



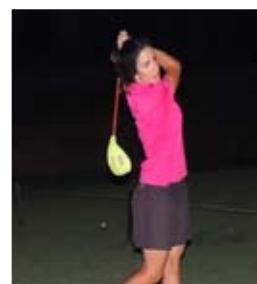
E-Scorecard

Newsletter for the International Network of Golf
November 2013

**Atlantic City is a
Sure Bet to be a
Great Conference**



June 1-4, 2014
Resorts Casino Hotel
Atlantic City, NJ



Seaview, Blue Heron Pines and Atlantic City CC To

The golf courses have been selected for the 24th Annual ING Spring Conference, set for Atlantic City, NJ, June 1-5, 2014.

Stockton Seaview Hotel & Golf Club, Atlantic City Country Club and Blue Heron Pines will host the golf functions of this annual gathering of golf media and industry leaders.



Blue Heron, owned by former Philadelphia Eagles quarterback and now NFL analyst Ron Jaworski, will host the Monday tournaments, consisting of the

WGAT National Qualifier and the Four-Player Team Scramble.

Blue Heron opened in 1993 and has become one of the more popular layouts in the region. Designed by Stephen Kay, it takes full advantage of the natural

beauty of the pinelands and majestic trees.

The WGAT qualifiers will determine the five players from ING who will qualify for the WGAT National Finals next September at Mission Inn Resort in Florida. The field will be divided into five flights, with the lowest scorers in each flight advancing to the nationals.

The Durland Cup Scramble will be conducted on the Pines Course at Seaview, home to the LPGA ShopRite Classic, which concludes Sunday, the opening day of the conference. The event is named in honor of former ING Golf Committee chairman Larry Durland.

Seaview is a quintessential seaside resort located on over 670 wooded acres along Reed's Bay in Galloway, NJ, just eight miles from Atlantic City. This elegant, turn-of-the-century New Jersey resort provides a peaceful, pristine, retreat-like setting for both business and leisure travelers.

The resort is home to two of the oldest and most



Host ING Golf Events In June

acclaimed golf courses in New Jersey, the Bay and the Pines, both managed by Troon Golf. The Pines Course is lesser known, but some locals would argue that it is the more challenging layout of the two. The aptly named course has a location that is only a few hundred yards from the bay, but due to the abundant trees, feels as though it was miles inland. The traditional layout features gently undulating greens and narrow fairways tightly framed by towering oaks and pines.

Atlantic City Country Club is one of the most historic golf facilities on the east coast. It will host the Committees Lunch and Demo Lab on Tuesday, June 3. ING members will enjoy spending time perusing the history-filled clubhouse, where some of golf's greatest names have lockers.

The conference functions will take place at Resorts Casino Hotel on the world-famous boardwalk of Atlantic City, as announced at the May ING Spring Conference at Reunion Resort.





24th Annual ING SPRING CONFERENCE

June 1-4, 2014

Resorts Casino Hotel, Atlantic City, NJ

Super Saver Deadline: December 30, 2013

Individual Attendees Registration Form-*Super Saver Price*

(Exhibiting Companies & Sponsors use a different form)

Active Media (Definition: You have a recognized and creditable outlet for producing stories from this conference)

___ 4-Day Conference Package: ~~\$200~~ \$120 if paid by Dec. 30, 2013- 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 for mags, TV, etc)

___ 4-Day Conference Package: ~~\$600~~ \$350 if paid by Dec. 30, 2013- OR - ___ Day-By-Day Fee: \$125 per day

Association (Definition: You are employed by or contracted with a creditable golf-related association)

___ 4-Day Conference Package: ~~\$600~~ \$350 if paid by Dec. 30, 2013- OR - ___ Day-By-Day Fee: \$125 per day

Business (Anyone involved in the industry who does not fit in categories above; i.e. club manufacturers, resort/travel, designers, etc)

___ 4-Day Conference Package: ~~\$995~~ \$695 if paid by Dec. 30, 2013- OR - ___ Day-By-Day Fee: \$250 per day

(All 4-day packages include all scheduled non-golfing activities; for golf charges, see next section)

Guest Fee (\$195) (Includes participation in F&B and networking events only)-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 WGC National Qualifier (\$65); ___ Wednesday Durland Cup Scramble (\$50)

Your USGA Stroke Index OR Average Score _____

REGISTRATION DETAILS

Name _____ Representing _____

Address _____

City _____ State _____ Zip _____

Email _____

Website _____

Twitter, Facebook, LinkedIn, etc: _____

PAYMENT DETAILS (pay by credit card or check - made out to ING Spring Conference)

Credit Card Type _____ Number _____ Exp. _____

Name on Card _____ Amount _____ Signature _____

Billing address (if different from above) _____

HOTEL RESERVATIONS

We are staying on the shore in the beautiful Resorts Casino Hotel at the special ING rate of \$83 per room per night, plus tax and fees. We will release instructions on how to book your hotel room at this reduced rate later in the year.

RETURN THIS FORM TO:

ING • 556 Teton St. Lake Mary, FL 32746 • FAX: 407-878-4928 • EMAIL: mike@jamisongolf.com • PH: 407-328-0500 • www.inggolf.com



24th Annual
ING SPRING CONFERENCE
June 1-4, 2014
Resorts Casino Hotel, Atlantic City, NJ
Super Saver Deadline: Dec. 30, 2013

Exhibiting Company Registration Form-*Super Saver Pricing*

(Individuals not with exhibiting companies should complete a different form)

PACKAGE CHOICES (all include full conference fee for ONE person)***

___ **THE WORKS** - ~~\$3,445~~; **\$2,650 if paid by Dec. 30, 2013**: 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.

___ **DEMO LAB PACKAGE** - ~~\$2,395~~; **\$1,750 if paid by Dec. 30, 2013**: Includes Display Area in ING Demo Lab; Conference Fee for ONE.

___ **APPOINTMENT SHOW PACKAGE** - ~~\$2,245~~; **\$1,650 if paid by Dec. 30, 2013**: Includes Display Table and appointment schedule in One-On-One Appointment Show; Conference Fee for ONE.

***Additional Individual Attendees from your company: \$100 per day or \$395 for the entire conference.

DISPLAY-ONLY FEES

___ **DEMO LAB** - \$1,650; **\$1,300 if paid by Dec. 30, 2013**: Includes Display Area in ING Demo Lab and conference fee for 1 day.

___ **APPOINTMENT SHOW** - \$1,400; **\$1,150 if paid by Dec. 30, 2013**: Includes Appointment Show Table and schedule, conference fee for a day.

Are you an ING member? - If not, please add \$75 for each person attending the conference to cover annual ING membership fees.

REGISTRATION DETAILS

Company _____ Phone _____

Address _____ City _____ St _____ Zip _____

Attendee 1 _____ Title _____ Email _____ Shirt _____

Golf: ___ Monday Scramble (\$50); ___ Monday WGAT Qualifier (\$65); ___ Wednesday Scramble (\$50); **Handicap/Avg. Score** _____

Attendee 2 _____ Title _____ Email _____ Shirt _____

Golf: ___ Monday Scramble (\$50); ___ Monday WGAT Qualifier (\$65); ___ Wednesday Scramble (\$50); **Handicap/Avg. Score** _____

Attendee 3 _____ Title _____ Email _____ Shirt _____

Golf: ___ Monday Scramble (\$50); ___ Monday WGAT Qualifier (\$65); ___ Wednesday Scramble (\$50); **Handicap/Avg. Score** _____

PAYMENT DETAILS (pay by credit card or check - made out to ING Spring Conference)

Credit Card Type _____ Number _____ Exp. _____

Name on Card _____ Amount _____ Signature _____

Billing address (if different from above) _____

DEADLINE: Dec. 30, 2013. **REFUNDS**-Conference Fees: Written notice prior to March 1, 100 percent; March 1 to April 15, 50 percent; After April 15, no refunds.

HOTEL RESERVATIONS: We are staying on the shore in the beautiful Resorts Casino Hotel at the special ING rate of \$83 per room per night, plus tax and fees. We will release instructions on how to book your hotel room at this reduced rate later in the year

ING • 556 Teton Street, Lake Mary, FL 32746 • PH: 407-328-0500, ext. 2; FAX: 407-878-4928; www.inggolf.com

2014 ING Spring Conference Tentative Schedule

SUNDAY, June 1	EVENT	SITE
12:30 pm-7 pm	Conference Check-In/Info Desk	Resorts - Atlantic Room
5:30 pm	First-Timers Orientation	Resorts - Academy Room
6:30 pm	Welcome Reception	Resorts – Horizon Room
7:45 pm	15 Seconds Of Fame	Resorts – Horizon Room
8:30 pm	Night Golf	Resorts - Beachfront
9 pm	ClubING	Resorts – Land Shark Bar
MONDAY		
6:30 am-11:30 am	Breakfast & Coffee Room	Resorts – Capriccio Restaurant
8 am-10 am	Appointment Show Day 1	Resorts – Ballroom A
10:15 am	Social Media Seminar-Novice	Resorts – Horizon Room
10:15 am	Social Media Seminar-Advanced	Resorts – Starlight Room
11:15 am	Advertising/Marketing Seminar	Resorts – Horizon Room
11:15 am	State Of The Industry	Resorts – Starlight Room
LUNCH ON YOUR OWN		
12:45 pm	BUS LEAVES FOR GOLF TOURNAMENT	
2 pm	Golf tournaments	TBD
7:30 pm	ClubING	Resorts – Land Shark Bar
TUESDAY		
6:30 am-10:30 am	Breakfast & Coffee Room	Resorts – Capriccio Restaurant
8 am-11 am	Appointment Show Day 2	Resorts – Ballroom A
11:45 am	BUS LEAVES FOR LUNCH & DEMO DAY	
12:30 pm	Committees Lunch	Atlantic City Country Club
2 pm-5 pm	Demo Lab	Atlantic City Country Club
5 pm	BUS LEAVES FOR RESORTS	
7:30 pm	ING Banquet	Resorts – Ballroom B
9:30 pm	ClubING	Resorts – Land Shark Bar
WEDNESDAY		
8 am-9:15 am	Mentor-ING Breakfast	Resorts – Capriccio Restaurant
9:30 am	Best Practices Presentation	Resorts – Ballroom A
11 am	Industry Breakouts	Resorts – Ballroom A, Academy
LUNCH ON YOUR OWN		
12:15 pm	BUS LEAVES FOR GOLF TOURNAMENT	
2 pm	Durland Cup	Seaview Resort Pines Course
6:30 pm	Golf Awards Happy Hour & Cookout	Seaview Resort
8 pm	ClubING	Resorts – Land Shark Bar
THURSDAY		
8:15 am	Board Meeting Breakfast	Resorts - Academy Room

Membership Form – 2014

Individual Membership Benefits -- \$75

- Eligibility to Razor Golf Pick Your Pro Contest
- Invitation to ING Conference & Fall Forum
- Subscription to ING Newsletter, *ScoreCard*
- One Complimentary Classified Ad
- Listing in and Copy of ING Directory
- Opportunity to Join PGA Credit Union
- Discounted entry fee for Golf.Com World Am
- ING Member 2 Member Discount Program

Membership Sub-Category (mark 1 that best describes your profession)

- | | |
|---|---|
| <input type="checkbox"/> Media | <input type="checkbox"/> PR/Advertising/Marketing |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Instruction/Game Improvement |
| <input type="checkbox"/> Resort/Travel | <input type="checkbox"/> Course Operations/Design |
| <input type="checkbox"/> Golf Association | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Entrepreneur |
| <input type="checkbox"/> Other _____ | |

Publication/TV Show/Radio Show/ Internet Site Membership Benefits -- \$200

- Three Individual Memberships (including all benefits above)
- Publication/Show Listing & Description in Media Outlets Summaries Section of ING Membership Directory
- Link to your web site from ING web site

Corporate Membership Benefits -- \$400

- Up to Six Individual Memberships (including all benefits above)
- News Updates in ING Newsletter *ScoreCard*
- Company Listing & Description in Product Summaries Section of ING Membership Directory
- Link to your web site from ING web site

NAME _____ COMPANY _____ SHIRT SIZE _____

TITLE _____ PHONE _____ FAX _____

ADDRESS _____ CITY _____ ST _____ ZIP _____

E-MAIL _____ WEBSITE _____

LinkedIn _____ Facebook _____ Twitter _____

CORPORATE/MEDIA OUTLET MEMBERS (additional names, e-mails) _____

☐ I am enclosing a check (made out to ING Membership, sent to 556 Teton St., Lake Mary, FL 32746; --OR-- ☐ Please charge my credit card.

CARD TYPE _____ NUMBER _____ EXP. _____ AMOUNT _____

NAME ON CARD _____ SIGNATURE _____

RETURN: ING Membership, 556 Teton Street, Lake Mary, FL 32746 • PH: 407-328-0500; FAX: 407-878-4928; www.inggolf.com



ING Members Participate In Two Fall Events In Mesquite

ING members spent a few September days in beautiful Mesquite, NV, participating in two different major events

The Re/Max World Long Drive Championship Pro-Am, part of the WLD Final Eliminations Week, was held Sept. 24-26.

The World Golfers Amateur Tour National Championship was conducted Sept. 26-28.

Bill Conwell and Greg Wires were among 48 players nationwide who competed in the 54-hole WGAT National Championship. They did not

finish as one of five flight winners who earned a spot on Team USA for the World Finals in South Africa in October.

They did, however, play golf on three outstanding courses – Sand Hollow and Coral Canyon in St. Georges, UT, and Oasis Canyon in Mesquite. And they enjoyed the warm hospitality of Mesquite, and the Eureka Casino Resort.

Congratulations to Anders Bengtson and Jim Stockman for conducting another first-class national championship. They

will lead the USA team into the World Championship in South Africa Oct. 26-Nov. 2.

ING members who competed in the Re/Max WLD Pro-Am included Gary Van Sickle, Bob Oliver, Ted Raymond and Mike Jamison. Each amateur team was paired with a participant in the WLD Championship Elimination Rounds taking place during the week. The 36-hole Pro-Am was played at the Coral Canyon Golf Course and Oasis Canyon Golf Course.



ClubING Open Once Again During PGA Show In January



ClubING will once again be open for business at the 2014 PGA Merchandise Show.

With a slightly different schedule.

Next year's PGA Show has moved its schedule up



one day. Following the Demo Day on Tuesday, Jan. 21, the PGA Show floor will open on Wednesday through Friday, Jan. 22-24.

ClubING, the ING Hospitality Room in 309A-B, will have a full schedule of events, including two awards presentations. The 21st Annual ING Media Awards Presentation Press Conference will take place

Wednesday at 5pm, followed by the annual ING Media Reception.

The 21st Annual ING Industry Honors Presentation

Press Conference will take place Thursday at 12:30 p.m. There will also be celebrity appearances and other activities. But for now, if you are attending the PGA Show, be sure to put ClubING on your schedule.



ABOUT ING

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www.inggolf.com

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Two months after the release of SLDR, the current No. 1 selling and most-played driver on the PGA Tour, **TaylorMade Golf Company** released five SLDR fairway woods and four SLDR Rescue® clubs.

Similar to the SLDR driver, each club combines a low and forward center of gravity (CG) placement, a recent TaylorMade engineering feat wherein weight is re-located to the front of the head to promote faster ball speed, a higher launch angle and a lower spin-rate. TaylorMade research indicates the SLDR fairway to be the longest adjustable fairway wood in company history.

“We have heard from all types of golfers ranging from weekend players to tour pros that SLDR is the longest TaylorMade driver they have hit,” said Tom Olsavsky, TaylorMade’s Senior Director of Product Creation for Metalwoods. “This eye-opening distance gain is a result of the low and forward CG placement. This is the Holy Grail for distance and we anticipate similar fanfare for the SLDR fairway and Rescue clubs.”

The recently released **Nike Lunar Embellish** golf shoe is significantly lighter than the

previous model, weighing in at only 8.6 ounces compared to 11.9 ounces in the Nike Air Embellish. The incorporation of lighter materials and a slimmer, more refined design keeps athletes comfortable and reduces fatigue, allowing them to forget about their feet and focus on their round. Lunarlon Technology provides responsive cushioning in the heel and works in conjunction with Integrated Traction on the outsole to provide control at impact.

One signature feature that hasn’t changed is the opportunity to customize the Nike Lunar Embellish with interchangeable color saddles. The shoe comes with two reversible saddles - four colors in total - allowing female golfers to match their shoes to their outfits, bags and more on any given day.

Just One Golf, the innovative on course gaming system that was introduced at the ING Spring Conference in May, has added several courses across the country in recent weeks: Legend Oaks and Patriots Point in South Carolina, Timacuan Golf Club in Florida, Huukan in Arizona and Arrowood and Redhawk in California. The Just

One game allows players to win cash for a hole in one, pro-shop merchandise for a ball that stops within 7ft of the cup and receive a video of their winning shot.

The Putting Stick from TPK Golf caused quite a stir when it was released because of the success players and professionals have had using it. Mitchell Crum, teaching professional, used the Putting Stick to dramatically improve Bo Van Pelt’s putting in 2012 and advised inventor Vlad Gribovsky to change it slightly. The result is the Putting Stick Pro Version and it is the GolfTalk Live Product of the Month for October.

Bridgestone Golf, the #1 ball-fitter in golf, has extended its relationship with PGA TOUR superstar Matt Kuchar through 2017. The 2013 Player of the Year Finalist, U.S. Presidents Cup team member and all-around good guy has been a part of Bridgestone’s tour team since turning professional in 2001.

Graeme McDowell has agreed to terms on a multi-year contract extension with

Srixon® to remain a member of their PGA TOUR staff. McDowell, winner of the 2010 U.S. Open and 2013 RBC Heritage, is also a nine-time winner on the European Tour. McDowell will continue to play Cleveland® woods, Srixon® irons, Cleveland® wedges and Srixon® balls. He will wear a Srixon® hat and glove and carry a Srixon® bag.

Golfpac Travel puts the finest golf trips to Orlando together, and last month that is just what they have done sending the Traveling Golfer Tony Leodora to some of the finest courses the area has to offer. Courses on the list of stops were Shingle Creek, Disney's Magnolia and Palm courses, the upscale Falcon's Fire, the International and National courses at Champion's Gate and finally Grand Cypress and its Jack Nicklaus-designed re-creation of the Old Course at St. Andrew's.

ING members can now register to attend the 2014 PGA Merchandise Show, January 21-24, in Orlando online at www.PGAShow.com. Housing reservations also are available online for PGA Show official hotels at www.PGAShow.com/hotel-travel. The PGA Merchandise Show,

the international golf industry's annual business gathering for 60 years, has a new day schedule for 2014. The PGA Show Outdoor Demo Day at Orange County National Golf Center begins PGA Show Week on Tuesday, Jan. 21, with PGA Show exhibits, demonstrations, education seminars, special events and industry presentations at the Orange County Convention Center being held Wednesday through Friday, Jan. 22-24.

adidas Golf has released a new range of GORE-TEX® performance outerwear that includes jackets and pants. Developed to protect athletes in the most inclement weather, the two-layer rain suit was designed to withstand the roughest of elements without sacrificing flexibility, comfort and range of motion during play. The two-layer fabric helps regulate body heat by allowing perspiration vapor to escape, keeping it more comfortable during activity and inactive periods.

ING member **Sally J. Sportsman** was the editor of a recently reduced book, GREEN GLORY: A Visual Tribute to the Courses of the Majors – Golf's Renowned Venues. The book, written by M.E. Mortensen,

features paintings by Linda Hartough and photographic images by Patrick Drickey, an introduction by Jack Nicklaus, and acknowledgement by Rees Jones. A portion of the proceeds from sales of GREEN GLORY are donated to The First Tee.

Yoga for Golfers™ recently conducted its first Teacher Training program in Edinburgh, Scotland. This comprehensive three-and-a-half day program will be taught by ING member and Yoga for Golfers Founder Katherine Roberts, the most recognized yoga fitness performance coach in the golf industry.

Polara Golf, makers of the "Ultimate Straight™" golf balls, have introduced the non-conforming Advantage Driver. The club is similarly effective to the golf balls in lowering scores and boosting recreational enjoyment of the rigorous game. It accomplishes this with a more forgiving, seriously oversized head which is made of lighter and harder titanium to produce a "trampoline effect" when striking a ball. The result is greater accuracy, straightness, and added distance of up to almost half a football field.

VISIT
the ING website...



You're On It!

www.INGgolf.com

DO AC!

Yes do AC...

From the President

Atlantic City is a Sure Bet... "DO AC", that is from the new Atlantic City ad campaign. And I suggest you DO AC also. Join your fellow ING members at this incredible resort destination. AC has fabulous dining, entertainment, and golf. I hope you will join me there and GOLF AC! See you the first week of June.



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