - Pinehurst Resort

2010 - The Old Course Hotel

2009 - Bermuda

2008 - Pinehurst Resort

2007 - Alabama

2006 - GolfOrlando

2005 - Wales Tourist Board

2004 - State Of South Carolina

2003 - Hershey Resorts

**PRODUCT INGENUITY - Market Leaders**

2016 - TaylorMade M2 Driver

2015 - TaylorMade M1 Driver

2014 - Tour Edge Exotics CB Pro Fairway Woods

2013 - TaylorMade SLDR Driver

2012 - TaylorMade RocketBallz Fairway Woods

2011 - TaylorMade R11 Driver

2010 - TaylorMade Penta TP Ball

2009 - TaylorMade Burner Irons

2008 - Bridgestone B330-RX Golf Ball

2007 - TaylorMade Burner Driver

2006 - Nike Sasquatch Driver

2005 - Tour Edge Exotics

2004 - TaylorMade R7 Driver

2003 - TaylorMade 500 Series Driver

2002 - Odyssey Two-Ball Putter

2001 - Titleist Pro V1 Golf Ball

2000 - PING

## **PRODUCT INGENUITY - Emerging Companies**

2016 – Knuth Golf High Heat 3-Wood

2015 – Knuth Golf High Heat Driver

2014 – Alphard Golf Duo Cart Bag

2013 - Nexbelt

2012 - SmartSwing

2011 - Herbie's One-Putt Wedge

2010 - Eazy Bag

2009 – The Putting Game

2008 - Rife Putters

2007 - Trion:Z

2006 (Tie) - Accu-Length; Zelocity

2005 - Sunbuster Eyewear

2004 - Balance Certified

2003 - KZG Forged Irons

2002 - Golf Datatech

2001 - Ahead

2000 - Kallassy's Swing Magic

## **PRODUCT INGENUITY – Training Products**

2016 – Swingclick

## **PRODUCT INGENUITY – Technology**

2016 – Arccos 360 Shot Tracker

**PRODUCT INGENUITY – Misc. Products**

2016 – Zero Friction DistancePro Glove

**TV COMMERCIAL**

2016 – PGA Tour Superstore – Father’s Day

2015 – Bridgestone Golf – Drone Fire

2014 – Aflac – Bad Golfer

2013 - Bridgestone – Compression

2012 - CBS Golf Promo

2011 - FedEx

2010 - FedEx

2009 - eTrade-Baby Golfer

2008 - Titleist - I Mark My Ball

2007 - Buick and Tiger's Clubs

2006 - TaylorMade Leading Drivers

2005 - Michelob, with Sergio Garcia

2004 - Nike - Frank and the Poodle

2003 - Amex - Tiger and the Dog

2002 - Nike - David Duval and Dog

2001 - Sign Boy Eating Hot Dogs with Tim Herron

**GOLF COURSE DESIGN**

2014 – Notah Begay/Ty Butler

2013 - Tom Doak/Coore & Crenshaw

2012 - Coore & Crenshaw

2011 - Coore & Crenshaw

2010 - Gil Hanse

2009 - Pete Dye

2008 - Mike Dasher

2007 - Pete Dye

2006 - Ron Prichard

2005 - Mike Strantz

2004 - Tom Doak

2003 - Dr. Michael Hurdzan

2002 - Rees Jones

2001 - Tom Doak

2000 - Jack Nicklaus

### **TV COMMERCIAL SERIES**

2015 – Skechers, with Matt Kuchar

2014 – Bridgestone Golf - Made In America

2013 - USGA While We're Young

2012 - Bridgestone Golf

2011 - MasterCard 4'somes

2010 - Titleist NXT Ball With Scott Van Pelt, Di Stewart

2009 - Bridgestone Golf Balls With Couples, Trevino

2008 - Cobra: Feherty and the Yellow Chair

2007 - Adidas All-Weather Series

2006 - Foot-Joy with Sign Boy

2005 - PGA Tour - These Guys Are Good

2004 - Nike - Frank The Talking Headcover

2003 - Nike - Frank The Talking Headcover

2002 - Pinnacle Long Drive With Daly

2001 - PGA Tour - These Guys Are Good

2000 - Pine Needles Resort

### **TOURNAMENT SERVICE**

2015 – Haggin Oaks Golf & Guitars

2014 – Wegmans LPGA Championship

2013 - Mesquite's Golf Fore Kids Tournament

2012 - Billy Casper Golf

2011 - Children's Miracle Network Hospitals

2010 - Notah Begay NB3 Challenge

2009 - Women Playing For T.I.M.E.

2008 - World Am 25th Anniversary

2007 - EWGA Golf Committee

2006 - Heather Farr Leader Dog

2005 - ATT Pebble Beach Pro-Am

2004 - Chick-Fil-A



2003 (Tie) - Rick Zurak/John Solheim

2002 - Jim Bell, Bay Hill

2001 - Brad Faxon/Billy Andrade Charity Event

### **PUBLIC RELATIONS CAMPAIGN/EVENT**

2015 – The Legends Championship at French Lick Resort

2014 – TaylorMade Golf Distance For All

2013 - USGA'S While We're Young Campaign

2012 - adidas Golf

2011 - TaylorMade Golf White Out

2010 - Visit Wales Ryder Cup Campaign

2009 - PGA Tour/adidas-Dress Sergio

2008 - Tour Edge Media Day at PGA Show

2007 - St. Andrews Links Trust

2006 - Element 21 In Space

2005 - The Golf Industry Show

2004 - State Of Michigan

2003 - Buick Tiger Trap

2002 - TaylorMade-adidas Golf

2001 - Tour Edge - Soap In The PGA Hotel Rooms

### **PRINT AD - Trade Publications**

2014 – Category Discontinued

2013 - GCSAA

2012 - Yamaha Golf Cars

2011 - Golfweek

2010 - Ashworth

2009 - Toro

2008 - Toro

2007 - John Deere

2006 - Play Golf America

2005 - Club Car

2004 - Club Car

2003 - John Deere

2002 - Fairway Golf Cars

2001 - John Deere