

Exhibitors – Updated May 10 (Descriptions provided by the companies)

Bridgestone Golf

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Bridgestone has been guided by the philosophy of our founder Shojiro Ishibashi since 1931 to 'Serve Society with Superior Quality.' Over the years, the pursuit of superior quality has resulted in Bridgestone becoming the global market leader in the rubber industry and in polymer science technologies. Today Bridgestone continues to push the performance capabilities for all our products with an unmatched commitment to Research and Development. Bridgestone shares the same passion for the game of golf as our founder did. Mr. Ishibashi converted his golf passion into a commercial success when Bridgestone first produced golf balls in 1935. Technical developments in tire technology lead to breakthroughs in golf ball technology that has allowed Bridgestone to be the number one golf ball producer in Japan. Design and production of golf clubs followed in 1972 with the same passion for excellence propelling Bridgestone to a leadership position in the current marketplace.

CHASE54

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54. The Perfect Score. Is it even possible? If we only attempted what we knew was possible, guaranteed, 100%...well, we'd never get anywhere. CHASE54 is golf apparel designed to push the limits of what's considered possible. In fit. In feel. In fashion and performance. Our garments are made to shatter your expectations of what golf apparel can be, both on and off the course. With over 30 years of manufacturing experience under our belt, we strive for unprecedented excellence in each and every piece of clothing we make. This passion and dedication can be found in every precise stitch and unique feature of each and every garment. From integrating the greatest fabrics and latest technologies, to designing the most striking styles and original looks, we push closer to perfection with each piece of clothing we create.

eduKaytion golf

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eduKaytion golf, established in 2002, is a Premier golf instruction company and the home of Golf 8.5 - a new generation of learning. Kay McMahon, Director of Instruction, created Golf 8.5, a simplistic approach to golf instruction, disrupting traditional teaching and easing the confusion that golf is

difficult to learn. McMahon and partner Eloise Trainor teach Golf 8.5, only 4 things to do before the swing and only 4.5 things in the swing, to counter the myriad of thoughts planted in people's minds, making golf easy and quicker to learn and improve. McMahon and Golf 8.5 won the 2015 ING Industry Honor for player development. McMahon has an illustrious award winning teaching career, reflected by her PGA membership and LPGA Teaching Hall of Fame status. Trainor is an LPGA member and Founder of the FUTURES Golf Tour, now the LPGA Symetra Tour.

FlingGolf®

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FlingGolf™ is a new action sport for golf courses developed by PlusOne Sports that meshes seamlessly with golf using just one FlingStick™. It is played on a golf course with a regular golf ball and can be played alongside other golfers. Players use the lightweight (1/2 lb.) FlingStick to throw the ball down the course, starting at the tee and finishing at the hole. FlingGolf is easy to learn, inexpensive to purchase and provides an excellent pace of play. Golfers are bringing non-golfing kids, friends, and spouses out to the course to play FlingGolf™ to experience the atmosphere and essence of golf. For golf courses, no changes need to be made and it provides significant additional revenue in rounds, pro shop, and food & beverage sales. FlingGolf provides a fun, non-threatening, family-friendly way to be introduced to the course.

GelTees

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The world's only 100% biodegradable golf tee. Made from 100% pharmaceutical grade gelatin, GelTees biodegrade within days of being left in the elements. With more than 2.8 billion wooden tees made annually in the US alone, GelTees could save 70,000 trees and keep more than 1600 tons of carbon dioxide out of the atmosphere each year. We launched at the PGA show in January 2017, were featured at Cog Hill golf and Country Club's Earth Day celebration. We're also changing commodity into community by funding charitable organizations that improve lives through the game of golf.

Glowgear

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Glowgear began pioneering intelligent field targets in 2013 by creating the first rechargeable night golf lights and tour quality night golf balls that allowed venues to access the majority of consumers who worked during the day. From this they set forth to help facilities move into the new "TopGolf" golf entertainment market by designing the first interactive, topographical field targets that allow

facilities to "turn off their lights and turn on the course" with light, sound and interactive entertainment. Much in the tradition of Cosmic Bowling they are licensing the Cosmic Driving Range designed as an affordable 'pop up' retrofit for existing golf facilities. Glowgear offers targets and under lit greens and photo-water hazards for events as well as seasonal installations and permanent venues.

Knuth Golf, Inc.

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Based on a ratio of marketing dollars spent to awards earned, no golf brand has outperformed High Heat since it was introduced to the golf industry in 2015. Designed for amateur swings and performance needs, Knuth Golf's High Heat metalwoods have been named to dozens of media "top product" lists. Knuth Golf became the only emerging company ever to win the ING Industry Honors' Product Ingenuity Award in back-to-back years, first with its driver and then its 3-wood this past January. All High Heat clubs feature a lower and deeper center of gravity, providing a larger sweet spot and increased accuracy. Knuth is the only company to feature titanium faces in its fairway woods and hybrids, providing a greater spring-like effect for more distance and forgiveness. LINKS magazine named High Heat the "most significant fairway woods and hybrids" on the market. And *Golf Talk Live* host Tony Leodora said: "High Heat delivers as advertised and is the leading brand properly serving the interests of the amateur golfer."

L2 Putters

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Breaking into the golf market is a difficult task for a small business. We have always believed that a great idea followed by a quality product and proven technology at a reasonable price will get golfers' attention and acceptance. We also believe that our passion for our product, founded in patient enthusiasm, will not be denied. Our patented head and grip designs and "stand alone" ability have transcended all types of putters and have empowered golfers of all skill levels to excel. We are honored that more than half of our business comes through referrals. L2 Putters LLC was founded in 2007 and is the design innovation of John Ambrose, President. John is a retired commercial airline pilot of more than 25 years for United Airlines (formerly Continental) Airlines. He is a certified USGTF (United States Golf Teachers Federation) instructor and a certified Vector Green reading instructor. Our Director of sales is Art Colasanti who has been on board for over four years. Art is a Class A, PGA Half Century Member.

Leupold & Stevens, Inc.

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Founded in Oregon more than a century ago, Leupold & Stevens, Inc. is a fifth-generation, family-owned company with product lines including rifle, handgun and spotting scopes; binoculars; rangefinders; mounting systems; and optical tools and accessories. Designed specifically for the golf market and offering a unique combination of innovative product features, the Leupold Golf rangefinder line features PinCaddie 2, GX-1i³, GX-2i³, GX-3i², GX-4i² and GX-5i³.

OSKA Wellness

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Committed to developing health and wellness technology-driven products that assist individuals in living a more active, pain-free lifestyle, Oska recently introduced Oska Pulse. It utilizes patented eTec Pulse Technology that specifically optimizes Pulsed Electromagnetic Field (PEMF) therapeutic technology, similar to the PEMF therapies used in many clinical applications for accelerating the body's ability to heal itself. The science and technology behind Oska Pulse was engineered and developed by a team of respected scientists and researchers with over 25 years of experience in engineering health and wellness technologies to treat pain. Oska Wellness, Inc. does not claim the product to diagnose, treat, cure or prevent any medical condition.

Pelz Golf

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As golf's foremost authority on the short game and putting, Dave Pelz has committed his working life to helping golfers shoot lower scores and enjoy the game more. With his uniquely analytical approach to the game, the former NASA scientist has proven that improving skills within 100 yards of the hole is the fastest route to lowering handicaps. He has spent the last 40 years studying, researching, playing and teaching the game. Ten of Pelz's professional students (including five-time major winner Phil Mickelson) have won a total of 20 Major Championships. Thousands of amateurs have attended Dave Pelz Scoring Game Schools and clinics. Pelz defines The Scoring Game as a combination of the short game, which includes all shots played inside 100 yards of the green, plus the putting game, which comprise 60 to 65 percent of the total number of shots played per round.

PGA Golf Exhibitions

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In partnership with the PGA of America, PGA Golf Exhibitions organizes two important industry business gatherings in the U.S. each year. The PGA Merchandise Show, held each January in Orlando, hosts some 43,000 industry professionals and more than 1,000 golf-related companies and brands participating in product exhibitions, demonstrations, educational seminars and special events. For more information visit www.pgashow.com. The PGA Fashion & Demo Experience in Las Vegas, Aug. 14-16, 2017, features an upscale presentation of golf fashion, equipment and technology merchandise, testing of the newest equipment, training aids and accessories, plus a full education conference and numerous industry networking events. For more information visit www.pgalasvegas.com.

Premier Irish Golf Tours

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Premier Irish Golf Tours is the #1 ranked golf tour operator in Ireland as rated by Golf Travel King and the ONLY five star rated golf tour operator on TripAdvisor! Premier Irish Golf Tours is a fully licensed and bonded travel agency offering premium golf trips for discerning golfers who are looking for a quality golf tour at a very competitive and fair price. Our destinations include: Ireland, Scotland, Portugal, Spain and South Africa with the Caribbean and Dubai to be added shortly. Targeting PGA Members and their Sections, we offer the best PGA Professional travel incentive program in the industry. Premier Irish Golf Tours is a proud partner of the Folds of Honor and the official travel partner of the Canadian PGA.

Pukka, Inc.

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Pukka is recognized as the industry's number one source for the high-quality, fully-customized headwear and imprinted T's and fleece. Take advantage of our industry-low minimums, design flexibility and all-inclusive pricing. Pukka is the perfect fit for you course, resort or next event. Pukka stands for "original, first class, quality," which is displayed by our unrivaled fit, superior materials and trend-forward designs. Be Original.

SCNS Sports Foods

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Launched in 2007, SCNS Sports Foods is the marketer and distributor of the popular 1st Tee™ and 10th Tee™ nutrition and energy bars. SCNS Sports Foods is located in Upland, California; and currently distributes seven different types of nutrition and energy bars (1st Tee Plus+ Oatmeal Raisin Bars, 1st Tee Plus+ Chocolate Peanut Bars, 1st Tee Dark Chocolate Chip Trail Mix Bars, 1st Tee Honey

Almond Snack bars, 10th Tee Plus+ Peanut Honey Bars, 10th Tee Plus+ Chocolate Peanut Caramel Bars, and 10th Tee Cranberry Trail Mix Bars.) SCNS is a Gold Partner to The First Tee and donates \$0.15 to The First Tee on every Trail Mix bar sold. The company also signed with PGA TOUR Pro Scott Langley, who was the first alumni of The First Tee program to earn PGA TOUR Membership.

ShoeTips Golf

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ShoeTips is a product development company dedicated to helping people achieve peak performance by creating mental focus reminder systems. ShoeTips Golf is the first product designed to help golfers master their mental game WHILE THEY PLAY. A revolutionary new swing thought reminder system that's Permitted under the Rules of Golf, you wear ShoeTips on your shoes or display them on your golf bag to calm your mind, narrow your focus, and play more confidently. Choose two of the 18 familiar, pre-printed swing thought labels, slide them under the guides and over the post in the oval base clips, then slide the clips securely over your bottom shoelaces, where they'll be in full view as you address the ball. Or if you prefer, hang them from your golf bag by inserting the clips into the two slots in the BagTag. Now you'll see them each time you select a club. Want to focus on your own custom swing thought? Just turn over a label and write it with an indelible marker. Now you're ready to go!

SmartBallGolf Swing Trainer

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Smartballgolf golf swing low point trainer - Using an infrared light screen covering the entire hitting surface for a 12x10" area, our device shows the user where they area first making contact through the light screen with the club head on the way into the Ball striking or impact Zone and show the user where that is, and how to move it further towards the ball as needed in almost all cases.

St. Augustine, Ponte Vedra & The Beaches

Visitors and Convention Bureau

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Located midway between Daytona Beach and Jacksonville, Florida's Historic Coast includes historic St. Augustine, the outstanding golf and seaside elegance of Ponte Vedra, and 42 miles of pristine Atlantic beaches. A destination on every golfer's bucket list, Florida's Historic Coast has more than a

dozen must-play championship golf courses and experiences you'll never forget. Most iconic are THE PLAYERS Stadium Course and Dye's Valley courses at TPC Sawgrass in Ponte Vedra Beach and the Slammer & Squire and The King & Bear courses at World Golf Village in St. Augustine. St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau is the best source for special offers and deals for visitors. From romance to golf or family getaways, there are always special offers that provide even more reasons to visit Florida's Historic Coast.

Tour Edge Golf

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Tour Edge manufactures and sells golf clubs under both the Exotics and Tour Edge brands. Exotics golf clubs are for those who demand the finest performing golf clubs in the world. With experienced designers and smaller production runs, Exotics by Tour Edge brings futuristic technologies to the marketplace months, even years, ahead of its time. Exotics' manufactures the finest quality, high-technology golf clubs and hand-assembles them one club at a time. Tour Edge clubs have forged a name for itself as a producer of high-quality golf clubs that are sold at unbeatable prices. The company's clubs are distributed throughout the United States and the world.

United States Adaptive Golf Alliance (USAGA)

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The USAGA is a national coalition of leading adaptive golf organizations working together to grow the game of golf for the special needs community. USAGA's coalition started and grew from the desire of several parathlete golfers and adaptive golf organizations who were collectively frustrated by failed efforts to form one voice to speak and act nationally to bring adaptive golf to the disabled population and as a Paralympic sport to the Olympic Games. USAGA was formed in 2014 under USOC guidelines and is a 501(c) 3 charitable organization. Our mission is serving the special needs community through their inclusion in the game of golf, including but not limited to access, instruction, and competition at all levels.

Visit Central Florida

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Golfers who live in Central Florida already know, and more visitors are beginning to learn, some truly fantastic golf opportunities abound throughout Central Florida's Polk County, with more than 40 public access courses. Many of the top designers, including Donald Ross, Bill Coore/Ben Crenshaw

and Tom Doak have left an indelible mark on the region, by providing a wide variety of course design styles, including spectacular resort layouts, undulating links-style courses and tree-lined parkland tracks. From Streamsong Resort's highly ranked modern courses to five courses that appear on Florida's Historic Courses trail, Polk County will accommodate golfers of all abilities and budgets. No matter what type of golf experience you are seeking, you are sure to find that the area's courses will surely make your golf vacation a memorable one.

Visit Mississippi Gulf Coast

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Tucked away between New Orleans and Mobile there's 62 miles of scenic coastline just waiting for you to discover. A little slice of southern coastal heaven, where waters are nice and calm thanks to our barrier islands. A place where you can paddle, swim and drift the day away. Great golf is abundant, with legendary designers like Jack Nicklaus, Arnold Palmer, Davis Love III, Mark McCumber, Jerry Pate, and Tom Fazio doing some of their best work there. Outstanding casino hotels like the IP Casino provide first-class lodging, gaming and nightlife.

Visit Sebring

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Sebring, Florida is located just 60 miles south of Disney World and home to the internationally acclaimed Sebring International Raceway. Here you'll find a dozen of Florida's most affordable golf courses filled with history, nearly 100 crystal clear lakes for fishing and boating, one of Florida's oldest state parks, and a reminder of why everyone loves authentic Florida. Our gently rolling hills, orange groves and charming small towns make this a relaxing country getaway with a convenient, central location.

VPAR Live Golf Scoring

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VPAR is changing the golf experience on and off the course. With the award-winning mobile app, any golfer can track their performance on a digital scorecard, create live leaderboards on the course amongst friends, input their stats or use the GPS and course planner feature at over 30,000 courses worldwide. With a live leaderboard experiences on the course, in the clubhouse and online, VPAR recreates the excitement of a professional tournament. VPAR's Live Scoring Service is used to score thousands of tournaments and outings each year worldwide for organizations like Audi, Shoprite, The Ronald McDonald House and the New York Yankees. VPAR recently unveiled its Tournament Management System for PGA Professionals and club managers to enhance the golfers' experience,

increase revenue, streamline operations and analyze data for tournaments, outings and member events.

Wilson Golf

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Since 1914, Wilson Golf has designed, manufactured and distributed premium and recreational golf equipment throughout the world. Wilson Golf irons have won 61 Major championships, more than any other iron manufacturer in history. Wilson Staff, Profile, ProStaff, and Hope consumer brands continue that tradition today by delivering the highest quality golf equipment to all golfers to enhance performance on the golf course and overall enjoyment of the game. Wilson Golf is a division of Chicago-based Wilson Sporting Goods, one of the world's leading manufacturers of sports equipment by Amer Sports.

World Golfers USA, Inc

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World Golfers USA is organizing the US Qualifications of The World Golfers Championship, which today is the world's largest amateur tournament, played in over 40 countries. In the US we have now established World Amateur Golfers Tour, where players can play year around and earn points towards participation in the National Finals, scheduled for Aug. 3-5 this year at ChampionsGate Resort. This year alone we expect to host over 200 tournaments across the country. A minimum of five players will earn a free trip to the World Final in Malaysia.

World Golf Hall of Fame & Museum

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The World Golf Hall of Fame & Museum preserves and honors the history of golf and the legacies of those who have made it great. The Hall of Fame & Museum, located at World Golf Village in St. Augustine, Florida, serves as a steward of the game through engaging, interactive storytelling and exhibitions featuring artifacts, works of art, audio, video and photography significant to the history of golf and its members. The Hall of Fame is a 501(c)(3) nonprofit institution and is allied with 26 national and international golf organizations. Its founding partner, Shell Oil Company, provides financial support and plays the lead role in charitable initiatives aimed at introducing golf to young people, and through the golf experience promotes scholastic achievement, community service and those values intrinsic to the game of golf: honesty, integrity and sportsmanship.

Zero Friction

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Zero Friction provides high-quality, technologically advanced products for golfers worldwide, including gloves, performance golf tees, grips, balls and accessories. Hall of Famer Johnny Miller was so impressed when introduced to Zero Friction in 2015 that he took a stake in the company and helped design the Johnny Miller Motion-Fit Glove. The company established the performance golf tee market, creating the first and only performance tee to ever carry the PGA TOUR logo. Zero Friction'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. Most recently, Zero Friction unveiled its new *DistancePro™ GPS Glove*, the first wearable GPS technology on a golf glove. Powered by Bluetooth®, the device sits comfortably on the glove flap and weighs less than half an ounce – winner of an ING Industry Honors award in January.