

# **Industry Honors Past Winners**

## **BUSINESS ACHIEVEMENT**

2017 – Chip Brewer

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 MARKETING**

2017 – Cystic Fibrosis/iNet Golf

2016 – Frogger/Revolution Golf

2015 – Swingclick/Revolution Golf

### **PLAYER DEVELOPMENT**

2017 – Girls Independent Golf League

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**

2017 – Aldila  
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**

2017 – Boyne Golf  
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**

2017 - Callaway Epic Driver

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**

2017 - PXG Irons  
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**

2017 - Steadihead Putting Trainer

2016 - Swingclick

**PRODUCT INGENUITY - Technology**

2017 - Golf Genius

2016 - Arccos 360 Shot Tracker

**PRODUCT INGENUITY - Misc. Products**

2017 - Oska Pulse

2016 - Zero Friction DistancePro Glove

**TV COMMERCIAL**

2017 - MasterCard - Arnie Would

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

### **VIDEO MARKETING**

2017 - French Lick Resort

### **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