



E-Scorecard

Newsletter for the International Network of Golf
April 2014



*Conference
Registration*
Low Price Deadline
This FRIDAY!
April 18th

See You In Atlantic City

June 1-4



24th Annual ING Spring Conference
June 1-4, 2014
Resorts Casino Hotel
Atlantic City, NJ



Golf Marketing Seminar At ING Spring Conference To Be Conducted By Jon Last

As the Internet becomes more and more integrated into our daily lives, creating and facilitating a successful marketing plan is more of a challenge than ever before.

What do the latest trends tell us about the future of marketing and communicating in the golf industry? That will be the featured topic in an educational session at the 24th Annual ING Spring Conference, scheduled for June 1-4 at Resorts Casino Hotel in Atlantic City.

The Marketing Trends seminar, set for 10:15 a.m. on the first full day of the conference, will be conducted by Jon Last, Founder and President of Sports and Leisure Research Group, a full service marketing research consultancy that supports leading brands in sports, travel and media.

Last's 25-plus years of professional experience includes seven years as VP Corporate Marketing for Golf Digest Companies, and eight years at the PGA of America, where he oversaw marketing research, consumer marketing and retailing.

A frequent speaker and featured columnist for Media Post's Marketing: Sports, Last holds an M.B.A. from Wharton and a B.A. from Tufts. He is a former national president of the U.S. Marketing Research Association (MRA) and presently serves on the national board of directors for the Executive Women's Golf Association and Marketing Research Institute International.

Last will share recent research in his presentation, helping attendees gain a greater understanding of how the utilization of Internet and Social Media Marketing can blend with traditional marketing methods in delivering messages to the golf consumer.

Approximately 150 people will attend the 24th Annual ING Spring Conference in Atlantic City. Resorts Casino Hotel will serve as the official



headquarters of the conference, hosting all of the educational sessions and most of the meal and

networking elements of the meeting. It was the first casino hotel to open in Atlantic City, back in 1978. It has since undergone a major renovation, including the addition of the spectacular Margaritaville entertainment complex.

Nearly everyone at the conference can benefit from participation in the ING One-On-One Appointment Show, which will be held over two days at this year's conference. It was created to place an emphasis on business relations between the media and golf companies, resorts, destinations and entrepreneurs.

Participating companies set up tabletop displays. Beginning at 8 a.m., private meetings will be held every 20 minutes, for five hours over two days – Monday and Tuesday mornings of the conference. Another key element of the conference for exhibiting companies is the Demo Lab on Tuesday afternoon. Historic Atlantic City Country Club will host this year's ING Demo Lab, where companies with golf equipment and training aids set up on the range and putting green where attendees try the products first hand. Companies that have verbally committed to participating in the Demo Lab so far include Bridgestone, Freedom Golf Association, RadiusRoll Putter, Personal Golf Fan, Razor Golf, SNAG, and TaylorMade Golf. A total of nearly 20 companies are expected to take part.

Interactive Social Media Workshops At ING Spring Conference Will Offer Choices For Beginners, Advanced



A pair of workshops at the 24th Annual ING Spring Conference will help attendees enhance their Social Media communication skills, based upon their current level of expertise. The conference is scheduled for June 1-4 at Resorts Casino Hotel in Atlantic City.



Attendees will choose which workshop to attend, based on their current knowledge of Social Media. The interactive Social Media workshops will help individuals learn how to best utilize Social Media in their lives and businesses. Should your company be on social media? What is coming down the pike and what does the future look like? Can social media benefit

your company's Google search ranking?

Taylor Trusty, CEO of Blackstone Media in New York, will conduct a workshop for those with intermediate or advanced skills in Social Media. He is a valued speaker with many past engagements, including the Kentucky Press Association Annual Conference, Direct Marketing Association of Long Island, Louisville Chapter of the Kentucky Medical Group Management Association, and the Greater Louisville Inc. He has also conducted Social Media seminars each month for the past three years at Blackstone Media.

Charley Fitzwilliam, co-founder of The Brand Amp marketing agency in Southern California, will lead a workshop for beginners. Fitzwilliam's company amplifies some of the biggest consumer lifestyle, electronics and fitness brands. He leads the agency's digital and social media practice. The Brand Amp's dynamic client roster (TaylorMade adidas-Golf, Qualcomm, VIZIO, Red Bull and Mizuno) has provided his team the ability to create innovative social media tactics and campaigns that amplify brands' PR and advertising initiatives. The two workshops will take place at 11:15 on the first full day of the conference, June 2. It will immediately follow a Golf Marketing Trends seminar conducted by Jon Last, Founder and President of Sports and Leisure Research Group, a full service marketing research consultancy that supports leading brands in sports, travel and media.

Last will share recent research in his presentation, helping attendees gain a greater understanding of how the utilization of Internet and Social Media Marketing can blend with traditional marketing methods in delivering messages to the golf consumer.

ABOUT ING

CONTACT:

556 Teton Street

Lake Mary, FL 32746

PH: 407- 328- 0500

FX: 407-878-4928--NEW!

mike@ jamisongolf.com

www.inggolf.com

SOCIAL MEDIA:

• Facebook:

facebook.com/ InternationalNetworkofGolf

• LinkedIn:

linkedin.com/groups?about=&gid=2011921

• Twitter:

www.twitter.com/intlnetofgolf

STAFF:

Executive Director

Mike Jamison

Membership Director

Linda Jamison

Membership Coordinator

Michelle Maier

Sales Executives

Jane Dally

Jamie Davidson

Events Assistants

Mandy Bumgarner

Maddie Schiefelbein

Jim Smith

Jack O'Leary

TV Personality Mitch Laurance To Serve As Emcee For ING Spring Conference

Television and radio personality Mitch Laurance will serve as Master of Ceremonies for the 24th Annual ING Spring Conference June 1-4 at beautiful Resorts Casino Hotel in Atlantic City, NJ.

Laurance currently is Host of “Golf Connections with Mitch Laurance” on TheGolfDirector.com, winner of ING 2013 Outstanding Achievement in Radio award. A long list of prominent guests on his show includes Annika Sorenstam, Tony Jacklin, Peter Jacobsen, Ben Wright and Charlie Rymer.

Laurance has been the play-by-play commentator for ESPN’s Championship Billiards for two decades. He is the Producer, Writer, Director and Host of

Myrtle Beach’s Award winning television show “On the Green Golf Video Showcase,” and is a Video Contributor and Host for Golf Getaways Magazine. In the world of entertainment, Laurance got his start in television as an Associate Director and Producer on NBC’s “Saturday Night Live.” He then went on to a career in front of the camera that has continued for more than 30 years. He was a series regular on HBO’s “Not Necessarily the News” and has had numerous recurring roles on shows such as “LA Law,” “Matlock” and “Dawson’s Creek.” He most recently appeared on the FX Channel shows “The Riches” and “Prison Break,” and the Lifetime series “Drop Dead Diva.”



Travel Information To Help You Plan Your Trip To The Conference

Note that registration deadline to receive the Early Bird fee is April 18 – quickly approaching.

HOST HOTEL

Resorts Casino Hotel, 1133 Boardwalk, Atlantic City, NJ 08401

Reservations must be made by calling 888-797-7700 before the cut-off date, May 20. You must identify yourself with group code (VING14) in order to receive the group discount rate of \$83 per night plus tax and fees. Resorts requires a one-night's room deposit, per room, to guarantee individual accommodations.

FLIGHTS

The two closest airports are Atlantic City International

Airport (20 minutes from hotel) and Philadelphia International Airport (1 hour from hotel).

GROUND TRANSPORTATION

ING will provide bus transportation to and from golf courses on Monday, Tuesday and Wednesday.

For transport from airports to hotel, we recommend AC BIG VAN -- WWW.BIGVANAC.COM 609-335-5485. They offer a \$70 roundtrip fee from Philly to Resorts Casino Hotel and \$20 from Atlantic City to Resorts Casino Hotel (minimum 4 passengers per trip). Send us your flight time and we will assist in helping to pair you up with other attendees with similar flights.

If you have any questions, please give us a call or email.





24th Annual ING SPRING CONFERENCE

June 1-4, 2014

Resorts Casino Hotel, Atlantic City, NJ
Plus One Deadline: April 18, 2014

Plus One Individual Attendees Registration Form

	Referring ING Member's Name _____
--	---

(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~~ \$125 if paid by April 18, 2014 - 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~~ \$395 if paid by April 18, 2014 - 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~~ \$395 if paid by April 18, 2014 - 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~~ \$750 if paid by April 18, 2014 - OR - ___Day-By-Day Fee: \$250 per day

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

Are you an ING member? - If not, please add \$75 to cover your annual ING membership fee.

CHOOSE YOUR GOLF

___Monday Scramble (\$55); ___Monday WGC National Qualifier (\$75); ___Wednesday Durland Cup Scramble (\$55)

Your USGA Stroke Index OR Average Score _____

REGISTRATION DETAILS

Name _____ Representing _____

Address _____

City _____ State _____ Zip _____

Email _____ PH _____

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) _____

DEADLINE: April 18, 2014. **REFUNDS**-Conference Fees: Written notice prior to March 1, 100 percent; March 1 to April 25, 50 percent; After April 25, no refunds.

HOTEL RESERVATIONS

We are staying on the shore in the beautiful and renovated Resorts Casino Hotel at the special ING rate of \$83 per room per night, plus tax and fees. Call 888-797-7700 and identify yourself as an ING member with the code **VING14**. Cut-off date for the special rate is **MAY 20**.



24th Annual ING SPRING CONFERENCE

June 1-4, 2014

Resorts Casino Hotel, Atlantic City, NJ
Plus One Deadline: April 18, 2014

Plus One Exhibiting Company Registration Form

	Referring ING Member's Name _____
--	---

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

___ **THE WORKS** - \$3,445; **\$2,695 if paid by April 18:** 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; **\$1,795 if paid by April 18:** Includes Display Area in ING Demo Lab; Conference Fee for ONE.

___ **APPOINTMENT SHOW PACKAGE** - \$2,245; **\$1,695 if paid by April 18:** Includes Display Table and appointment schedule in One-On-One Appointment Show; Conference Fee for ONE.

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

DISPLAY-ONLY FEES

___ **DEMO LAB** - \$1,650; **\$1,300 if paid by April 18:** Includes Display Area in ING Demo Lab and conference fee for 1 day.

___ **APPOINTMENT SHOW** - \$1,450; **\$1,200 if paid by April 18:** 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 (\$55); ___ Monday WGAT Qualifier (\$75); ___ Wednesday Scramble (\$55); **Handicap/Avg. Score** _____

Attendee 2 _____ Title _____ Email _____ Shirt _____

Golf: ___ Monday Scramble (\$55); ___ Monday WGAT Qualifier (\$75); ___ Wednesday Scramble (\$55); **Handicap/Avg. Score** _____

Attendee 3 _____ Title _____ Email _____ Shirt _____

Golf: ___ Monday Scramble (\$55); ___ Monday WGAT Qualifier (\$75); ___ Wednesday Scramble (\$55); **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: April 18, 2014. **REFUNDS**-Conference Fees: Written notice prior to March 1, 100 percent; March 1 to April 25, 50 percent; After April 25, no refunds.

HOTEL RESERVATIONS:

We are staying on the shore in the beautiful and renovated Resorts Casino Hotel at the special ING rate of \$83 per room per night, plus tax and fees. Call 888-797-7700 and identify yourself as an ING member with the code **VING14**. Cut-off date for the special rate is **MAY 20**.

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	SNAG Glow Golf On The Beach	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	Golf Marketing Trends Seminar <i>By Jon Last, Sports & Leisure Research Group</i>	Resorts – Horizon Room
11:15 am	Social Media Workshop <i>For Intermediate/Advanced, by Taylor Trusty</i>	Resorts – Horizon Room
11:15 am	Social Media Workshop <i>For Beginners, by Charlie Fitzwilliam</i>	Resorts – Starlight Room
2 pm	WGAT & Scramble Golf Tournaments	Blue Heron Pines GC
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
12:30 pm	Committees Lunch	Atlantic City Country Club
2 pm-5 pm	Demo Lab	Atlantic City Country Club
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
2 pm	Durland Cup Golf	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 Member2Member Discount Program

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

- | | |
|---------------------|---------------------------------|
| ___Media | ___PR/Advertising/Marketing |
| ___Manufacturing | ___Instruction/Game Improvement |
| ___Resort/Travel | ___Course Operations/Design |
| ___Golf Association | ___Retired |
| ___Accessories | ___Entrepreneur |
| ___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





Bring new members into the ING and to the ING Spring Conference in June and **YOU** could be heading to PGA Village

You Could Win a Trip to PGA Village

A four-day, three-night golf vacation for two at the home of 27,000 PGA Professionals – PGA Village in Port St. Lucie, FL – highlights a terrific Grand Prize in ING’s “Plus One” conference attendance program.

That trip and more will go to the person who earns the most points by bringing in new members to the 24th Annual ING Spring Conference June 1-4 at Resorts Casino Hotel in Atlantic City.

Any member who signs up at least one new attendee to the ING Spring Conference will earn a prize – a dozen golf balls, ING shirt or something of similar value.

NEW THIS YEAR: A special runner-up prize will go to the person who signs up the most new attendees, IF that person does not win the Grand Prize (which is based on a points formula).

THE GRAND PRIZE PACKAGE INCLUDES:

- Accommodations for three nights at the Perfect Drive Villas
- Three rounds of golf for two at PGA Golf Club
- Three days of breakfast for two at Champions Grille at PGA Golf Club
- One-hour lesson for two at the PGA Center for Golf Learning and Performance
- Complimentary admission to The PGA Museum of Golf.

HOW IT WORKS: Special Plus One entry forms for individual attendees and exhibitors are in this E-Newsletter. At the top of each form is a place for your name.

- Write in your name and make copies of the forms.

JOIN
ING
TODAY!



You Could Win a Trip to PGA Village



- Send appropriate entry form to your prospects (they must be NEW attendees to ING – no participation the past 5 years).
- Send e-mail to mike@jamisongolf.com with the name of your prospect(s).
- Follow up with your prospect(s) as appropriate, reminding them of the benefits of the ING Conference. 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 for each.

BRING IN AN APPOINTMENT SHOW

EXHIBITOR: 7 points for each.

BRING IN A DEMO LAB &

APPOINTMENT SHOW EXHIBITOR:

9 points for each.

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 PGA VILLAGE

PGA Village in Port St. Lucie, FL, is home to 27,000 PGA Professionals. Ranked among the '75 Best Golf Resorts' by Golf Digest, PGA Village includes 54 holes of championship golf at PGA Golf Club, masterfully designed by Tom Fazio and Pete Dye; the best in golf training and teaching at the state-of-the-art 35-acre PGA Center for Golf Learning and Performance; and all of the history of the PGA's storied existence at the PGA Museum of Golf; all within one spectacular golf resort that is owned and operated by The PGA of America – professionals.

The golf courses are spectacular, headed by Fazio's Wanamaker, ranked in the top 25 in Florida by Golf.com. The variety of challenges across the three tracks is impressive.

A vast array of accommodations is available, including The Perfect Drive Villas, which will host the ING winner. And outstanding dining options include the Champions Grille at the PGA Golf Club.

PLUS ONE RULES

- 1.** Contest runs between January 1, 2014 and May 2, 2014. Entries received in the ING office outside those dates are not eligible.
- 2.** An attendee prospect is considered "new" if attendee has not participated in an ING Conference in past five years. Attendee is considered "registered" once his/her conference fee or deposit has been received.
- 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 Sponsor, 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 Grand Prize Sponsor.
- 5.** 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.

SIGN UP TODAY!



PGA
GOLF CLUB



PGA Professionals who attend the 24th Annual ING Spring Conference will earn Member Service Requirement Credits. Any PGA Professional who takes part in the complete conference program will earn 16 Member Service Requirement Credits as "Non PGA Education." Those who attend portions of the conference will earn credits appropriate to the time in attendance.

One session that is sure to be popular with PGA professionals and all attendees is the Marketing Trends seminar, set for 10:15 a.m. on the first full day of the conference. It will be conducted by Jon Last, Founder and President of Sports and Leisure Research Group.

PGA TOUR stars Justin Rose and Sergio Garcia headlined a group of golf industry leaders at Reynolds Plantation on Monday, participating in a 15-inch-cup tournament hosted by **TaylorMade Golf**. The event represents the kickoff of the company's commitment – up to \$5 million over the next five years – to support Hack Golf in alliance with the PGA of America, to make the sport more accessible and fun for new players.

Introduced at the PGA Merchandise Show in Orlando earlier in the year, **Hack Golf** is an open innovation initiative aimed at making golf more fun for every-

one, in a short time generating a flood of crowd-sourced ideas from both inside and outside of the industry. "Hacking" an industry has been done in several sectors, most notably Silicon Valley, and is designed to present original ideas, let the community compound those thoughts without the vested interests that often cloud decisions by an established industry.

At Monday's event, Garcia recorded a score of 30 playing nine holes with 15-inch cups installed in the greens, while Rose shot a 33.

Previous experiments with the 15-inch cup, including from its maiden voyage two weeks ago at Pauma Valley Country Club in Southern California, have produced faster rounds, lower scores and more fun. A typical 4:30 round is 3:45, and many golfers are seeing a 10-stroke improvement in scores that typically include long putts and chip-ins from off the green.

TaylorMade Golf Company recently announced the launch of the SLDR Mini Driver, a 260cc metalwood equipped with a 43.5" shaft, designed to promote distance and accuracy off the tee for players who frequently drive with their 3-wood. "Tour pros and better amateurs often hit their 3-wood off the tee

more often than from the fairway," said Brian Bazzel, TaylorMade's Senior Director of Metalwood Creation. "We embraced that fact to create a metalwood that's sized between a 3-wood and driver and is designed to be easy to hit off a tee."

Like the SLDR driver – the No. 1 driver on the PGA Tour – the SLDR Mini Driver features a low-forward center of gravity (CG) location that reduces spin. From there, most players benefit from playing a higher loft (what TaylorMade calls "lofting up") by combining a low spin-rate with a high launch angle, which are the launch conditions that promote maximum distance.

Volvik, the No. 1 Color Golf Ball on Tour, has signed professional golfer Craig Stadler to a two-year endorsement deal. Stadler won 13 times on the PGA TOUR, including the 1982 Masters, and has nine wins on the Champions Tour, including a victory last year at the 2013 Encompass Championship. Stadler will play a Volvik golf ball for the 2014 and 2015 Champions Tour seasons. In 2013, Stadler made 20 of 21 cuts and had four Top 10 finishes to earn \$573,597 on the Champions Tour. He finished 28th in the 2013 Charles Schwab Cup Points.

Back9Network, the golf lifestyle multiplatform media network, has renewed its ambassadorship deal with professional golfer Cheyenne Woods. For the last year, Woods has served as a special correspondent for the network, covering major PGA Tour events and contributing to editorial content for Back9Network.com.

PowerBilt recently debuted the latest rendition of its popular Air Force One driver, the Air Force One DFX. DFX stands for Deep Face Extreme. Once the golfers stand over this driver, they will see the difference. The clubface is now 5 mm deeper than the previous version, which catches the ball at impact slightly longer and combines with the nitrogen inside the clubhead to create reduced spin and more distance. “We reduced the nitrogen pressure to 80 pounds, for better impact feel,” says Ross Kvinge, President of PowerBilt. “This new amount of nitrogen generates a tremendous trampoline effect for increased ball speed.”

Thanks to advancements in technology, golf’s most imaginary course, the world famous “Infamous 18 Holes” created 30+ years ago by golfer/artist Loyal H. (Bud) Chapman are now available in art collector quality prints.

“The Gicleé printing process has been able to produce true replicas of the original paintings,” said Vlad Gribovsky of TPK Golf. “The difference in color, brightness and shading (and how that affects depth perception) is amazing. Bud’s works were never sold as collectibles, but that is changing as production has started on 5,000 sets that will be numbered and signed by Bud in the next six months. This is the only edition that will ever be produced, making them true collectibles that will likely appreciate greatly in value.”

PGA Golf Club has unveiled a friendly, yet sophisticated, state-of-the-art online reservation system, that enables golfers to easily “Book Online and Save” on advanced tee times via the web and mobile-phone applications. Resort golf customers are now able to reserve their rounds at the facility as much as six months in advance, a tremendous expansion from the previous 45-day booking window. Designed by Golfswitch, the new yield management system is similar in its structure to what is used in both the hotel and airline industries, which will enable golfers instant access to discounts during times of excess supply.

In independent player testing

administered by GolfTest USA, **JumboMax® Golf Grips** outperformed standard golf grips in head-to-head testing in nearly every category and were awarded the company’s Seal of Excellence and its Highest Achievement Award.

“We are awarding the JumboMax Grip our 5-Star Rating which is based on the results achieved in this test,” said Wayne Williams of GolfTest USA. “By using the JumboMax Grip on their clubs golfers will hit straighter and more consistent shots and play better golf overall.”

The **Executive Women’s Golf Association** honored LPGA and World Golf Hall of Fame member Carol Mann with the EWGA Leadership Award during its Empower ‘14 Conference in San Antonio, Texas, April 6-8.

The CHR Group, a New York City-based integrated marketing services holding company, has acquired **Raker Goldstein & Co.** The six-person public relations firm, led by Managing Directors Heidi Raker and Stuart Goldstein, will maintain their brand and operate from The CHR Group’s corporate headquarters in New York City. The Raker Goldstein deal will represent The CHR Group’s tenth acquisition since the holding company’s founding in 2012.

Jay Sigel To Receive ING Dennis Walters Courage Award At The ING Spring Conference

Jay Sigel, one of the most decorated amateur golfers in U.S. history, has been named recipient of the ING's Dennis Walters Courage Award.

The presentation will be made at the 24th Annual ING Spring Conference June 1-4 at Resorts Casino Hotel in Atlantic City during the Tuesday night banquet.

The Dennis Walters Courage Award goes to an individual who has overcome great odds to play, and contribute to, the game of golf. The award is named after Dennis Walters, a professional golfer paralyzed from the waist down after a golf cart accident who has since become one of the leading trick shot performers in golf.

Throughout the 1970s and 1980s, Sigel was a dominant amateur golfer worldwide. He compiled victories in the U.S. Amateur, British Amateur and U.S. Mid-Amateur, competed on nine Walker Cup teams, and won numerous other

amateur titles. In 1983, he became the only golfer ever to win the U.S. Amateur and U.S. Mid-Amateur in the same year. He was the low amateur in two U.S. Opens and four Masters.

Sigel's amateur golf career was almost ended by a freak accident in 1963 while a sophomore at Wake Forest. He had been named to the All-American as a freshman. "I was trying to hold open a dormitory door for a fraternity brother," Sigel said, "and my hand went through the glass. It ruptured the ulnar nerve, which is the crazy bone nerve."

The injury left him with 65-percent strength in his right hand, and forced him to make some swing changes so he could continue to play the game. One of the main changes was lessening the grip pressure in his right hand.

The accident also changed his career path. Sigel had been targeting the PGA Tour, but decided instead

on a career in insurance, while competing at the highest levels of amateur golf.

His dream of playing professional golf finally came true at the age of 50, when he joined the Senior PGA Tour in 1994. Accolades include Rookie of the Year honors, eight tour victories and career earnings of over \$9 million.

As for giving back, Sigel has done far more than his share.

He sits on the Corporate Advisory Board for the American Cancer Society, and is the president of the Greater Philadelphia Scholastic Golf Association and the First Tee of Philadelphia chapter. He hosts the Annual Jay Sigel Invitational Golf Tournament at his home course, Aronimink Golf Club. The proceeds from this tournament benefit prostate cancer research at the University of Pennsylvania.

Sigel has three daughters and currently resides in Berwyn, PA, with wife Betty.



The Scene and Seen Around ING







VISIT
the ING website...



You're On It!

www.INGgolf.com

See You In Atlantic City

From the President

I have a simple message... I hope to see you at the ING Spring Conference in Atlantic City the first week of June.



2014 Executive Committee

President
John Glozek
Golfing Magazine

At Large
George Baker
Razor Golf

Tiss Dahan
Ariat International, Inc.

Tony Leodora
TL Golf Services

Andy Mears
Fredon Golf Association

Executive Director
Mike Jamison
Jamison Golf Group

2014 Advisory Board

Dave Cordero
TaylorMade-adidas Golf

Jane Dally
On Course Strategies

Ron Garl
Ron Garl Golf Course Design

Holly Geoghegan
Golf Marketing Services

Mike Kern
Philadelphia Daily News

Cody Law
Golf Mesquite Nevada

Dominic Selfa
Bridgestone Golf

Pam Swensen
Executive Women's Golf Association

Joe Wiczorek
The Media Group

Greg Wires
Golf Minnesota