

ENERGIZ



THE OFFICIAL MAGAZINE OF ING

NETWORK OF GOLF

COVID STRIKES AGAIN

**2021 Spring Conference
Postponed --**

Virtual Sessions Being Planned

**In Person Conference
Resumes in 2022**

**Winners Honored In
ING Business
& Media Award**

**ING Member Shares
Harrowing COVID
Experience**

Follow Us & Like Us On



**Merchandise Features:
CertiFresh, Tour Edge**

TABLE OF CONTENTS



- 4. COVID Wins Again - ING Conference Postponed**
- 6. ING Industry Honors**
- 8. ING Media Awards**
- 10. Equipment: Hot Launch From Tour Edge**
- 14. Business: CertiFresh Continues To Smoke**
- 16. Member Profile: Gary D'Amato Survives COVID**
- 18. Instruction: Greenside Bunker Tips**
- 20. Member News**
- 22. Parting Shots**

14



CONTACT:

556 Teton Street, Lake Mary, FL 32746 • PH: 407- 474-0531
 mike@jamisongolf.com • www. inggolf.com

LEADERSHIP

Executive Committee

President
John Glozek, Jr.
Golfing Magazine

Mike Jamison
Jamison Golf Group

Tiss Dahan
Dansko Footwear

Tony Leodora
TL Golf Services

Staff

Executive Director/
 Editor
Mike Jamison

Membership Director
Linda Jamison

Membership Coordinator
Jennifer Dixon

Advisory Board

Ron Garl
Ron Garl Golf Course Design

Holly Geoghegan
Golf Marketing Services

Mike Kern
Freelance Golf Writer

Cody Law
Citywide Golf Solutions

Kay McMahon
eduKaytion Golf

Rachel Riley
Valley Forge/Montgomery Co.

Brian Stefan
Zeus Digital Marketing

Fernando Vega
Total Golf Trainer

Joe Wieczorek
The Media Group

Len Ziehm
Freelance Golf Writer

Bottle Tee™

Teaching aid
that makes
big changes
without a lot
of thought



"It makes you want to make a turn and swing from the inside, and catch the ball on the upswing. When the ball is teed up high, it changes your mind's perception of what the club has to do."



INCLUDES 2 BONUS TEES

4 Yards More

"4 Yards More" Golf Tee construction technology allows longer drives

3-1/4 inch "Driver Tee" for the right launch angle on large head drivers.

Multi-material construction allows over 100 hits



Dynamic elastomer crown allows less friction, low ball spin resulting in longer drives.

Height gauge allows for consistent tee depth

Rigid polymer stake

© Copyright 2021 Green Keepers, Inc. This product is covered by one or more U.S. patents or patent applications. See www.gkspikes.com for details.

100% Unconditional Money Back Guarantee:

If you are not completely satisfied for any reason with the "Bottle Tee" Golf Tee, simply send back the tees with your name, proof of purchase, and return address, and we will send you a refund check.



GK GREENKEEPERS
Golf smart.

Green Keepers, Inc. • 2170 Bennett Road • Philadelphia, PA 19116
800-317-2663 • www.4YardsMore.com • e-mail: info@4YardsMore.com

It's Just Too Soon

ING Spring Conference Postponed Again Due To Lingering COVID-19 Pandemic; Next Try Will Be May Of 2022

The International Network of Golf has postponed its 30th Annual ING Spring Conference due to the global COVID-19 pandemic that continues to affect our lives.

Originally set for May 23-27 at the Valley Forge Casino Resort in King of Prussia, PA, the conference has been tentatively rescheduled for May 22-26, 2022 at the same site. This is the second straight year the conference has been postponed due to the coronavirus.

“While the country has made big strides toward recovery from COVID-19, it is apparent that we are not far enough along for most of our ING members to

feel comfortable traveling to and participating in a conference,” said ING Executive Director Mike Jamison. “Our member survey indicated such, and so does our common sense.”

The Valley Forge Tourism & Convention Board will remain as the official host, and is in line with the decision.

“The health and safety of visitors to Valley Forge, and Montgomery County, PA are always of the utmost importance to the Valley Forge Tourism & Convention Board (VFTCB),” said Lisa Karl, Vice President of Sales & Strategic Partnerships for the VFTCB. “We are honored to host this very special,

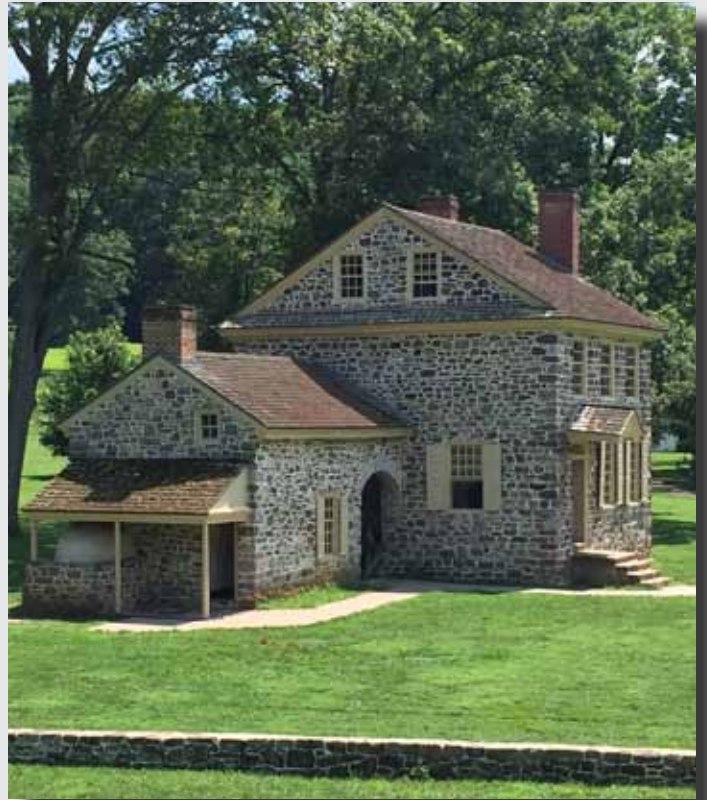
and important, ING milestone, and we look forward to welcoming them in 2022. Montgomery County is an ideal golf destination, and golf is such a valuable economic driver for our community.”

ING will produce aspects of the conference virtually this coming May – educational seminars, product demonstrations and more. Details will be released in the coming weeks.

If current predictions regarding recovery from the pandemic become reality, ING may conduct a small Fall Conference in November somewhere in Florida.



Awaiting ING At Valley Forge



Above, Raven's Claw Golf Club ninth hole; Top right, George Washington's house at Valley Forge National Park; Right, another scene from the Park. Below, King of Prussia Town Center.



Whaley, Monahan, Bridgestone Headline 27th ING Industry Honors Winners

Former PGA of America President Suzy Whaley, Bridgestone Tour B Reactiv Golf Ball and Bushnell Wingman were among the winners in the Annual ING Industry Honors awards program. Results in eight categories were announced recently via a ZOOM Presentation.

Also, PGA Tour Commissioner Jay Monahan (below) received the special ING Spirit Of Golf Award for his leadership in helping the PGA Tour set the standard worldwide for bringing professional sports safely back during the COVID-19 Pandemic.



The ING Industry Honors program recognizes outstanding achievement in the golf business. The non-profit, media-based networking organization International Network of Golf conducts the awards program.

Nominees in all 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. Holly Geoghegan of Golf Marketing Services is the committee chair.

Whaley, the first female President of the PGA of America spearheaded the Golf Emergency Relief Fund, which offered financial help to workers affected by COVID-19. She also helped craft the Back-2Golf protocols that kept courses running safely.



Suzy Whaley

Bridgestone Golf and Pyramid Putter each won their respective Product Ingenuity-Golf Equipment categories for their cutting edge products. The Tour B line features a Reactiv cover that's built with an "impact modifier" that yields firmer performance on faster strikes for more ball speed, and softer performance on slower swings for increased spin. The key to Pyramid Putter is a directional groove design that imparts spin to help keep the ball on line. Hit a ball on the heel and the grooves impart a clockwise gear effect. Hit it on the toe and the grooves impart counter-clockwise effect.

The Bushnell Wingman, a GPS Bluetooth speaker, won the Product Ingenuity-Technology category.

It wirelessly connects to a smartphone to play music on the course, and it has a few hidden surprises. The Wingman will announce the distance to the front, middle and back of the green.

2020 ING Industry Honors Winners/Finalists

Business Achievement

Winner: Suzy Whaley, President, PGA of America.

Other Finalists: Howard Milstein, Chairman, 8AM Golf; Tom Stine/John Krzynowek, Co-Founders, Golf Datatech.

Player Development

Winner: Katherine Roberts, Founder, Yoga for Golfers.

Other Finalists: Gary Gilchrist; Operation 36.

Print Advertising

Winner: Zero Restriction – “Get out. Stay out.”

Other Finalists: Casa De Campo; TaylorMade Golf.

Product Ingenuity – Emerging Companies-Golf Equipment

Winner: Pyramid Putter.

Other Finalists: Edison Forged Wedges; Never Looz Golf Bags.

Product Ingenuity – Market Leaders- Golf Equipment

Winner: Bridgestone Tour B Reactiv Golf Balls.

Other Finalists: Callaway Mavrik Driver; TaylorMade P790 Irons.

Product Ingenuity – Technology

Winner: Bushnell Wingman GPS Speaker.

Other Finalists: FlightScope Mevo; Tagmarshal

Product Ingenuity – Training Products

Winner: SuperSpeed.

Other Finalists: Sure-Set; Wellputt Mat

TV Commercial

Winner: Skechers – “I Love You.”

Other Finalists: Bridgestone Golf; American Century Investments.



Above, Katherine Roberts; Below, Bridgestone Reactiv Golf Balls, Pyramid Putter



Van Sickle, Met Golfer, FORE Magazine Lead Way In 27th ING Media Awards

Gary Van Sickle took home two first-place honors, FORE Magazine/SCGA won six awards and Met Golfer was named top publication in the Annual ING Media Awards program. Results in 13 categories were announced at the PGA Merchandise Show Virtual Experience in January.

Approximately four-dozen First-Place and Outstanding Achiever awards were



announced at the presentation press conference. Media Awards sponsors this year were CertiFresh Cigar, Volvik, Zero Friction and PGA Golf Exhibitions.

Van Sickle won with two articles that appeared in The Morning Read. One came in the Competition Writing Category with a piece titled “(“PGA Tour Reversal: Players Canceled”). The second was in the Equipment/Apparel Writing Category (“Volvik’s Call Looks Marvel-ous”).

FORE Magazine/Southern California Golf Association took top honors in three categories: Podcast, Internet Video and Opinion/Editorial Writing with a column by Tina Mickelson titled “First Cut: What Are You Wearing?”

The Met Golfer in New York won the Publications Category with its June/July issue under the guidance of editor Jeff Neuman.

An independent panel of three judges in each category determines first-Place Winners and Outstanding Achievers. Judges use a point system with several criteria. Scoring is done by judges when possible without knowledge of the person responsible for the work, or of the other judges in the category. The number of Outstanding Achievers in a category is determined by total entries and scoring range in the category.

A category chairperson is responsible for securing the three judges. Media Awards Committee chair

is Cody Law of Citywide Golf Solutions.

Results in the 2020 ING Media Awards

BUSINESS WRITING

1st Place: Bill Fields, Pine Straw Magazine (“The Son Also Rises”).

Outstanding Achievers: Kathy Bissell, Ponte Vedra Recorder (“Hey Jerky Guy”); Gary D’Amato, Wisconsin Golf (“Help wanted: Make Your Living On A Golf Course”); Mark Herrmann, Met Golfer (“Who’s Afraid Of Virtual Golf?”); Len Ziehm, Morning Read (“Youth Caddies Face An Uphill Climb”).

COMPETITION WRITING

1st Place: Gary Van Sickle, Morning Read (“PGA Tour Reversal: Players Canceled”)

Outstanding Achievers: Ken MacLeod, Golf Oklahoma (“Voegeli Completes First State Amateur Run With Championship”); John Steinbreder, Global Golf Post (“Championship Golf Return To Classic Inverness Course”).



EQUIPMENT & APPAREL WRITING

1st Place: Gary Van Sickle, Morning Read Equipment Insider (“Volvik’s Call Looks Marvel-ous”)

Outstanding Achievers: Tony Dear, Colorado Avid Golfer (“Never One To Flag”); Ed Travis, Golf Oklahoma (“What’s Up With Bryson’s Driver?”).

FEATURE WRITING

1st Place: Gary D’Amato, Wisconsin Golf (“Do You Believe In Miracles?”).

Outstanding Achievers: John Fischer, The Morning Read (“Let’s See PGA Top This Caper At



Olympia Fields”); Tom Mackin, Phoenix Magazine (The Breakfast Clubbers); Jon Rizzi, Colorado Avid Golfer (“City Park’s Watershed Moment”); Gary Van Sickle, Morning Read (“Latino Women Bring Hope To Golf”).

INTERNET VIDEO

1st Place: Southern California Golf Association Rules Crew (“The Godfather Redux”)

Outstanding Achiever: Jamie McWilliams (“A Golf Tour of Northern Ireland.”)

OPINION/EDITORIAL

1st Place: Tina Mickelson, FORE Magazine (“First Cut: What Are You Wearing?”).



Outstanding Achievers: Fred Altvater, Ohio Golf Journal (“Is It Time For The Word Golf Tour?”); John Steinbreder, Global Golf Post (“PGA Of America Addresses ‘Regrettable’ Time”); Ed Travis, California Golf + Travel (“Why Rolling Back The Ball Is Not The Answer”); Gary

Van Sickle, Morning Read (“Golf’s Dead End Year”).

PODCAST

1st Place: Jonathan Coe, SCGA Quarantine Chronicles (“Chris Harrison Interview”).

Outstanding Achiever: Gordon Dalglish/Mark Barnes, A Greenside Chat (“The Inner Workings Of The Old Course”); Ann Liguori, Morning Read Podcast (“John Pak Interview”); Colin Weston, The ModGolf Podcast (“Hype Sports Innovation”).

PROFILE WRITING

1st Place: Adam Schupak, Met Golfer (“Passion Project”).

Outstanding Achievers: Gary D’Amato, Wisconsin Golf (“LPGA pioneer Joyce Malison”); Bill Fields, Pine Straw Magazine (“The Legend Of Eddie Pierce”); Tom Mackin, Phoenix Open Program (“Home Town Favorite”); Ken MacLeod, Golf Oklahoma (“An Affair Of The Heart”); Judd Spicer, FORE Magazine (“A Pleasure, Win Or

Lose”).

PUBLICATIONS

1st Place: Met Golfer, June/July 2020 Issue (Jeff Neuman, Editor).

Outstanding Achievers: FORE Magazine, Winter Issue (Jonathan Coe, Managing Editor); Troon Magazine, May Issue (Tom Mackin, Editor).

RADIO SEGMENT

1st Place: Holly Geoghegan, The Golf Insiders, iHeart Radio Orlando (“Damon Hack Interview”).

Outstanding Achievers: Charles Humphries, The Golf Shop Radio Show (“Hal Sutton Interview”); Tony Leodora, Golf Talk Live Philadelphia (“Gary Player Interview”).

RADIO SHOW

1st Place: Ann Liguori, Talking Golf With Ann Liguori, WFAN, New York (“May 31 Show”).

Outstanding Achievers: Chuck Garbedian, Garbedian On Golf (“July 25 Show”); Rory Spears, Golfers On Golf Radio, WCPT-AM, Chicago (“June 20 Show”); Rich Styles, Back 9 Boys, ESPN Coastal (“May 2 Show”).



TELEVISION SHOW

1st Place: Frank LaRosa, Golf To Go (“Pebble Beach At 100”).

Outstanding Achiever: Dave Lockhart, Golf360 (“September Show”).

TRAVEL WRITING

1st Place: John Steinbreder, Global Golf Post (“The Isle Of Islay”);

Outstanding Achievers: Tom Bedell, Morning Read (“Narin & Portnoo Links”); Jeff Neumann, Met Golfer (“My Heart Is In The Highlands”); Joe Passov, FORE Magazine (“The Joys Of Western Canada”); Jon Rizzi, Colorado Avid Golfer (“Cactus Makes Perfect”); Adam Schupak, Golfweek (“Morocco’s Magic Carpet Ride”).



Tour Edge introduces two sides of game improvement with new Hot Launch 521 Extreme and Competition Series

HOT LAUNCH 521 DESIGNED TO BE THE LEADER IN PERFORMANCE VALUE CUSTOM FITTING

Tour Edge announces the launch of two new Tour Edge Hot Launch series that are designed to cover both ends of the Game Improvement golf club spectrum.

By JOHN GLOZEK

Reprinted with permission from *Golfing Magazine-New York Edition*

HOT LAUNCH

E521 SERIES



The Hot Launch E521 line is for Extreme Game Improvement, while the Hot Launch C521 are Competition Spec Game Improvement golf clubs. Both unique lines of E and C Series feature different shapes, specs and shafts with separate drivers, fairway metals, hybrids and irons.

In all, 46 different lofts of clubs in right-handed clubs and 20 lofts in left-handed models are covered in this massive launch by Tour Edge.

"We have designed the new Hot Launch 521 series to offer both sides of game improvement in one colossal launch," said Tour Edge President and Master Club Designer David Glod. "This is the biggest launch in our 34-year history."

Today, the surging Midwest-based company is unveiling the two Hot Launch 521 drivers behind this innovative thinking.

- The E Series are Extreme Spec Game Improvement designs that boast a super-low Center of Gravity (CG), super-shallow faces, offset designs and extremely light premium shafts designed to get the ball launching in the air with ease for slower to mid-tempo swing speed players.

- The C Series features premium, state-of-the-art Competition Spec designs with a higher M.O.I. in classically shaped clubs that provide medium+ swing speeds the ability to launch the ball easily and with added forgiveness and power across the face.

Both the E and C Series feature brand new technologies designed to produce different playing characteristics to the specific series targeting two distinct player-types looking for game improvement qualities.

Both new series of Hot Launch feature a brand-new look with a sleek, all-black PVD finish.

Hot Launch E521 were designed to be the easiest-to-hit golf clubs on the market

"What we've found is that the Game Improvement market falls into two distinct categories," said Glod. "One side for players who want extreme ease of use and launch to the maximum degree and those who want the benefits of game improvement clubs, but with classic head shapes."

Hot Launch E521 (Extreme Spec)

You've heard of Super Game Improvement. With the launch of the new Tour Edge Hot Launch E Series, welcome to the era of Extreme Game Improvement golf clubs.

The Hot Launch E Series features high M.O.I. Extreme Game Improvement designs with a major emphasis on ease of launch, playability and correcting miss-hits and slices to go straighter.

Hot Launch E521 is all about ease of use. These all new shapes bring extreme M.O.I. to higher-lofted, shallow-faced, offset metal-woods, something not seen before in the industry.

With the irons in the E Series, Tour Edge is offering their ultimate forgiveness hollow-body iron-wood sets, using a utility iron design as a full-blown iron set from 3-iron to Approach wedge.

"Hot Launch E521 were designed to be the easiest-to-hit golf clubs on the market," said Glod. "That is why we are calling these extreme game improvement specs."

The Hot Launch E521 driver, fairway metal, hybrid and iron-woods will all be unveiled over the next week. The E Series will also include an Extreme Game Improvement wedge.





Hot Launch C521 (Competition Spec)

The Hot Launch C Series offers competitive golfers looking for a leg up Game Improvement clubs designed for their player preferences.

The Hot Launch C521 models feature minimal offset designs in the metalwoods and forgiving, extreme distance irons for medium+ swing speeds to attain maximum ball speed and increased forgiveness. These Competition Spec models were designed to suit the eye at address and to provide enhanced acoustic properties that provide ultra-premium sound and feel.

Hot Launch C Series is for the player who is seeking classic shapes with optimal launch and spin rates, while still enjoying the benefits of extreme ease of use and high Moment of Inertia properties that will tighten dispersion and increase overall accuracy.

The C Series side of this Hot Launch release focuses on promoting maximum possible ball speed with premium lightweight shafts to provide the best pound for pound Competition Spec Game Improvement clubs in the industry.

"These are high-tech performance clubs in a classic design, but with all the forgiveness and power attributes you need to start shooting lower scores," said Glod.

Hot Launch Custom Fitting: Get Fit. Spend Less. Play Better.

Hot Launch 521 is designed to take advantage of the emerging growth segment of customization within the equipment market. Until the launch of Hot Launch by Tour Edge, the value segment of this market had been largely under-served.

With their award-winning Hot Launch line, Tour Edge has proven that the latent demand clearly exists for high-quality, value-priced, custom-fit golf clubs.

With these two new series of Hot Launch, every player can get fit into exact right club for their swing and for their eye.

"With these two new series of Hot Launch, every player can get fit into exact right club for their swing and for their eye. This is a real game changer for custom fitting," said Glod.

Hot Launch has changed the custom fitting landscape by offering the best custom fitted value available in the marketplace attached to their unprecedented 48-hour guaranteed delivery on custom fit orders.

"We see these two series as being the best

value available in the custom fitting market and that's exactly why we created our 48-hour custom fitting delivery guarantee," said Glod. "We want to open up the flood gates to custom fitting to golfers who are looking for the latest in innovation and extreme high performance at logical prices."

Tour Edge plans to have over 850 custom fitting centers across the country that will feature the mobile Hot Launch 521 custom fitting bag and participating in the 48-hour delivery on custom fit orders.

Custom fitting orders will arrive to any destination in the continental USA 48-hours after the order is received by Tour Edge on a business day by 2:30 Central Time.

Pound for Pound, Nothing Comes Close

– Tour Edge takes extreme pride in offering the best technology, performance, quality of materials and craftsmanship for the money in all of golf.

Hand Built in the USA - At Tour Edge is an American owned and operated for over 34 years and we hand build all our premium Hot Launch clubs in Batavia, Illinois.

Lifetime Warranty - All Tour Edge Hot Launch clubs are backed with a lifetime warranty that covers any manufacturer defects for the life of the product.

Visit www.touredge.com

CertiFresh DELIVERING FRESH PREMIUM CIGARS

By Mike Jamison



You'd be hard-pressed to find a company in the golf industry that has enjoyed the kind of steady growth over the past 10 years that CertiFresh Cigar® has managed.

For over two decades CertiFresh has delivered fresh premium cigars in creative packaging to golf clubs, courses and resorts around the country. The Minnesota-based company now services over 3,000 golf courses.



The beauty of CertiFresh is in the packaging. Partnering with Boveda (formerly Humidipak), CertiFresh created perfectly humidified individual packaging for its cigars, utilizing Boveda's patented two-way humidity control device. The freshness of each cigar is guaranteed for one year, solving the major challenge courses faced in carrying cigars.

"Courses really wanted to offer cigars to their players, but they were frustrated that for every cigar they sold, another one went bad," said Eric Nelson, co-owner of CertiFresh Cigar®. "Our product solves that problem and eliminates the hassle of keeping up with a humidor. Courses can stock them on the counter and leave them in the beverage cart and they are good to go."

The other unique aspect of the CertiFresh packaging is customization. Each cigar package includes artwork created by CertiFresh that is custom branded for each club or event. CertiFresh is the only cigar purveyor that promotes the club or event with every cigar sold. And the customization is free of charge.

"Golfers love to buy logo'd merchandise from their favorite courses," said Nelson. "Why not cigars?"

While golf courses make up a bulk of the company's market, there are other outlets that carry the brand. CertiFresh Cigar's products are perfect for casinos, resorts, restaurants and bars that carry cigars. The product also makes for a terrific gift for tournaments and outings.



Perfectly humidified individual customized packaging

CertiFresh offers a variety of premium cigars in its product line. The newest additions to the CertiFresh lineup are Rocky Patel's Grand Reserve and Special Editions premium cigars.

The wide range of quality cigars offered by CertiFresh includes: Acid, Alec Bradley, Ashton, Avo, Cohiba, Davidoff, Fuente, La Aroma, Liga, Macanudo, Montecristo, Punch, Oliva, Romeo y Julietta, Rocky Patel and Undercrown.

"With these additions, we are focusing on high-end country clubs and

resorts as the price point fits these areas," said Nelson. "This should help us with a few clients that are looking to bring in an elite brand for their customers."

Among the high-end clubs in New York that carry the CertiFresh brand are Tuxedo Club, New York Country Club, GlenArbor Golf Club, Paramount Country Club, Scarsdale Golf Club and St Andrews Golf Club.

Contact your local rep or CertiFresh Cigar directly at 800-375-2373, or visit www.certifreshcigar.com.



‘But for the grace of God’: Wisconsin.Golf’s Gary D’Amato recounts his harrowing ordeal with COVID-19

By GARY D’AMATO

(Originally appeared in Wisconsin.Golf on Jan 13, 2021)

Regular readers of Wisconsin.Golf may have noticed that it’s been nearly a month since I posted a story to the website, leaving colleagues Rob Hernandez and Dennis McCann to do the heavy lifting over the holidays and into 2021.

I’ve got a good excuse:
COVID-19.

I’m sharing my story as a cautionary tale, aimed primarily at those who still think, after all these months, that the coronavirus pandemic is overblown or some sort of hoax, or that it’s “just the flu.” I’ve had the flu and I’ve had COVID-19 and, believe me, the two have little in common.

Also, please spare me your political leanings, whatever they may be. When you’re lying in a hospital bed gasping for breath and praying you’ll live through the night, the last thing on your mind is whether President Trump took the pandemic seriously enough. The virus doesn’t care whether you’re a Republican or a Democrat. It kills indiscriminately.

I’ll admit to being somewhat cavalier about COVID before I got sick. I masked up at the post office and gave a wide berth to



people in grocery stores, but I also worked out mask-less in a gym and played in a tag football game on Saturday mornings with a bunch of guys, none of whom wore masks. I let down my guard months ago; I just didn’t believe I’d get sick.

On Dec. 19, I started experiencing mild symptoms – a little congestion, a low-grade fever. It felt like the onset of the common cold. The next day, however, I lost my sense of taste and smell, figured I had “it” and subsequently tested positive. A nurse told me to treat the fever with Ibuprofen and Tylenol and said most people recovered within a few days. I was confident I’d be one of them.

On Christmas Eve, my fever spiked to 103.6. It felt as if someone poured kerosene on me and lit a match and yet I was shiver-

ing uncontrollably under four blankets. On Dec. 27, when my fever touched 104, my wife took me to ER at Ascension Hospital in Franklin. I was treated with meds and released when the fever broke.

On Dec. 28, I started having problems breathing. It was as if someone clothes-pinned my nostrils shut and shoved a couple socks down my throat. I couldn’t get air into my lungs and the harder I tried, the worse it got. I had a panic attack. The next morning, my wife called our family physician; his nurse told her to get me to Ascension immediately.

Thereupon began the worst 11 days of my life.

I was admitted with a 104 fever and in respiratory distress. I had another panic attack during a CT scan of my chest, gulping for air

and pleading for help. I was put on a BiPAP machine, a mechanical ventilator that forces oxygen into the lungs. I had a plasma transfusion on Dec. 30 and began treatments with the controversial drug remdesivir.

Hooked up to a heart monitor and a machine that measured my oxygenation level, I obsessed over the numbers. Just sitting up to use the urinal caused my heart rate to jump from 85 to 140 and my oxygenation level to plummet from the mid-90s into the upper 70s. I'd lay back down, alarms sounding, gasping for breath.

In the meantime, steroids to treat COVID pneumonia caused my blood sugar to soar to over 300 and I started getting three insulin shots daily. A nasal swab revealed a MRSA infection, so I was put on a powerful antibiotic, then a probiotic to treat waves of diarrhea.

On New Year's Eve, a respiratory therapist told me that if I didn't show improvement soon, sedation and intubation would be the next step. When I told him he was scaring me, he said, "I just need you to be prepared for the possibility." I prayed for two solid hours that night, did all kinds of bargaining and deal-making with God. At 2 a.m., the respiratory therapist lowered both the percent of oxygen flow and the liters per



hour. I tolerated less oxygen. It was a baby step in the right direction.

Over the next week, I was slowly weaned off oxygen and gained enough strength to be able to use the bathroom and sit in a chair while eating meals. Finally, on the morning of Jan. 8, I was taken off oxygen entirely and was released later that day with a fistful of prescriptions.

It's taken me a few days to get my legs back under me. Equilibrium has been a problem. I've got what I'd describe as a bit of "brain fog" that affects my concentration and coordination. I am improving daily, though, and optimistic I'll be fully recovered in a few weeks. But for the grace of God, I might have been one of the more than 5,000 Wisconsinites who have succumbed to this hideous virus.

It's going to be a big year for

golf in Wisconsin. After a one-year hiatus, the American Family Insurance Championship almost certainly will be held in June, with or without spectators. Two new short courses – the Baths of Blackwolf Run and 12North at Trappers Turn in Wisconsin Dells – are scheduled to open. SentryWorld, which was closed for all of 2020, will unveil its new boutique hotel in the spring.

And the 43rd Ryder Cup, delayed one year by the pandemic, hopefully will be held with spectators at Whistling Straits in September.

I'm grateful I'll be there to see it.

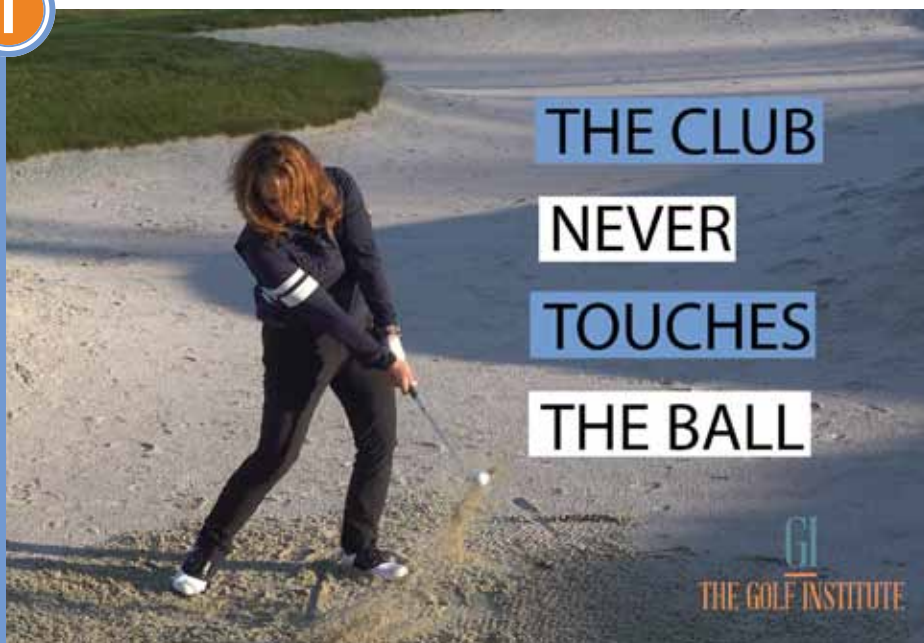
Five things you need to know about greenside bunkers



By Kelley Brooke

1

Amateurs believe that hitting out of the sand is the hardest shot in golf, but the shot is not as daunting as you may believe. In fact it might be one of the easiest because the margin of error when striking the sand is larger than other shots. You see when you hit a greenside bunker shot the club never touches the ball. When you hit a drive or an iron, the club obviously strikes the ball. The club will impart spin, distance, lack of distance and more directly onto the ball. When in the bunker, the club hits the sand, not the ball. It doesn't matter if you hit one inch or two inches behind the ball, the goal is to just hit the sand as far out of the bunker as possible.



2

We are all athletic, some more than others obviously, but we all have eye-hand coordination. For this reason we should not look at the golf ball when hitting a bunker shot. In #1, we established that we don't want to hit the ball. If our eyes are focused on the ball, then the club will hit the ball. Instead we want to focus on the spot that we want our club to enter the sand. I ask my students to envision that the ball is sitting on top of a small island and to hit the entire island onto the green.



3

Ball placement is important. We want to place the ball forward in the stance. If we place it in the middle we will catch the ball too soon in the swing and most likely make contact with the ball.



4

Unlike full swing iron and wood shots, we use only the arms when we hit a greenside bunker shot.



5

The most common mistake in hitting a good bunker shot is deceleration. Out of fear golfers tighten up and don't follow through. I imagine the fear is that they will blade the ball over the green, but wouldn't you rather be out and over the green than still in the bunker? Conquer your fear by picking a spot behind the ball, focus hard on that spot, loosen your grip and take a hard swing at it!



Kelley Brooke is the Head Golf Professional at Bethpage GC, the 2018 LPGA Professional of the Year and a Golf Channel Academy Instructor.

news

Bridgestone Golf recently launched the new Bridgestone Lady Precept golf ball. Building on a lengthy heritage that has produced the best-selling women's ball of all time, the new Lady Precept is specifically designed to help players with moderate swing speeds hit higher and longer shots.

"A lot of brands have given up on a lady's golf ball design and simply re-labeled one of their distance models," said Elliot Mellow, Golf Ball Marketing Manager at Bridgestone Golf. "We actually design a ball that benefits this segment of players in a specific way."

Aimed at players with moderate or slower swing speeds, the new Lady Precept was designed with a

softer, reformulated gradational core that's engineered to provide easier and faster launch.

Bridgestone also announced that it has increased production capacity by 30% to help satisfy the strong consumer demand for TOUR B golf balls as well as the new e12 CONTACT.

Additionally, Bridgestone Golf has also increased its production staff by approximately 20%, the majority of which is drawn from the local community.

Tour Edge announced it has become the presenting sponsor for GOLF Channel's coverage of PGA TOUR Champions tournaments. Tour Edge will

present GOLF Channel's PGA Tour Champions telecasts and its 24-event schedule for 2021 that concludes a "super season" due to cancellations in the 2020 season. There were 15 events played in 2020, and points earned in the Charles Schwab Cup will carry over to 2021 with a champion being determined in November.

Tour Edge also announced the extension of the Exotics EXS Pro Series that was one of the fastest rising models in drivers, fairways, hybrids, irons and wedges on the PGA Tour Champions in 2020. Launched in June of 2020 and out on tour in late July, these popular tour-inspired clubs that were dubbed "straight from the tour van" were only ordered in limited small batch quantities.

LPGA Hall of Fame Instructor **Kay McMahon** has been elected as president of Women in the Golf Industry (WIGI). McMahon is Director of Instruction and Co-Founder of eduKaytion Golf, featuring her innovative teaching program Golf 8.5, a simplified approach to learning and improving every aspect of the golf swing.

WIGI is an organization comprised of women who have careers



spanning all aspects of the golf industry. Launched in 2001, WIGI started with 11 founding members who saw a need for a networking organization to connect and support other women in the golf industry.

The Ron Garl-designed

Golden Ocala Golf & Equestrian Club proved once again to be a popular host to the top players on the LPGA Tour this month in the Drive On

Championship. Austin Ernst won the title at this Central Florida gem. The last time the LPGA played at Golden Ocala in 2016, the players voted this as their favorite course to play on tour that year.

ING member **Taba Dale** has been appointed to the Board of Directors of the Golf Heritage Society (GHS), serving as Director of Region 9 – Arizona, California and Hawaii. Founded in 1970, the non-profit GHS promotes golf's history and other aspects of the game, and publishes a quarterly journal, "The Golf."

GHS members include players, writers, artists, course designers, memorabilia collectors and others who love the game of golf. Annual membership is just \$50. Join at GolfHeritage.org.

Those looking to celebrate St. Patrick's Day in style this year can "Get Your Clover On" and



make a bold fashion statement with **Nexbelt's** ratchet-style Hampton Clover Ribbon Belt. The good news is the stylish Hampton Clover is not just a one-day a year belt and can be worn year-round. The navy ribbon strap will match most wardrobe color combinations and is light and breathable for those hot days.

Golf Shop Radio Networks recently expanded into Columbia, SC on WISW ESPN 1320 AM. The Saturday morning talk show is in its 12th season and can be heard in markets throughout the Carolinas and Virginia.

Towel Tag recently selected **The Media Group**, a golf specific PR/Communications firm based out of Chicago, to manage its Public Relations efforts for 2021. The innovative Towel Tag utilizes "Pull-Thru Technology" to create an entirely new generation of functional bag tags. Towel Tag is designed to temporarily secure your golf towel without the use of grommets or hooks.

Dunning Golf has announced its three-year supporting partnership with the PGA of America's Golf Retirement Plus Program. The platform allows PGA Members and Associates the opportunity for a percentage of purchases made with participating companies to be invested into their GRP annuity account.

"Dunning is a brand born and bred in green grass golf. We're proud of our reputation amongst PGA Professionals throughout the country.

Our decision to support the GRP and offer retirement investment opportunities to the people who have invested and believe in us is a natural move," said Dunning's President-Golf, S. Mike Elliott.

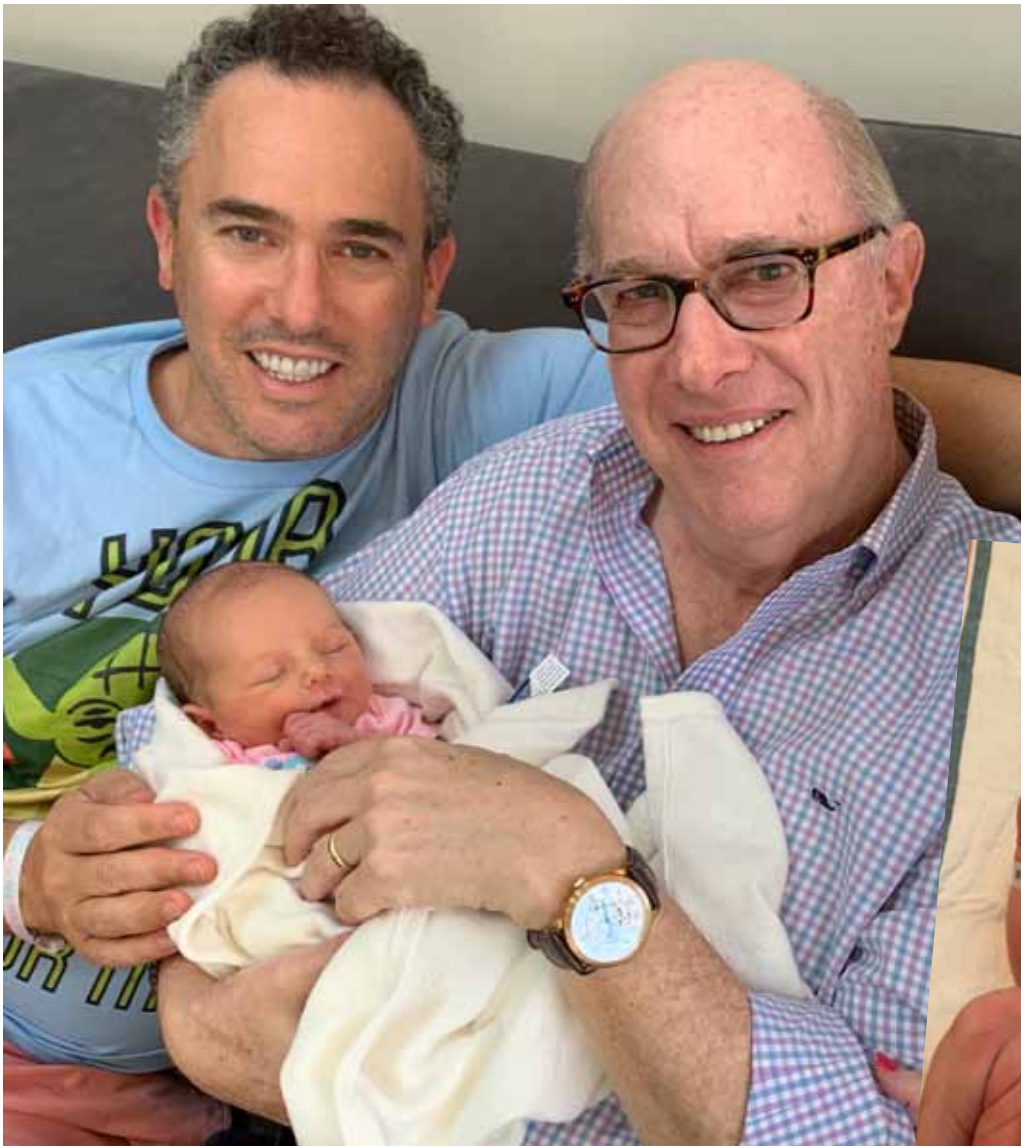
Pro Golf Weekly, a digital golf newsletter and website covering the professional golf tours since 2016, announced recently that Paul Daly will return to the publication he founded, and take on the role of managing editor. With 25-plus years of Information Technology experience, including digital marketing, web publishing, and data analytics, Daly will report directly to publisher Tom Gorman, and set the overall tone and direction of the rebooted publication.

The United States Golf Challenge (USGC) and Hermitage Golf Course announced that the USGC National Championship will be held October 11-13, 2021 at the Hermitage Golf Course. The 7th annual tournament will be held on the General's Retreat and President's Reserve.





PARTING SHOTS



ING members Adam and Les Schupak are proud Dad and Granddad of Norah Elayne Schupak. Adam's wife Kristen gave birth in Jacksonville, FL on March 12, just in time for the second round of The Players! Norah weighed in at 7 lbs, 2 oz and 20 inches long.

Volvik

#1 BRAND IN COLOR



VIVID

SUPERB VISIBILITY • EXTREME DISTANCE • TOTAL CONTROL

VOLVIK.COM