



E-Scorecard

Newsletter for the International Network of Golf
April 2013

**You Don't Want to
Miss the 23rd Annual
ING Conference
May 19-23**



Reunion Resort
Orlando, FL



Reunion Resort to Host 2013 ING Spring Conference

**23rd Annual ING
Spring Conference
May 19-23**



Social Media, Mobile Communications On The Educational Calendar For ING Spring Conference

The element of Social Media continues to expand in most business plans, even as many business executives debate how to best utilize this ever-changing medium.

Attendees of the 23rd Annual ING Spring Conference will learn valuable information about two aspects of social media from experts in the field. Social Media Marketing will be one of three educational seminar choices on Monday morning of the conference.

Many people have accounts on Internet sites such as LinkedIn. But how do you turn contacts from a LinkedIn account into beneficial business relationships? Nancy Fox, founder of The Business Fox, will offer effective tips on turning networking contacts into valuable business connections.

Fox co-founded the highly successful networking group, Metro Roundtable, a monthly New York City event for lawyers, accountants and bankers, and has been featured in Business Week and several other publications. She has been a featured speaker at New York State Society of CPA's, Toy Fair, Legal Marketing Association, and a keynote speaker at Franchise Brands International National Conference.

Fox is the author of two books: "Make Rain Without the Pain," a guide for client attraction strategies for professionals, and "Network Like A Fox™," a targeted approach to meeting and melding with the right people for professional and personal success.

Lena Wasserman will join Fox on the panel, and will focus on mobile communications and

marketing. Wasserman is a Social Media and Mobile Marketing strategist and consultant. She specializes in helping business owners create lead generation and exposure utilizing online Internet social media and mobile marketing strategies.

As a business owner herself for over 30 years, along with her volunteer board positions, she has gained extensive experience understanding the importance of return of investment when it comes to her client's marketing needs. Her specialties include social media and mobile marketing, reputation repair and management, local lead generation, search engine optimization, building optimized websites and mobile websites.

The two other educational seminars will take place on Monday morning of the conference. TaylorMade-adidas Golf Vice President Sean Toulon is included on the panel: "Tomorrow's Technology Today." And mental

golf coach Dr. Kevin Roby is among the participants on the "Golf & Wellness" panel.

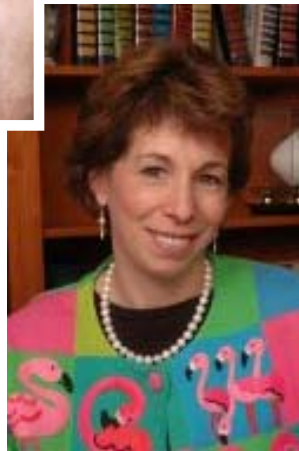
The three sessions will run simultaneously, beginning at 10:15 a.m., and will be repeated at 11:15. That means attendees will choose two of the three seminars to attend.

Two new educational sessions are scheduled for Wednesday. The Mentor-ING breakfast features six

breakfast table topics, with an expert in each topic leading the discussion at each table. Attendees will grab a breakfast plate and choose a table where they can ask questions of the expert representing that particular topic. So far, table topics include Tips From An Entrepreneur,



Nancy Fox



Lena Wasserman

Social Media 101, and USGA Conforming vs. Non-Conforming.

Following that session, ING will conduct a “Best Practices” workshop. Attendees who have formulated an idea that helped their business, or maybe heard of one that proved to be a

huge success, will be asked to present the idea to the workshop. Ideas can touch any aspect: marketing, consumer relations, team building, golf formats, public relations, brand awareness, etc. Attendees will then select the best idea and the presenter will receive a prize.

Night Golf Outing Set For ING Spring Conference Sponsored By SNAG AFTER DARK

The 23rd Annual ING Spring Conference at Reunion Resort will get off to glowing start, thanks to SNAG Golf.

SNAG will sponsor a night golf outing during opening night of this annual gathering of golf media and industry leaders, set for May 19-23, 2013 at Reunion in Orlando.

SNAG, which recently partnered with Jack Nicklaus to form the Jack Nicklaus Learning Leagues, will set up four to six holes on the driving range. Following the Opening Night Reception, attendees will play the course using SNAG equipment.

SNAG AFTER DARK™, a complete line of glow-in-the-dark golf equipment which includes targets, tees, balls, clubs and launch pads, is the same as regular SNAG but offers a night golf experience unmatched by anything currently on the market. The kits will come in 6-hole packages with club sizes for Kids (26” and 30”) and Adults (34” and 35”) or Mixed (even number of Kids and Adult clubs). The estimated cost per kit will be \$2,599. Product will be available in June.



TENTATIVE 2013 SPRING CONFERENCE SCHEDULE

SUNDAY, May 19

- 6 pm Orientation
- 6:30 pm Opening Night Reception & Media Expo
- 8 pm One Minute Of Fame
- 8:30 pm SNAG Glow Golf

MONDAY, MAY 20

- 7-9 am Continental Breakfast Buffet
- 8-10 am Appointment Show Day 1
- 10:15 am Educational Choices (3 topics)
- 11:15 am Repeat of 3 topics
- 1:45 pm Golf tournaments (WGC Qualifier and Scramble)
- 7:30 pm ClubING

TUESDAY, MAY 21

- 7:30-10 am Coffee/Tea Service
- 8-11 am Appointment Show Day 2
- 11:30 am Committees Lunch/2014 Host Site Presentation
- 1:30-4:30pm Demo Lab
- 7:30 pm ING Banquet
- 9:30 pm ClubING

WEDNESDAY, MAY 22

- 8 am-9:15 Topics & Networking Breakfast (Topic leaders over breakfast)
- 9:30 am Best Practices Presentation/Contest
- 11 am Industry Breakouts (media in one room, business in another)
- 1:30 pm Durland Cup
- 6 pm Golf Awards Happy Hour & Cookout
- 8 pm ClubING





Conference Attendees Will Earn Trip To World Golfers Championship National Finals; Playboy Golf To Sponsor Three Holes in Durland Cup Scramble

Five golfers will have the chance to play their way into the 2013 World Golfers Amateur Tour Championship National Finals when they compete at the 23rd Annual ING Spring Conference May 19-23 at beautiful Reunion Resort in Orlando, FL.

The WGAT National Qualifier will take place Monday of the conference week on the Watson Course at Reunion, ranked among the top 100 resort courses in the world by Golfweek. This individual net stroke play event will be divided into five flights based on handicap. The winner of each flight will advance to the WGC National Finals in Mesquite, NV, in September with all on-site expenses covered. Flight winners at the national competition will then advance to the WGC World Finals in South Africa as a member of Team USA.

The ING competition is sanctioned by the World Golfers Amateur Tour USA, a series of tournaments across the U.S. leading into the national finals at Mesquite. This is the second

year that ING has hosted a national qualifying tournament for WGAT. Visit <http://www.wgatusa.com/> for more information.

The host course for the ING qualifier is the Watson Course at Reunion, designed by Hall of Famer Tom Watson. Highlighted by fast, firm and wide rolling fairways, a variety of strategically placed bunkers and large greens, the 7,257 yard, par 72 Watson Course is as much about strategy as it is about length. Demanding a well thought out approach from every player regardless of skill level, this course puts a premium on a solid short game with spacious green complexes where club selection can vary from putter to lob wedge to three-wood.

The Arnold Palmer Course at Reunion will host the 6th Annual Durland Cup team scramble on Wednesday. That competition is named in honor of former ING Golf Committee Chairman Larry Durland.

"The New Playboy Golf" will sponsor a number of

holes in the Durland Cup Scramble. The Playboy Golf Scramble Tournaments are for amateurs of all skill levels and handicaps. These fun filled events are staged in cities all across the USA. Amateur golfers compete to win a trip to the USA Finals in Beverly Hills, CA, and party at the Playboy Mansion with celebrities, Playmates and Playboy Golf-Ladies of the Links. Randy Tantlinger, owner of RT Golf Events LLC in Pittsburgh, PA, has acquired the global license to, and has been named CEO of "The New Playboy Golf."



ABOUT ING

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Bring New Members Into the
ING and to the ING Spring
Conference in May and **YOU**
Could Be Heading to
PINEHURST RESORT

YOU COULD **WIN** A TRIP TO PINEHURST RESORT

A four-day, three-night golf vacation for two at one of America's great resorts – Pinehurst Resort in Pinehurst – highlights a terrific Grand Prize in ING's "Plus One" membership program.

That trip and more will go to the person who earns the most points by bringing in new members to the 23rd ING Spring Conference, set for May 19-23 at Reunion Resort in Orlando, FL.

There will also be prizes for a few runner-up finishers.

The Pinehurst trip includes accommodations, two rounds of golf for two and breakfast each morning.

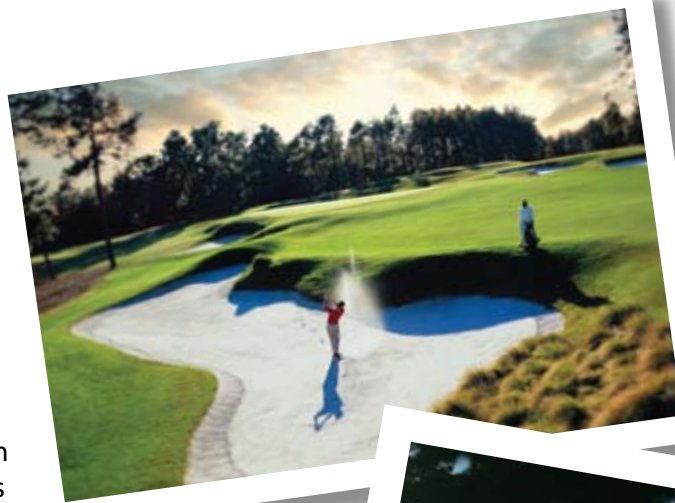
ALSO, the winner receives a \$150 travel card, a golf shirt and a Walking Tour Book from the Pinehurst, Southern Pines Aberdeen Area CVB.

Every ING member who participates in the **Plus One** membership drive by signing up at least one new person for the ING Spring Conference will receive a gift (*details to come*).

HOW IT WORKS

We will send to every ING member an entry form for individual attendees and one for exhibitors. At the top of each form is a place for your name.

- Write in your name and make copies of the forms.
- Reach out to your prospects (they must be NEW attendees to ING) and send them the forms.
- Send an e-mail to mike@jamisongolf.com with the name of the prospect(s).
- Follow up with your prospect(s) as appropriate.



You Could WIN a Trip to PINEHURST RESORT

That's it. When your prospects become registered attendees, you will receive credit based on the following point system:

BRING IN AN INDIVIDUAL

ATTENDEE: 4 points

BRING IN AN APPOINTMENT SHOW

EXHIBITOR: 7 points

BRING IN A DEMO LAB &

APPOINTMENT SHOW EXHIBITOR:

9 points.

The ING member with the most points will win the Grand Prize.

It's that simple, and EVERYBODY wins. Why? The bigger the attendance at the ING Spring Conference, the better it is for everyone.

Let's get started. **PLUS ONE!**

ABOUT PINEHURST RESORT

(www.pinehurst.com)

Nestled among the Sandhills of North Carolina, Pinehurst resort invites you to become part of its history and to experience southern hospitality, elegant accommodations, spa facilities, family recreational activities, and of course, any one of their eight pristine world-class golf courses. In addition to offering one of the finest golf experiences in the country, Pinehurst also provides world-class spa and tennis vacations, as well as fun-filled family vacation packages.

The stories of champions and the traditions of championship golf have been created at Pinehurst since 1898. As the site of more championships than any other golf course in the country, Pinehurst welcomes the U.S. Open and U.S. Women's Open Championships in 2014.

PLUS ONE RULES

1. Contest runs between January 1, 2013 and April 10, 2013. Entries received in the ING office outside those dates are not eligible.
2. Only ING members current in their membership dues will be eligible to participate in the **Plus One** promotion. Employees and contracted personnel of ING are not eligible.
3. Disputes involving points credit for specific entries will be settled by the ING Executive Committee. If proper credit cannot be determined, the conflicting entries will split the reward points equally.
4. Grand prize reservations are between the Grand Prize winner and Pinehurst Resort, and will be based on availability. ING will not be involved in establishing reservations, and is not responsible for any claims or disputes between the winner and Pinehurst Resort. Pinehurst No. 2 not included in the package.

**SIGN UP
TODAY!**



ING Member Info:

Your Name: _____

Your Company: _____

Phone: _____

email: _____

The individual or company you are signing up:

Person's Name: _____

Company: _____

Phone: _____

email: _____

SEND TO:

ING • 556 Teton Street, Lake Mary, FL 32746 • Ph: 407-328-0500, ext. 1; Fax: 407-878-4928; www.inggolf.com

Joe Steranka, TaylorMade-adidas Golf, SNAG and



TaylorMade-adidas Golf took home three first-place finishes, and retired PGA of America CEO Joe Steranka was honored for all he has done for the golf industry in the 29th edition of the ING Industry Honors, announced at the PGA Merchandise Show.

Called by some the “Academy Awards of the Golf Industry,” the ING Industry Honors program recognizes outstanding achievement in the golf business. Master of Ceremonies was former LPGA Tour star Jan Stephenson, and a Q&A with current star Paula Creamer, conducted by Tony Leodora, followed the presentations.

Nominees in a dozen categories are submitted throughout the year from anyone in the golf industry. Sub-committees that include experts in each category then trim the entries to the top three in each category. ING members then vote electronically to determine the winners, who are announced and recognized at the Industry Honors Presentation Press Conference.

The presentation was sponsored by PGA Golf Exhibitions and Tritan Tumblers.

THE 2012 INDUSTRY HONORS RESULTS

BUSINESS ACHIEVEMENT

Winner: Joe Steranka, CEO, PGA of America; **Also Nominated:** Rick LaRose, Head Golf Coach, University of Arizona; Jack Purcell, President and Publisher, LINKS Magazine.

GOLF COURSE DESIGN

Winner: Ben Crenshaw & Bill Coore, Bandon Preserve, Bandon Dunes Oregon; **Also Nominated:** Martin Hawtree, Trump International Golf Links, Aberdeen Scotland; Rod Whitman, Cabot Links, Inverness, Nova Scotia.

PLAYER DEVELOPMENT

Winner: SNAG; **Also Nominated:** Rick Grayson, PGA Teaching Professional, Springfield, MO.; Tee It Forward program from the PGA of America.

PRINT ADVERTISING – Product & Services

Winner: TaylorMade Golf – Love

SwingSmart Among ING Industry Honors Winners



Comes With A Money Back Guarantee; **Also Nominated:** The Golf Channel – Big Break Greenbrier; Mizuno Golf – The Gospel According To Luke.

PRINT ADVERTISING – Trade

Winner: Yamaha – How To Handle Rush Hour; **Also Nominated:** Exsite – Clean Up Your Game.

PRINT ADVERTISING – Travel & Real Estate

Winner: Pinehurst – Championships Define It; **Also Nominated:** Central Oregon – Memories; Primland – Picture Scotland With A Blue Ridge Backdrop.

PRODUCT INGENUITY – Emerging Companies

Winner: SwingSmart Training Tool; **Also Nominated:** Innovex V-Motion Tour Golf Ball; SCOR4161 Scoring Clubs.

PRODUCT INGENUITY – Market Leaders

Winner: TaylorMade RocketBallz Tour



Fairway Woods; **Also Nominated:** Adams Idea Tech V4 Hybrids; Titleist AP2 (712 Series).

PR/PROMOTIONS

Winner: Adidas Golf – Olympics In London Promotion; **Also Nominated:** Bionic Gloves – The Humorous Signs Campaign; Golf Mesquite Nevada – Exposure Through Events

TOURNAMENT SERVICE

Winner: Billy Casper Golf's World Largest Golf Outing; **Also Nominated:** Harmon's Heroes Foundation; The Western Amateur

TV COMMERCIAL

Winner: CBS Golf Promo - Commentators In Costume; **Also Nominated:** Cobra – It's Go Time, with Rickie Fowler; Kia – Michelle Wie Shooting Skeet

TV COMMERCIAL SERIES

Winner: Bridgestone Golf – David Feherty In The Lab; **Also Nominated:** LPGA – It's Different Out Here; PING – Scenes With Bubba and Hunter.

Winners Announced In Thirteen Categories Of The

A total of 41 first-place and honorable mention awards were handed out at in the 20th Annual ING Media Awards Presentation Press Conference at the PGA Merchandise Show.

Todd Lewis of The Golf Channel served as Master of Ceremonies. The program was followed by a Q&A with world-renowned golf instructor Mike Bender, conducted by new ING member Chuck Garbedian.

Media Awards sponsors this year were Volvik Golf Balls, Tritan Tumblers and PGA Golf Exhibitions.

COMPLETE LIST OF WINNERS AND OUTSTANDING ACHIEVERS

■ BOOK AUTHOR

1st Place: Jim Ducibella (“King Of Clubs”)

Outstanding Achievers: David Barrett (“Making the Masters”); Elisa Gaudet (“Two Good Rounds”); Steve McMillen (“Murder On The Front Nine”); Joel Zuckerman (“Kiawah Island”).

■ BUSINESS WRITING

1st Place: Sally J. Sportsman, Golf Range Magazine (“Florida’s All-Around Great Golf Range”)

Outstanding Achievers: Katharine Dyson, TravelGolf.com (“Golf Industry seeks ways to increase number of golfers”); Ken

MacLeod, Golf Oklahoma (“We’re back”); Ed Travis, EdTravisGolf.com (“Acushnet and Callaway bury the hatchet”).

■ COMPETITION WRITING

1st Place: David Barrett, APosition (“Which club to hit? Have a long talk with your caddy”)

Outstanding Achievers: Kevin Kane, Virginia Golfer (“History Maker”); David McPherson, PGATour.com (“McGirt set with happy company for Sunday duel”); Gary Van Sickle, Sports Illustrated (“Tiger swaggers to Memorial win”).

■ EQUIPMENT WRITING

1st Place: Gary Van Sickle, Sports Illustrated (“The truth about belly putters”).

Outstanding Achiever: Tony Leodora, Golfstyles magazine (“Mellow yellow-quite right”); Ed Travis, Golf Minnesota (“TaylorMade rules metal woods”).

■ OPINION/EDITORIAL

1st Place: John Fischer, Golf Collectors Society Bulletin (“The day Harry Vardon came to town”).

Outstanding Achievers: David Barrett, TheAPosition.com (“To fight slow play a new system is needed”); Elisa Gaudet, Cybergolf.com (“I want to fall in love with Tiger-again”); Kevin Kane, Virginia Golfer (“Hot Topic: Brown

20th Annual ING Media Awards

vs. Green"); John Steinbreder, Global Golf Post ("Another Paradigm Shift in Private Golf").

■ PHOTOGRAPHY

1st Place: Warren Grant, Golf Digest (Dorado Beach East Course, Hole #4)

■ PROFILE WRITING

1st Place: David McPherson, GreenMaster ("Fostering Love Away From The Links")

Outstanding Achievers: David McPherson, GreenMaster ("Veteran Greenkeeper moves to different beat"); John Steinbreder, Global Golf Post ("For Ford, mentoring Is job No. 1"); Gary Van Sickle, Sports Illustrated ("Stewart Cink and the quest for his swing").

■ PUBLICATIONS

1st Place: The Met Golfer, June/July, 2012 (Greg Midland, Editor)

Outstanding Achievers: Golf Georgia, September/October 2012 (Stan Awtrey, Editor); Golf Oklahoma, August/September, 2012 (Ken MacLeod, Publisher); NCGA Golf, Summer 2012 (Scott Seward, Editor); Southern New England Golfer, Fall 2012 (Bruce Vittner, Editor).

■ RADIO SHOW

1st Place: John Patrick, Augusta Golf Show ("4th Anniversary Show")

Outstanding Achievers: Holly

Geoghegan, The Golf Insiders, ESPN Orlando ("U.S. Open Week"); Tony Leodora, GolfTalk Live in Philadelphia ("Atlantic City CC")

■ RADIO SEGMENT

1st Place: Tom Horan, Speaking Of Golf, Asheville, NC ("Peter Kessler Interview")

Outstanding Achiever: Holly Geoghegan, The Golf Insiders, ESPN Orlando ("Bruce Berlet Interview");

■ TRAVEL WRITING

1st Place: John Steinbreder, Global Golf Post ("Sandhills-worth the trip").

Outstanding Achievers: Katharine Dyson, Fairways + Greens ("Casino resorts' winning treatments"); David McPherson, Golf Canada ("Golf in Columbia: The only risk is wanting to stay"); Jeff Ritter, Golf.Com ("Lanai: Where Maui residents go to escape").

■ TELEVISION SHOW

1st Place: Mike Billingsley, Fox Sports Net ("Golf Life")

■ TELEVISION SEGMENT

1st Place: Dave Lockhart, Chicago District Golfer TV ("Ireland Golf")

Publications And New Products Can Be Entered Into ING Spring Conference Awards Program

One publication and one product will be honored in the ING Conference Best awards program, conducted at the 22nd Annual ING Spring Conference May 19-23 at Reunion Resort in Orlando.

The “ING Conference Best” awards will recognize one issue of a publication and one golf product or service among those on display at the ING Spring Conference.

The golf publication rules are:

1. Publication SHOULD NOT be judged on size, quality of paper, circulation, or the number of times it is published.
2. Publication SHOULD be judged on
 - a. How it utilized the available space;
 - b. Amount of information, entertainment delivered to the reader;
 - c. Quality of articles, photography, graphics;
 - d. Creativity of its “departments” or regular features;
 - e. The attractiveness of the cover;
 - f. Overall enjoyment and satisfaction from reading or browsing the publication.
3. Any publication that has a representative registered for the ING Spring Conference and which has published continually for at least one full year prior to the conference is eligible.
4. Publishers should bring ONE issue to enter in the competition.
5. Attendees will have up to 4 days to study the entries before voting. Winner will be announced the final night of the conference.

The golf product/service rules are:

1. Any product or service, shown at the ING Conference.
2. Company must be in attendance at the ING Spring Conference at a minimum of Appointment Show level to be eligible.
3. Attendees will study the entries during the One-On-One Appointment Show and/or the Demo Lab. Winner will be announced the final night of the conference.



What do you get when you combine PowerBilt's highly acclaimed nitrogen-charged technology with the best shaft technology on the market? "An unbeatable combination," says PowerBilt President Ross Kvinge.

Noticeably new on the 2013 version of the PowerBilt Air Force One driver is a deeper face to maximize trampoline effect. There's also the choice of a matte black finish or the popular white. But beyond the head, the most measurable improvements come from picking the right shaft to go along with the Air Force One's patented nitrogen-charged technology.

"For years, we've been testing the best shafts on the market to find which ones best complement our nitrogen-charged technology," says Kvinge. "We now have a short list of shafts we recommend for custom fitting to create the best possible driver for any player."

Premium shafts from Oban, Fujikura, Aldila and Graphite Design top PowerBilt's recommendations.

The Grand Golf Resorts of Florida, a Salamander Collection, has launched one of the country's most comprehensive golf packages that plays across its newly created Legends of Golf Trail. The Trail stretches from the Gulf to the Atlantic and features tournament layouts at Innisbrook Resort in Tampa Bay, Reunion Resort in Orlando and Hammock Beach Resort in Palm Coast.

The package features six nights' accommodations and nine rounds of golf, which can be used consecutively or broken into three separate trips (two nights and three rounds at each resort). In addition, it includes spacious villa accommodations, breakfast daily in the resorts' restaurants, \$20 retail credit per each resort stay, advance starting times at time of reservation, unlimited use of practice facilities, a daily one-hour golf clinic, club storage and locker room service, and unlimited access to each resort's fitness centers.

Boxgroove (www.boxgroove.com), an inventive, reliable online network offering golfers the opportunity to play private golf courses of their choosing, has added Persimmon Ridge Golf Club, in Louisville, Ky., to the selection of private courses Boxgroove members can play. All ING members receive complimentary Boxgroove memberships.

"The eye-catching scenery and natural features at Persimmon Ridge will provide a thoroughly enjoyable round of golf to any Boxgroove member," said McRedmond Morelli, founder and CEO of Boxgroove.

TaylorMade-adidas Golf (TMaG), which develops and markets high-performance golf clubs, balls, footwear, apparel and accessories, recorded sales of over \$1.7 billion (€1.3 billion) in 2012, making TMaG the biggest golf company in the world. With sales up 20% on a currency-neutral basis, 2012 marked new record sales for the company.

Andy Mears, a PGA professional with a long and impressive resume in the golf industry, has been named President and COO at Island Hills GC, a daily fee course and developing golf resort that sits on the western edge of 1,000 acre Lake Templene. Mears is a member of the ING Executive Committee.

Myrtle Beach's [Golf.com](http://www.golf.com) World Amateur Handicap Championship has been awarded South Carolina's most prestigious tourism award. Governor Nikki Haley presented tournament officials with the Governor's Cup, the Palmetto State's most coveted award on January 30. The World Am, which annually attracts more than 3,000 golfers to Myrtle Beach to compete in the 72-hole, net stroke play event, is the nation's largest single-site golf tournament. It celebrates its 30th anniversary this August.

Founder Doug Hollandsworth announced the launch of Georgia Golf & Travel at the PGA Show in Orlando. The mission of the Georgia Golf & Travel program is to increase travel and visitor expenditures throughout all of Georgia and market the state as one of the leading golf destinations in the world.

The Traveling Golfer show announced that VideoStream Productions has been secured as the official production company of the new show that debuted this week. Owned by Jamie McWilliams, VideoStream Productions is based in Trinity, FL. The Traveling Golfer, hosted by Tony Leodora, recently debuted with a segment from Mystic Dunes Resort in Orlando. The show can be found on www.travelinggolfervideo.com, as well as a network of affiliate websites.

The PGA Expo, the industry retail springboard for golf equipment, accessories and apparel in the second-half of the golf season, returns to The Venetian Resort-Hotel-Casino in Las Vegas, Aug. 19-21, 2013.

ING member Randy Tantlinger is the new president of Playboy Golf Tournaments. The Playboy Golf Scramble Tournaments are for amateurs of all skill levels and handicaps. These fun filled events are

staged in cities all across the USA. Amateur golfers compete to win a trip to the USA Finals in Beverly Hills, CA, and party at the Playboy Mansion with celebrities, Playmates and Playboy Golf-Ladies of the Links.

Back9Network, a lifestyle multiplatform media company, announced that longtime digital and media executive Carlos Silva will join the network as its president. Silva will work alongside Back9Network CEO and founder James Bosworth and COO and founder Reid Gorman, bringing his more than 25 years of experience to the world's first multiplatform lifestyle and entertainment golf destination.

Rory McIlroy has signed a multi-year agreement with Nike Golf. McIlroy now represents the Swoosh in clubs, ball, footwear, glove, apparel, headwear and accessories.

Boasting an already impressive roster that includes some of golf's most powerful icons, [TaylorMade Golf Company](http://www.taylormadegolf.com) announced the expansion of its industry-leading global Tour Staff for the 2013 season. Among the list of professionals inking new equipment deals to represent TaylorMade include Major Champion Stewart Cink and 2012 PGA Tour Rookie of the Year, John Huh. TaylorMade has also signed two-time PGA Tour winner, Ryan Moore as well as J.J. Henry, Chad Campbell and Brian Davis.

Polara Golf recently introduced the Advantage Driver, which goes far beyond the performance limits set forth by the USGA. Its ultra-thin Beta-Titanium Face is lighter, stronger, and more resilient than standard Titanium drivers creating a "trampoline effect" that delivers explosive distance off the tee. The 475cc oversized head has a larger, more forgiving sweet spot that delivers better accuracy and consistency on mishits.

GolfWRX.com awarded the revolutionary new recoil™ iron shafts one of eight "Best in Show" awards at the 2013 PGA Merchandise Show. UST Mamiya was the only shaft company awarded this honor from the largest golf online community.

Grow the Game Golf - Live Event Leaderboard has a new home with Status4. GTG Golf will live on as we complete the brand transition over the next few weeks to Status4Golf. New leaderboard logos, App Home screen Icons and Splash screens will be available.

The ING Lounge

at the PGA Show







IT'S GOING TO BE A FABULOUS REUNION



From the President

The Reunion Resort -- the fabulous golf course, the ANNIKA Academy, the 3-bedroom villas; and hundreds of ING Members -- there is nothing better than that for a SPECTACULAR week of networking, developing relationships and a REUNION with friends in the golf industry. You want to be there -- really, you do!... I hope you join me at the ING Conference May 19-23rd. If you have ANY questions email or call me -- GolfingMagJG@aol.com or 516-822-5446.



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