

JUNE 2019



# ENERGIZING

THE ING MONTHLY UPDATE

NETWORK OF GOLF

## Farewell Florida; Onward To Valley Forge

**30th ING Spring  
Conference Headed  
For Valley Forge, PA**

**Coverage From  
Sebring, Florida**



## Member Spotlight

**Strike Absorber &  
Ron Garl Golf Design**

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# ING Spring Conference

## Historic Region Will Host A Landmark 30th Anniversary Conference May 31-June 3, 2020

The International Network of Golf will celebrate its landmark 30th Anniversary ING Spring Conference in one of the more historic regions of the country in 2020, Valley Forge in Pennsylvania.

Rachel Riley, Director of Communications for the Valley Forge Tourism & Convention Board, announced that this annual gathering of media and golf industry executives is set for May 31-June 3, 2020, at the Valley Forge Casino Resort in King of Prussia, PA. The announcement was made at the 29th edition of the ING Spring Conference on May 21 in Sebring, FL.

“We’re so excited to welcome the 30th ING Spring Conference to the Valley Forge Casino Resort in

Valley Forge & Montgomery County, PA in 2020,” said Mike Bowman, President & CEO for the Valley Forge Tourism & Convention Board. “Montco truly is a must-see golf destination with 53 courses and 300,000 yards to play, so we’re proud to be added to the list of distinguished places this event has been held. We also can’t wait to highlight the Valley Forge Casino, as well as showcase all that Montgomery County has to offer from 75 hotels, 1,600 restaurants, to our more than 30 award-winning breweries, wineries, and distilleries”

This will be the first ING Spring Conference to be conducted in the state of Pennsylvania.

Best known as the encampment site of General





# Heads To Valley Forge

Washington and his Continental troops in the winter of 1777-78, Valley Forge and Montgomery County is now home to the beautiful 3,500-acre Valley Forge National Historical Park.

But there's even more for visitors to experience. The area features a vibrant arts and culture scene, awesome outdoor adventures, 53 golf courses, world-class shopping (including the King of Prussia Mall & historic main streets), many historic sites, and tons of family-friendly attractions (such as Legoland and the Elmwood Park Zoo).

The award-winning Ed Shearon designed Raven's Claw Golf Club will host the ING golf tournaments, and incredible Blue Bell Country Club will be the site of the ING Demo Lab.

As the region's only full-amenity gaming resort, Valley Forge Casino Resort features a 35,000 square-foot gaming floor, plus 100,000 square feet of meeting, conference and banquet facilities and two luxury hotel towers. The Radisson Tower has 325 recently remodeled rooms while the Casino Tower offers over 150 completely renovated rooms in the heart of the action. The property also presents six dining options, live entertainment and an exciting nightlife scene



"Everyone attending ING's 30th Anniversary Conference is going to love this site," said ING President John Glozek. "Golf in Valley Forge is outstanding and the casino hotel is going to make a great conference host. In addition to that, there are so many fabulous activities and restaurants in the region for attendees to experience."

For its 30th Anniversary Conference, ING plans 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. Plus, there will be some special 30th Anniversary celebrations to honor 30 years of networking the golf industry.

For more information about ING, visit [www.ing-golf.com](http://www.ing-golf.com).





30<sup>th</sup> Anniversary  
**ING Spring Conference**  
 May 31-June 3, 2020  
 Valley Forge Casino Resort  
 Super Saver Deadline: September 9, 2019

**INDIVIDUALS Registration Form - Super Saver Pricing**  
*(Individuals with Exhibiting Companies should complete the Exhibitors 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 Sept. 9, 2019 - **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 Sept. 9, 2019 - **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 Sept. 9, 2019 - **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~~; **\$695** if paid by Sept. 9, 2019 - **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 USGC National Qualifier (\$50); \_\_\_ 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](mailto: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:** Sept. 9, 2019. **REFUNDS:** Written notice prior to March 1, 100 percent; March 1 to April 15, 50 percent; After April 15, no refunds.

**HOTEL RESERVATIONS:** We will have a special ING reduced rate of \$89.99 ++ per room per night at the Valley Forge Casino Resort in King of Prussia, PA. Instructions for booking your room TBD.

**ING • 556 Teton Street, Lake Mary, FL 32746 • PH: 407-474-0531; [www.inggolf.com](http://www.inggolf.com); [mike@jamisongolf.com](mailto:mike@jamisongolf.com)**





**30<sup>th</sup> Anniversary**  
**ING Spring Conference**  
**May 31-June 3, 2020**  
**Valley Forge Casino Resort**  
**Super Saver Deadline: September 9, 2019**

**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 - \$1,600; \$1,400 if paid by September 9, 2019:**

Includes Display Table & Meetings in the One-On-One Appointment Show; Individual Conference Fee for ONE

**\_\_\_ DEMO LAB PACKAGE - \$1,150; \$950 if paid by September 9, 2019:**

Includes Display Area in the ING Demo Lab; Individual Conference Fee for ONE.

**\_\_\_ COMBINE PACKAGE - \$2,100; \$1,900 if paid by September 9, 2019:**

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 USGC Qualifier (\$50); \_\_\_Wednesday Scramble (\$50); **Handicap/Avg. Score** \_\_\_\_\_

**Attendee 2** \_\_\_\_\_ **Title** \_\_\_\_\_ **Email** \_\_\_\_\_

**Golf:** \_\_\_Monday Scramble (\$50); \_\_\_Monday USGC Qualifier (\$50); \_\_\_Wednesday Scramble (\$50); **Handicap/Avg. Score** \_\_\_\_\_

**Attendee 3** \_\_\_\_\_ **Title** \_\_\_\_\_ **Email** \_\_\_\_\_

**Golf:** \_\_\_Monday Scramble (\$50); \_\_\_Monday USGC Qualifier (\$50); \_\_\_Wednesday Scramble (\$50); **Handicap/Avg. Score** \_\_\_\_\_

**PAYMENT DETAILS (pay by credit card, PayPal (to [ing@jamisongolf.com](mailto: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) \_\_\_\_\_

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THE ING UPDATE PUBLICATION

# Big Names In The Sebring Spotlight For 29th ING Spring Conference

Two World Golf Hall of Fame inductees, an Emmy Award winning TV sportscaster, a wide variety of golf products, informative educational sessions and over three dozen media members highlighted a successful 29th Annual ING Spring Conference in Sebring, FL, conducted in late May

SEVEN Sebring Raceway Hotel, which overlooks the famous hairpin seventh turn on Sebring International Raceway, played host to the conference.

Jan Stephenson and Dennis Walters, two ING members who were inducted into the Hall of Fame on June 10, attended the Tuesday Night Banquet for a pair of award ceremonies. Stephenson received the inaugural ING Jan Stephenson Entrepreneur Award for her varied successes in the business side of golf following a glowing career on the LPGA Tour. Walters presented the ING Dennis Walters Courage Award to Tom Mirus, a rules official for the U.S. Blind Golfers Association.

Former CBS, ESPN and Golf Channel Sportscaster Jim Kelly did a superb job as EMCEE, keeping attendees entertained and informed throughout the four days.

The conference got off on the right foot with an opening night reception at Rafter T Ranch, showing the natural, relaxed beauty of the Sebring region.

The very popular One-On-One Appointment Show covered two days, during which exhibitors interacted with media outlets and other business attendees in a series of 15-minute private meetings.

Several products were featured during the Demo Lab, including a launch from New Ground Golf (NGG), which features 1, 2, and 3 irons that are designed to be easy to hit, and to replace hybrids for folks who enjoy hitting irons. Attendees voted NGG as the winner of the "ING Conference Favorite Product."

Three ING University sessions included: Entrepreneurs Panel with Frank Carroll of Greenkeepers Golf, Bob Koch of Medicus, Dave



*EMCEE Jim Kelly, Hall of Famer Jan Stephenson*

Hamilton of The Putting Arc and moderator Holly Geoghegan of The Golf Insiders radio show; Generational Marketing with Jacob Pewitt Yancey of Visit Florida; Social Media Marketing with Bill Replogle of Golfholics.

Three golf tournaments were conducted. The US Golf Challenge National Qualifier at Highlands Ridge North was won by John Duval & Brian Stefan, earning them a spot in the USGC National Championship in Myrtle Beach in April. Stefan was also on the Durland Cup Scramble winning team on the Deer Run Course at Sun 'N Lake along with Mike Kern, Greg Wise and Steve Ryan. And Kern joined Claire Hodges, Phyllis Poston and Ron Garl in capturing the Monday Scramble.

The hospitality shown by all hosts in Sebring was amazing. The staffs at SEVEN Sebring Raceway Hotel and both golf courses were very accommodating. Thanks to all involved, including Casey Wohl Hartt and the official host, Visit Sebring.

Rachel Riley, Director of Communications for the Valley Forge Convention & Tourism Board, announced that the Valley Forge Casino Resort would be the official host of the 30th Anniversary ING Spring Conference May 31-June 3, 2020.

# SUNDAY AT RAFTERTY RANCH



**PHOTOS BY  
BOB &  
PHYLLIS  
POSTON**



# TUESDAY DEMO LAB







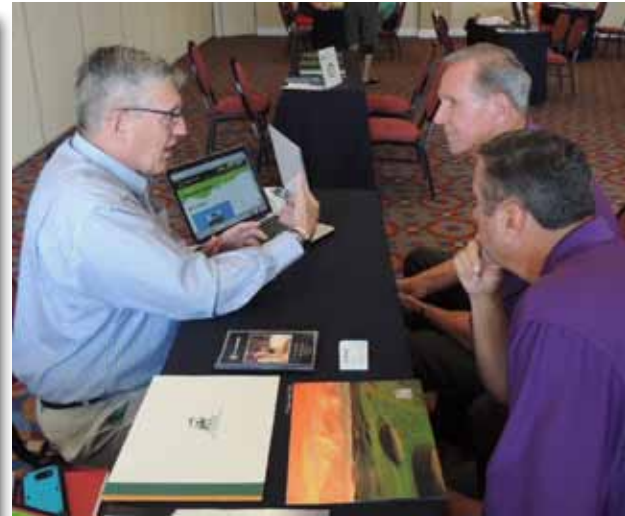
**PHOTOS BY  
BOB &  
PHYLLIS  
POSTON**



# ONE-ON-ONE APPOINTMENT SHOW



PHOTOS BY BOB & PHYLLIS POSTON



# TUESDAY BANQUET



*Top: Jim Kelly, Brian Stefan present the ING Jan Stephenson Entrepreneur Award to its namesake.*

*Above: Hall of Famers Jan Stephenson Dennis Walters with Tom Mirus.*

*Left: Tim Mirus receives the ING Dennis Walters Courage Award from the namesake.*

*Below: Jim Kelly draws a raffle winner as Mandy Bumgarner, Claire Hodges and John Glozek look on.*

**PHOTOS BY BOB AND PHYLLIS POSTON**

# WEDNESDAY EVENTS



*LEFT: Entrepreneur Panelists Bob Koch, Dave Hamilton, Frank Carroll.*

*Below Left: Marti Ramsey presents the Durland Cup to winners Brian Stefan, Mike Kern and Greg Wise (Steve Ryan not pictured).*

*Below: Jacob Pewitt Yancey of Visit Florida.*

*Bottom Left: Bill Replogle from Golfaholics.*

*Below Right: Joe Jung of New Ground Golf accepts "Favorite Product" award from Mike Jamison.*



# FACES IN THE CROWD



Ladies of ING model the Ron Garl Golf Design T-Shirts ... Thanks Ron!







# Member

## RON GARL GOLF DESIGN

By **MIKE KERN**

If you've played a golf course in Florida, there's a very decent chance that it was either designed or renovated by one-time Florida Gator Ron Garl, who's based in centrally-located Lakeland.

I should know, since I've toured a bunch of them, most recently the spectacular 45-hole Longboat Key Club, situated at least partially on the water near Sarasota on the gulf coast.

But if you've played in Canada or China or Europe or Africa, well the same sentiment applies. Hey, the guy did a gig for the King of Morocco. Did I forget to mention that Ron has also left his mark on South and Central America as well as the Caribbean?

I'm fortunate enough to call him a friend. And he's a friend of the ING. His name is associated with over 250 projects, many of which received numerous accolades. And while the average mid-handicapper might not be as readily familiar with his work as some others in the business, those in the know understand that he can more than hold his own with the best.

"The game should be fun," Garl stressed, as only he can. "I just try to give golfers what they



want."

If only it were that simple. He merely makes it look easy. Best yet, he's the kind of multi-talented character who can be my scramble partner any day.



# Spotlight



## STRIKE ABSORBER

*By MIKE KERN*



One of the best parts of any ING Conference is coming across something that you didn't expect. And this year, for me, that product was the Strike Absorber.

How many times have you gone to a practice range and not wanted to hit too many balls because you didn't like hitting them off those darned mats. Or maybe not even gone to the range at all, for the same reason. CEO Zane Sites, who has quite a story to tell (three strokes and a heart attack), has invented a mat with a patented inflatable bladder beneath the surface that is adjustable for your routine. It simulates the forward motion of real grass, giving way to the forward impact of the club head. In other words, it feels as if you're hitting off a fairway.

Don't ask me how, because I'm not that smart. But Sites has introduced a solution for people who are simply hurting their wrists and elbows by hitting off the wrong, unforgiving surfaces. All I know is that whatever the technology, it works. Anything to lessen shock, strain and injuries has to be a big-time and long overdue leap, right?

It provides instant feedback, and can be used in your backyard or with golf simulators. I'm just hoping that places like maybe Topgolf will take notice and get interested enough to at least check it out. For everyone's benefit. We should all want to make my joints last for as long as they're able.



# PHOTO OF THE MONTH



**The largest gathering ever of World Golf Hall of Fame members was on hand June 10 in Pebble Beach for the induction of five new members, including ING members Jan Stephenson and Dennis Walters.**

## Reasons To Attend ING Spring Conference? Education Near The Top

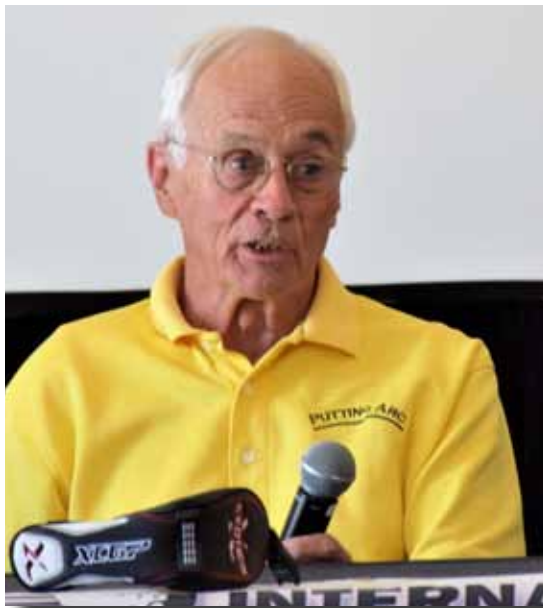
By **MIKE KERN**

There's certainly no shortage of reasons to attend an ING Conference.

You get to see old friends again, while making new ones. Of course golf is built-into the stay. You can add another destination to that checked-off list. It's an opportunity to learn and grow, through the Appointment Show, committees and educational panels. You can use the available connections to help your business/profession. And you can join in honoring not one but two soon-to-be Hall of Famers in Jan Stephenson and Dennis Walters, at the Tuesday banquet. So how many times does anyone get to say that?

This year the Entrepreneurs Panel - the kickoff session to ING University - in particular stood out among the highlights. Expertly moderated by Holly Geoghegan, it brought together three men who've been highly successful in marketing their respective products.

Each had a different story to tell. Bob Koch, former PGA Tour player and the inventor/founder/president of the Medicus swing



trainer, which has only been around for over a quarter-century. Dave Hamilton, one of the creators of the Putting Arc, which has been part of the landscape nearly as long even though it's never caused him to quit his day job. And Frank Carroll, whose Greenkeepers company is an offshoot of his family's plastics company and has developed a line of popular golf accessories that includes the 4 Yards More Tees and Line M Up, the industry's top-selling alignment tool.

They spoke and answered questions for an hour. It could have gone on for 60 more minutes if the schedule had permitted, and nobody in the audience would have left early. The informal give-and-take was engaging and enlightening. There aren't many other organizations that could put on such a show. Or pulled it off so well.

It's one of the many things that makes ING unique, and worth experiencing. Hope to see you next year in Valley Forge. Do you need any more reasons?

## And The Winners Are...

### Social Media Posting Contest:



*Greg Wise*

### Plus One Membership Drive:



*Holly Geoghegan*

### USGC National Qualifier:



*John Duval,  
Brian Stefan*

### Durland Cup Scramble:



*Brian  
Stefan,  
Mike  
Kern,  
Greg  
Wise  
with  
Marti  
Ramsey*

# Spring Conference Forms Now Available Go to [www.inggolf.com](http://www.inggolf.com) For Super Savers



*Valley Forge Awaits*  
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King of Prussia, PA

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