

JUNE 2017



ENERGIZ **ING**

THE ING MONTHLY UPDATE

NETWORK OF GOLF

Thank You Florida • Hello Mississippi!

**Biloxi To Host
28th Annual ING
Spring Conference**

**Coverage From
WGV & WGHOF**



Member Spotlight

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**GetTees &
ShoeTips**



Mississippi H

2018 ING Spring Conference Headed For The IP Casino Resort In Biloxi May 20-23

The 28th Annual ING Spring Conference is headed for the beautiful sandy beaches of the Mississippi Gulf Coast in May of 2018.

Janice Jefferson, Director of Sales for Visit Mississippi Gulf Coast, announced that this annual gathering of media and golf industry executives will be held May 20-23, 2018 at the IP Casino Resort & Spa in Biloxi, Mississippi. The announcement was made at the 27th edition of the ING Spring Conference on May 23 at the World Golf Village in St. Augustine.

The non-profit, media-based International Network of Golf conducts the conference, which features product testing, educational workshops, golf tournaments and numerous networking sessions. ING is “where media connects with the golf industry.”

“The Mississippi Gulf Coast has an exciting array of attractions, fun-filled casino resorts, award winning restaurants, challenging charter fishing and championship golf courses designed by the greats, like Arnold Palmer, Jack Nicklaus, Tom Fazio and Davis Love III,” said Craig Mackay, Sports Development Manager for Visit Mississippi Gulf Coast.

“The Visit Mississippi Gulf Coast team is excited to showcase our 62 miles of uninterrupted shoreline and 26 miles of man-made beaches to the International Network of Golf. Our gaming and nightlife offerings, outdoor adventures, incredible culinary options and authentic spirit will leave you feeling connected to our coastal way of life. You don’t want to miss this conference and we look forward to seeing you on the Mississippi Gulf Coast!”



Two golf courses will be utilized during the ING Spring Conference. Shell Landing is a Davis Love design that made Golf Digest’s America’s Top New Courses list when it opened in 2002. It will host the Demo Lab and Monday golf tournaments. The Oaks Golf Club, nestled amongst majestic timberlands and native wetlands, will host the Durland Cup on Wednesday.





ere We Come!



This will be the second trip for ING to the Mississippi Gulf Coast. The ING Fall Forum was held in Biloxi 14 years ago.

“Our conference attendees should be prepared for a real taste of southern hospitality in a beautiful setting,” said ING Executive Director Mike Jamison. “The folks I have worked with are proud of their area and are looking forward to showing off all the region has to offer to a group like ours.”

For its 28th 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 for which ING is known.

Also returning after a successful debut this year is



Top: Shell Landing GC; Above: Chill Lounge in the IP Casino will serve as ClubING

ING Talks, a series of 15-minute presentations by speakers who share information and tips on a variety of subjects that can be useful to attendees in their careers and businesses.



28th Annual
ING Spring Conference
 May 20-23, 2018
 IP Resort Casino, Biloxi, MS
 Super Saver Deadline: August 22, 2017

INDIVIDUALS Registration Form - Super Saver Pricing
(Individuals with Exhibiting Companies should complete a different form)

PACKAGE CHOICES

- Active Media** (Definition: You have a recognized and creditable outlet for producing stories from this conference)
 ___ 4-Day Conference Package- ~~\$200~~; **\$125** if paid by August 22, 2017 - **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~~; **\$450** if paid by August 22, 2017 - **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~~; **\$450** if paid by August 22, 2017 - **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~~; **\$650** if paid by August 22, 2017 - **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 (\$50); ___ Monday WGAT National Qualifier (\$60); ___ Wednesday Durland Cup Scramble (\$50)

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, PayPal (to ing@jamisongolf.com) or check - made out to ING Spring Conference)

Credit Card Type _____ Number _____ Exp. _____

Name on Card _____ Amount _____ Signature _____

NOTE: Credit card billing address (if different from address you gave above) _____

DEADLINE: August 22, 2017. **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 \$69.99 ++ per room per night at the IP Casino Resort, call 888-946-2847 #1 and mention you are an ING Conference attendee. You **MUST BOOK** your room by April 27, 2018 to insure you receive the special ING rate.

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





**28th Annual
ING Spring Conference
May 20-23, 2018
IP Resort Casino, Biloxi, MS
Super Saver Deadline: August 22, 2017**

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

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

- ___ APPOINTMENT SHOW PACKAGE - ~~\$2,595~~; \$2,100 if paid by August 22, 2017:**
Includes Display Table & Meetings in the One-On-One Appointment Show; Individual Conference Fee for ONE
- ___ DEMO LAB PACKAGE - ~~\$1,795~~; \$1,400 if paid by August 22, 2017:**
Includes Display Area in the ING Demo Lab; Individual Conference Fee for ONE.
- ___ COMBINE PACKAGE - ~~\$3,695~~; \$2,750 if paid by August 22, 2017:**
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.

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

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 (\$60); ___ Wednesday Scramble (\$50); **Handicap/Avg. Score** _____

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

Golf: ___ Monday Scramble (\$50); ___ Monday WGAT Qualifier (\$60); ___ Wednesday Scramble (\$50); **Handicap/Avg. Score** _____

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

Golf: ___ Monday Scramble (\$50); ___ Monday WGAT Qualifier (\$60); ___ Wednesday Scramble (\$50); **Handicap/Avg. Score** _____

PAYMENT DETAILS (pay by credit card, PayPal (to ing@jamisongolf.com) or check - made out to ING Spring Conference)

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27th Annual ING Spring Conference

Attendees Get A Taste Of Golf's History & Future At World Golf Village & World Golf Hall Of Fame

The 27th Annual ING Spring Conference, a unique gathering of media and golf industry executives, was conducted at the World Golf Village and World Golf Hall of Fame Museum May 21-24.

Over 125 attendees from all walks of the industry and media took part in product testing, educational seminars, golf tournaments and numerous networking programs meant to strengthen relationships in the industry.

Major sponsors included the St. Augustine, Ponte Vedra and The Beaches Visitors & Convention Bureau and Visit Mississippi Gulf Coast. Equipment companies such as Bridgestone, Knuth Golf, Tour Edge and Wilson joined training companies and others in the Demo Lab. Two dozen companies

exhibited in the One-On-One Appointment Show, a series of 15-minute meetings between companies and attendees.

Short game guru Dave Pelz and World Golf Foundation CEO Steve Mona were the guest speakers. And the premier of ING Talks proved to be a popular element of the conference, with five speakers presenting usable information on a variety of topics.

It was announced during the week that the 28th Annual ING Spring Conference will take place May 20-23, 2018 at the IP Casino Resort in Biloxi, Mississippi.

On the following pages is day-by-day and event-by-event coverage of the conference.





**WELCOME RECEPTION-
WORLD GOLF HALL OF FAME:**

TOP LEFT: Chicago connection: Lisa Quinn, Andy Mears, Steve Ryan;
TOP RIGHT: Mike Jamison, John Glozek and, is that Annika Sorenstam?;
CENTER LEFT: Dean Knuth, Jeff Gilder, Steve Trattner;
CENTER RIGHT: Kathy Bissell, Biggs Tabler;
LEFT: Rob Camper, Joe Genovesi, Kay McMahon.

**PHOTOS BY BOB &
PHYLLIS POSTON**

ONE-ON-ONE APPOINTMENT SHOW





MONDAY



TOP LEFT & CENTER: Dave Pelz addresses a room full of attendees during Monday morning breakfast; ABOVE: Kay McMahon gives a lesson during GlowGear Golf event Monday night. BELOW: Attendees, including John Glozek, fire at the lighted GlowGear targets.



TUESDAY COMMITTEES LUNCH



TOP LEFT: Visit Mississippi Gulf Coast representative Janice Jefferson announces the 2018 ING Spring Conference host site - Biloxi; ABOVE & BOTTOM: Committees discuss ING business. CENTER: Committee chairs Greg Wires, Randy Dodson and Jim Smith give reports to the attendees.



TUESDAY DEMO LAB



TUESDAY BANQUET



TOP: Holly Geoghegan receives ING Chi Chi Rodriguez Humanitarian Award form Mike Jamison; E.Q. Sylvester addresses audience as guest speaker Steve Mona looks on. CENTER: CHASE54's Chris Reyna and Keely Pemberton with their "best dressed" choices, Casey Hartt and Seth Saunders; Jennifer Dixon pulls winning raffle ticket with aid of Shan Coughlin; LEFT: WAGT National Qualifier winners Jim Smith, Tim Branco, John Duval, Claudio Demarchi and Adam Rehberg.

WEDNESDAY



ING TALKS DEBUTS: Joe Genovesi, Rob Camper and Seth Saunders were among five presenters in the first ING Talks.
MENTOR-ING BREAKFAST: Jeff Gilder leads one of five breakfast topics.
SOCIAL MEDIA WORKSHOP: Will Perry, right, shared information on utilizing Instagram.

PHOTOS BY BOB & PHYLLIS POSTON



TOP: World Golf Hall of Fame historian Dr. Tony Parker saved the rainy day on Wednesday, giving a tour of the World Golf Hall of Fame Museum, and folks loved it.
 AWARDS DINNER: Tony Leodora records his weekly *Golf Talk Live* show live with the help of Mike Kern and Eddie Caiazzo; Dean Knuth and Steve Trattner accept ING Conference Best Product award as co-winner with their High Heat fairway metals (tying the Oaska Pulse); HOF Communications Director Dave Cordero makes farewell remarks.



Member

GELTEES

The company website says “the world’s only 100% biodegradable golf tee.” And based off experiences of attendees at the ING Conference in May, it’s an effective tee as well.

The tees are made of pharmaceutical-grade gelatin from the remnants of empty capsules. The golfer tees it up normally and hits the ball

like usual. Unlike other tees, the head of the tee will shatter and become unusable. However, the difference from these and other tees is that GelTees will break down and be completely gone within a few



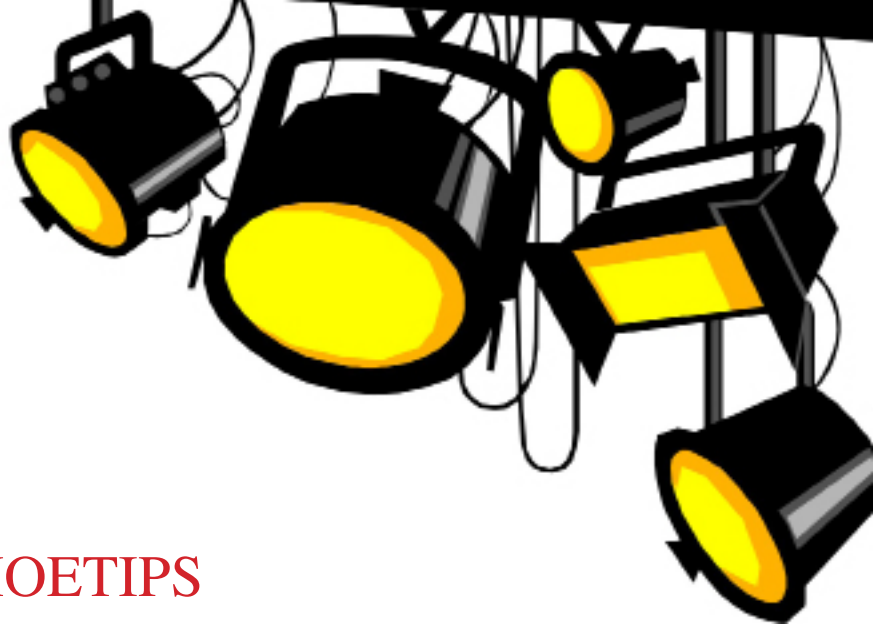
days, depending on rain and other factors.

GelTees CEO Tiger Summers said that research indicates that approximately 70,000 trees a year are used in making traditional wooden golf tees. For perspective, this number of trees can build up to 3,100 homes.

“An entire neighborhood’s worth of wood is used in the U.S. alone just to make golf tees,” said Summers. “So we kind of think that’s inefficient and not very environmentally friendly.” Visit www.geltees.com.



Spotlight



SHOETIPS

Have you ever wondered what it would be like writing swing keys on your all-white golf shoes? It might help your game, but it sure would ruin a good pair of shoes.

Now, ShoeTips allows you to keep your shoes Sharpie-free while giving you something to look down on to improve your game.

Ellen Rudolph, whose husband created the idea of ShoeTips, says the product is a swing-thought reminder system. The idea came up 18 months ago after her husband couldn't remember what he needed to focus on during his

round of golf. In need of reminders, the idea of putting tips in the game of golf was born.

ShoeTips are notes that attach to your laces and provide a reminder on what to focus on while playing golf. Among the dozens of pre-printed tips available are tempo, balance, trust and visualize. You can also personalize your own shoe tips. Also, ShoeTips can also be used as bag tags.

ShoeTips were recently approved for use under the Rules of Golf by the USGA. Visit www.shoetipsgolf.com.



Member Spotlights written by Justin Ahlum, “Father O’Leary Scholarship” winner



PHOTO OF THE MONTH



Some pictures are worth a thousand words. This one only needed two for Sherry Major, Ed Travis during the ING Spring Conference Opening Night Reception in the World Golf Hall of Fame Museum.

(Photo by Bob Poston)



NEWS

The Pro-Pro Tournament, which kicks off the annual **PGA Fashion & Demo Experience**, is moving to TPC Las Vegas and will be held on Aug. 14.

PGA and LPGA Professionals, in two-person teams, will compete for the \$13,000 purse.

The Pro-Pro Tournament is the first event of the three-day, annual PGA Fashion & Demo Experience in Las Vegas, Aug. 14-16. The golf industry gathering also includes the new PGA Demo Experience at Topgolf Las Vegas on Aug. 14, and exhibits, product demonstrations, educational seminars, a live fashion show and multiple industry networking events at The Venetian, Aug. 15-16.

Said PGA Golf Exhibitions Event Director Marc Simon, “PGA and LPGA Professionals can look forward to testing the latest golf equipment and technology, plus win additional prizes later that evening at the new PGA Demo Experience at Topgolf.”

Oska Wellness, a technology company committed to developing innovated consumer health and wellness products, is partnering with MyTPI to promote Oska Pulse, a breakthrough wearable electromagnetic field device that eases pain. MyTPI has the largest collection of golf-specific health, fitness and swing advice on the Internet.

During the PGA Merchandise Show in January, Oska Wellness unveiled the Oska Pulse -- a small, portable, hands-free device that employs safe Pulsed Electromagnetic Field (PEMF) therapeutic technology, a longtime

therapy used by medical practitioners to help people enjoy more active, pain-free and drug-free lives. Subsequently, Oska Pulse was named “best in show” by several leading golf publications, including Golf Digest.

Bridgestone Golf is joining forces with the acclaimed IMG Academy to assist in the development of numerous young golfers who attend the school and partake in its popular camps. The new relationship will designate Bridgestone as the Official Golf Ball Provider of the Academy.

Bridgestone will support IMG’s talented youth by providing award-winning golf balls as well as donating a variety of high-quality clubs and accessories for use by general student and camping populations.

The 2017 **Women’s Golf Day** was a record-breaking success, with a social media presence fueled by its #womensgolfdays campaign contributing to the visibility of this worldwide golf engagement initiative. The most compelling fact was the 99% organic growth across all channels.

On June 6, more than 704 venues spanning 46 countries participated in this one-day, global initiative to celebrate girls and women playing golf and learning the skills that last a lifetime.

Zero Friction, maker of technologically advanced performance golf products, has been named the official golf glove and tee for NBC Sports/

The Golf Channel’s World Long Drive competition.

Zero Friction first entered the glove market in 2014 with its one-size-fits-all compression fit golf glove. 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.

Last year, Zero Friction unveiled its new DistancePro™ GPS Glove, the first wearable GPS technology on a golf glove. The device sits comfortably on the glove flap and weighs less than half an ounce.

Controlling the putter is difficult for most PGA Tour pros, especially coming down the stretch when the pressure is on and they’re in a position to win.

Enter the “big muscle” putter - the **L2 MOI MAXX**, which has the highest MOI of any putter on the market. The L2 provides golfers with the most solid, gravity-fed and easy to control putting stroke.

GelTees, the 100 percent biodegradable golf tee, unveiled its new packaging at the 27th International Network of Golf Spring Conference.

Gel Tees are made of gelatin byproducts and completely biodegrade within five days depending on the environmental conditions. The new packaging contains 20 tees - enough for one complete round of golf. GelTees shatter into pieces and are designed for one time use.

Spring Conference Forms Now Available

Go to www.ingolf.com



MEMBER CLASSIFIED ADS

TOURNAMENT

Team Classic Invitational Series - 24 Four-Member Teams. 3-Day, 3-Night All-Inclusive Customized Program; 100% handicapped Medal Play format; September-December; Benefactor: National Navy UDT_SEAL Museum & Trident House Charities. Deadline: July 31. Visit www.thebattleatthebeach.com and www.dgeusa.com.

BUSINESS GOLF the book by ING President John Glozek, Jr. with a foreword by Jeffrey Gitomer. ING members receive 50% off the \$20 price and FREE shipping. Order your copy and copies in bulk -- Great for you to sell to charity events, Member-Guests, and clients. Order copies today at www.GolfingMagLI.com or call 516-822-5446.

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