

ENERGIZ

THE OFFICIAL MAGAZINE OF ING



BOOM OR BUST?

*Will Golf Business Learn
From Past Mistakes?*

**Stories Behind The
Stories Of Phil's U.S.
Open Near-Misses**

**ING Mini-Conference
Goes Zoom**

**ING Returning To
Myrtle Beach World Amateur**

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Golf Boom Or Bust?

Will Lessons Learned Allow Golf Industry To Extend The Surge Beyond The Year Of COVID?

By **TONY LEODORA**
(Reprinted with permission from
Golfstyles Magazine)

Ever since September 11, 2001, the golf industry has been in a tailspin. Players were leaving the game. Golf courses were closing. Revenues at existing clubs were shrinking.

Then, from the strangest source, a new Golf Boom appeared out of nowhere.

Well, not out of nowhere ... out of the heinous cloud of the COVID-19 pandemic.

For those who believe there is a little silver lining to every cloud, that silver lining came in the way of the effect the pandemic had on golf participation in 2020.

The year saw a record comeback in terms of the number of rounds-played, a number that steadily had been declining for much of the last 20 years.

People rediscovered the fact that golf was a healthy, safe activity – far healthier than sitting on the couch, playing video games and eating Doritos.

Some were new players, who

were driven to the game out of the utter boredom caused by the strict lockdowns. Others returned to the game they once played with an energetic frequency.

For the first time in many years, tee times at daily fee courses and resorts were hard to come by. Membership lists at private clubs

additional challenges. A number of people stepped away from the game, either due to COVID-19 anxieties and/or financial stress. But golf mounted a successful surge ... swimming upstream ... against the current. The bottom line according to Golf Datatech, an industry research company,



were full. We even saw the return of waiting lists.

According to the National Golf Foundation, “green grass” golf saw a net gain of roughly 500,000 participants last year. Again, realize that golf had been losing participants or barely staying level for most the last 20 years.

The number becomes even more amazing in light of the fact that, in 2020, golf was facing

was that rounds were up 13.9 percent over 2019 – which was a relatively successful year, since numbers were inflated by mild weather patterns.

But, before anyone in the golf industry begins beating their chest in celebration of the gains, some sober analysis is necessary. Was this golf boom a one-year phenomenon ... or does it have a chance to maintain momentum



into 2021, and beyond?

After all, major initiatives have brought people into the game of golf before, only to see them leave just as quickly. The golf industry has a history of killing the goose that laid the golden egg.

To list a few of the ill-fated slaughters:

- The overbuilding of golf courses in the '90s.
- Designing too many golf courses that were too difficult
- The gross overuse of fescue, which morphed into huge patches of tangled weeds. Golfers spent more time looking for golf balls instead of hitting golf balls.
- Unfair course setups, especially in competition, that slowed up play and frustrated would-be avid golfers. This twisted mindset flows from the USGA all the way down to the golf committees that set up member-guest and mem-

ber-member tournaments.

- Over-pricing at some of the courses that were deemed to be “country clubs for a day.”

Would the golf industry repeat those mistakes during the current golf boom?

Mike Sabol, head golf professional at Queenstown Harbor in Maryland, is taking a very positive approach looking forward.

“I believe there has been a big cultural shift throughout this pandemic,” argues Sabol. “People have gotten settled in to a new way of life and re-prioritized. They’ve slowed down. They do want to be outdoors. They realize that it is really worthwhile to be outside for four or five hours

enjoying nature. We might feel some dip in the great numbers we’ve seen coming into the game in 2020 but I really believe we will maintain most of them.” “We are casting a wider net and catch-

“The golf industry has a history of killing the goose that laid the golden egg.”

ing a lot more people. We have more juniors playing in leagues. We have more adults taking lessons. And we allow them to walk nine holes. We even have a nice little four-hole loop along the river that is ideal for a bit of late golf after work. The bottom line – the future is bright for golf, if we don’t take these new golfers for granted.” And then, there is the



issue of making ALL golfers feel welcome at the golf course.

David Lorentz, Chief Research Officer for the National Golf Foundation, addressed this issue under the heading of “belongingness” in a recent newsletter. He reported “only half of lapsed participants say they felt comfortable being around other golfers.”

He went on to write, “We can talk all we want about speeding up the game, shortening rounds, or delivering more fun, but unless people’s innate psychological needs (belongingness) are being met, we’ll never solve the retention dilemma. This challenge requires purposeful, people-oriented solutions.”

Speaking of “fun,” nobody knows more about introducing fun into the golf equation than Wes Whittingham, vice president of sales for Volvik. This innovative, cutting-edge company has been “disrupting” the conventional and somewhat-stale morays of the golf world for years.

“More than 2 million new golfers came into the game in the last year,” explains Whittingham.

“They are looking to have fun and are looking for something different than the conventional image of golf.”

Volvik has been addressing that by bringing a rainbow of bold-colored golf balls into the game ... and even decorating special editions of their golf balls with images of superheroes from the comic book world.

“We’re not yesterday’s golf ball

“The golf industry did nothing to create this boom. It was born out of the pandemic. Where the industry deserves some credit is how it pulled together to sustain itself during the worst of times and against all of the draconian restrictions imposed by government.”

company,” stresses Whittingham. “But this new wave entering the game isn’t yesterday’s golfers. The industry must be aware of what they want.”

Rock Harbor, a very busy 36-hole daily fee course in Winchester, Virginia is seriously dedicated to this cause.

“Every course is doing things to

entice golfers to play their property,” says Amy Adams, general manager at Rock Harbor. “We do all of that but we add one other important ingredient. We have found that good old-fashioned southern hospitality really works. We get the people here but we make sure they want to come back.”

Baltimore Golfing is the umbrella term over five daily fee golf courses in Maryland – Greystone, Fox Hollow, Rocky Point, Diamond Ridge and Woodlands. General Manager Joe Rahn is another individual dedicated to the cause of welcoming novice golfers and making them feel as if they have a chance to attain some degree of success.

“Hopefully, we’ve learned our lesson from mistakes in the past,” said Rahn, referring to the days of forcing people to play courses that were too difficult. “We are currently in the process of building more tees at our courses. The

two newer courses have five sets of tees. The three older ones only have one tee box, with maybe two tee locations. Our goal is to have at least five sets of tees at all of our courses and let people have fun.”

Rahn went on to stress that the Covid-caused course changes in 2020 reaped some benefits.

“We were forced, at first, to go to 15-minute tee times,” said Rahnis. “Then we backed off to 12 and 10-minute tee times, instead of the usual eight minutes. We thought it would hurt our revenue but it didn’t. For the first time we were seeing four-hour rounds, instead of five hours or longer. The amount of enjoyability at that pace of play keeps people there longer after the round, spending money as they eat, drink and enjoy the facilities.”

Damon DeVito is managing director of Affinity Management, based in Charlottesville, Virginia. His company owns two golf courses and manages another.

“The golf industry did nothing to create this boom,” he admitted. “It was born out of the pandemic. Where the industry deserves some credit is how it pulled together to sustain itself during the worst of times and against all of the draconian restrictions imposed by government.

“It was our finest hour. We started sharing concepts and cooperating with each other. We learned how to handle a crisis. I was proud of our team and the National Golf Course Owners Association.”

So, the golf industry deserves major kudos for its spirit, innovation and resourcefulness during 2020. But what is it going to do to keep this momentum going in future years?

Joe Beditz, National Golf Course Foundation President and CEO, tosses some sobering thoughts into the celebratory atmosphere.

“Consider that the number of traditional, green grass golfers today – around 25 million – is



the same as 25 years ago ... this, despite a population growth of 25 percent,” said Beditz. “This means that the rate of participation in the U.S. has fallen, from over 11 percent to 8 percent.”

But, unlike those who point to the problems and never provide a solution, Beditz outlines some target areas. The new golfer breakdown in 2020 was: Youth (+

630,000), Beginners (+ 570,000), Women (+ 450,000) and Non-Caucasians (+ 320,000).

“To take advantage of this surge in interest, entrepreneurs at golf courses and in golf product and service companies will need to innovate and adapt to the diverse opportunity before them,” Beditz concluded.

At Musket Ridge GC, an up-

scale daily fee course in My-ersville, Maryland, innovation always has been a key. It is one of the courses managed by Affinity Management.

“We always try to be on the edge of technology,” says DeVito. “I think we were the first course to use touchless tipping. Also, instead of fighting the single-person cart trend, we embraced it. It’s not going away any time soon at our courses. It speeds up play and slow play is a big reason people left the game.”

Much of the slow play was caused by overly aggressive ownership and golf course architects who were too impressed with their design innovations. The golfer often was the last consideration. In the 1990s too

many cooperative efforts between owner and architect were focused on building the greatest, toughest championship course ... which then was supposed to be played by the average golfer.

Addressing issues like pace of play – a major reason players left the game -- is key to keeping the new and resurrected players in the game. Addressing many other issues also is key. The bottom line is that golf has a chance to keep a majority of its new players ... if it does not repeat the mistakes that caused the tailspin in the first place.

One of those issues is the cost to play. At Blue Ridge Trail GC, on the western edge of the Pocono Mountains, general manager Tony Barletta took a definitive stand

in 2020. Despite record demand to play his course, he refused to raise his prices.

“It’s easy to get greedy in a situation like this but I wasn’t going to do it,” said Barletta. “We have a lot of people who supported us over the years. Now, many of them have lost hours, even lost jobs. They are hurting for money but still want to play golf.

“We held our prices and it paid dividends. We had a record year. We remodeled and expanded our clubhouse. They supported that also. People realize when you are doing something to help them.”

Not every course was able to hold the line on prices. Operation costs rose with the increase in demand.

Raven’s Claw GC is the No.



1-rated daily course in Pennsylvania's golf-rich Montgomery County. Owner Bob Davis was quick to address the success of 2020 and the danger of not using it properly.

"Our golf boom only will continue if we put some of the revenues back into bettering our facilities," Davis cautioned. At Raven's Claw, off-season projects included finishing paved cart-paths, redoing all of the bunkers, adding trees to protect the houses and a year-long expensive project of re-grassing the greens.

"It's all about the experience we provide for the golfers, but also about the impression that we won't take advantage of the increased revenue that was partially caused by the virus," Davis added. "We need to show that we are sharing the economic gain with the golfers who support us."

Wyncote GC in Oxford, Pennsylvania is another course that took increased revenues and put it back into improving the product.

"We have re-committed to providing the best course conditions in the state," said Jim Pepple, Wyncote owner. "A couple of years ago we spent \$300,000 on new turf equipment. In 2021, because we had such a great year, we spent another \$300,000 on new equipment. We want golfers to leave here raving about our conditions and having fun. We even cut back the high grass that had always been a trademark of our course."

Another issue is that a major portion of the increase in 2020 came from increased junior play.

However, with tee sheets packed from dawn to dusk and member play at private clubs hitting record frequency numbers, there is a fear that course availability for juniors could get caught in the squeeze.

The Omni Homestead Resort in Hot Springs, Virginia has addressed this challenge.

"Like golf courses across the country, we saw a significant surge in rounds in 2020 with the most notable increase being those new to the game," said Director of Golf Mark Fry. "Despite the heightened demand, we are determined not to abandon the new players."

"This year, we are initiating some new strategies, such as family golf schools in June, July and August, as well as bringing back events like The Cascades Invitational, which is a popular annual event held Memorial weekend. For our resort guests, we will have a daily golf clinic each morning starting in mid-April."

New strategies ... younger players ... that is a common theme in golf for 2021.

At the Links at Gettysburg, new head golf professional Gavin Green is sharply focused on combining those aspects.

We are trying to capture information on our players, then continuing to engage with them," says Green. "Social media is a big

initiative for us. We notice that a lot of our players are younger. We put wi-fi on our patio grille and we see them sitting there after a round of golf, enjoying a drink and doing work. Our percentage of online bookings is through the roof. The new players and the new technology go hand-in-hand."

The bottom line to this golf question for the ages, concerning the post-pandemic future of the game, might have come from Rick Flowers, the head golf professional at Rocky Gap Golf Course. As part of a resort and casino that is celebrating its 20th anniversary, his viewpoint is a bit more comprehensive.

"We've seen the waves of golf come and go," admitted Flowers. "But we feel optimistic that the excitement we've seen lately will continue to progress as more people discover a love for golf. Rocky Gap focuses on the full experience. It is our responsibility to keep the experiences exceptional so that players will continue to return."

The current, overwhelming, wide-based love for the game of golf is unprecedented. The message that is being put forth by many members of the industry is that, this time, they are not going to ruin the product.

Promises have been made. Pledges have been publicly proclaimed. Hopefully, they will be kept ... and the tide of positive progress in the game of golf continues on a post-pandemic upswing.

There's More To 2nd Than Meets The Eye

The Stories Behind The Stories To Phil's U.S. Open Close Calls



By **TINA MICKELSON**
(Reprinted with permission from
Southern Californian Golf
Association's *FORE Magazine*)

As the 2021 U.S. Open fast approaches, so does the attention surrounding (my brother) Phil's thousands of (OK, six) second-place finishes in the only major championship he has not won.

But here's the thing: In each second-place finish, there was always more to the story. It doesn't mean that the "other" things were more important, and they certainly did not trivialize the disappointment of not getting that U.S. Open victory. But the lack of a victory was just one component of what was important at the time.

Even though we become the person we are through our victories and defeats, they do not define us. There is more to our story than that. So when things fell short of a victory for Phil, it helped to look at the other things going on in that moment to put it all in perspective.

Yes, life throws all of us the equivalent of disheartening second-place finishes. When that happens, take the focus off the outcome and pay attention to what else is going on around you. There is always more.

1999—Pinehurst No. 2

PHIL FINISHES 2ND TO PAYNE STEWART

Phil's wife, Amy, was pregnant with their first child. While she was at home on bed rest, Phil was in contention, trailing by one stroke going into the final round. But Amy was due to give birth at any moment. Phil had a pager and if that sucker went off, HE was off ... as in, off the golf course and off to Phoenix to be there for the birth. Only, it didn't go off. And on the 72nd hole, Payne Stewart made

his iconic 20-foot putt to win the U.S. Open, making the baby drama surrounding a Monday playoff non-issue.

Rarely do we fully understand the significance of a moment until it becomes a memory. We humans are funny like that. And the memory of

Payne Stewart holding Phil's face in his hands, gushing about how absolutely fulfilling being a father is ... well, let's just say none of us could have known how poignant that memory would become.

The coolest thing? Payne didn't try to cajole Phil with the promise of future opportunities for U.S. Open victories. Nothing mattered more to Payne in that moment than the thought of fatherhood. And 24 hours later, Amy and Phil found out exactly what he was referring to when they welcomed their daughter into the world.

Sure, there was still disappointment surrounding the loss. But Phil and Amy weren't dwelling on it, because their focus had quickly changed to other things. Life is beautiful that way.

2002—Bethpage Black

PHIL FINISHES 2ND TO TIGER

A victory would have been incredible, and for a minute, it looked like it might be attainable. But he was never really in serious contention with this one, so he didn't walk away feeling like he lost the event ... he simply came up short. Tiger earned his second



U.S. Open title while Phil earned his second runner-up finish.

There wasn't much time to contemplate the defeat, because shortly after, he and Amy made the move from Scottsdale to San Diego so their kids could grow up near family. The relationship between grandparents and grandchildren is irreplaceable, something that my brothers and I experienced firsthand through our relationship with our own grandparents. So this move was not a random one. And it was one of the most precious gifts Amy and Phil could have given their kids, as well as both sets of grandparents.

2004—Shinnecock Hills PHIL FINISHES 2ND TO RETIEF GOOSEN

There was a lot of emotion in the air this year. Phil had just won the Masters — his first major championship — in April, and it felt like a “major” weight had just been lifted off his back.

But there was still this inexplicable heaviness in the air. We were about to celebrate our first Father's Day without our maternal grandfather. He was the patriarch of the family, and we were all still trying to find our balance as we adjusted to life without him. Following the final putt on the 18th hole, Phil promptly came home, and we all helped each other through a difficult time.

Yes, a victory would have been fabulous, but our family's healing wasn't dependent on a trophy on the mantel. What got us through instead were numerous family BBQs, laughing at each other's bizarre “humor,” lots of See's Candies, grandchildren attending church with our grandmother, crying without the need for explanation ... the list is endless.

2006—Winged Foot PHIL FINISHES 2ND TO GEOFF OGILVY

This was a doozy. And man did it hurt. Phil double-bogeyed the last hole after refusing to play it safe off the tee, and we all proceeded to watch the nightmare unfold. This was more than a loss, it was



a throw-away victory. Sometimes you need a minute to allow yourself to feel the pain so you can move through it. You know ... succumb to a mini-pity party, regroup as best you can and move on. Learn your lesson but don't dwell on it. Sounds good, right? Actually doing it is another story. But he did. It was awful and it was hard, but he did. And Winged Foot is not a topic of conversation at the dinner table. Ever.

But if something like this had to happen, being in New York softened the blow more than anywhere else. He has always loved the energy of New York. And the fans? They are clearly his people: passionate, loyal and unambiguous. What you see is what you get, and Phil isn't known for dancing around a topic or opinion, so yeah, he feels right at home here. Unfortunately, so did that second-place finish.

2009—Bethpage Black PHIL FINISHES 2ND TO LUCAS GLOVER

Phil played in this event, but he wasn't really “there.” At least his heart wasn't. Amy had just been diagnosed with breast cancer, which had rocked their

world. They didn't even know exactly what they were up against, but they knew it was big. So big that it didn't even fully make sense yet.

In the meantime, they needed to remain strong for their three children, all under the age of 10, because this is not something they would know how to effectively process. It wasn't kept a secret, but children are intuitive, and if they sensed any disruption in the family vibe they could become unsettled. So Amy and Phil gathered all the strength they had and kept things as "normal" for the kids as possible. Phil would have to save his tears for car rides by himself.

Someone along the way told them that keeping everything as normal as possible would be helpful, so he stayed committed to his playing schedule. But

our mother would also be diagnosed with breast cancer. That summer was spent in a medical whirlwind of tests, recoveries, questions, fear and the full gamut of emotions. The blow of not winning that year was overshadowed by gratitude that both Amy and our mother had won their battles and had been blessed with a successful recovery. Talk about perspective.

2013—Merion

PHIL FINISHES 2ND TO JUSTIN ROSE

Three years earlier, in 2010, Phil was diagnosed with psoriatic arthritis. Its onset is commonly caused by stress, and it doesn't take a rocket scientist to figure out that recent events in his life more than qualified. The fear of wondering whether or not

this would put an end to his golf career was profound. To think the illness could ultimately dictate his career path made him feel defenseless. But now, three years later, he was healthy and just grateful to be playing in this U.S. Open, let alone be in contention.

Finishing runner-up still hurt. But what Phil didn't realize was that simultaneously, at home, a light was going off in his young son's head. He was actually starting to grasp the significance of his father's place in the golf world.

We all watched the final round together, and while the rest of us were somber at the outcome, Evan looked around the room with a confused look on his little face. He slowly raised his hand. Someone asked Evan what was on his mind, and this came out of his tiny mouth: "So wait. Daddy just got second place out of ALL those people? And it would have been first place if it wasn't for that one guy?"

We slowly nodded.

A spark lit in his eyes, and he reverently whispered, "Whoa."

He raised his juice box like he was giving a wedding toast, looked around the room, nodded respectfully and then slurped that apple juice like nobody's business. Phil may have been disappointed, but his son was beginning to comprehend who his father was. And he was dazzled.



being at the U.S. Open without Amy wasn't normal, nor was it helpful. And just between you and me, once he got there, he realized the only place he wanted to be was at home.

So when the wheels came off in the final round right after an eagle on the 13th hole had tied him with Lucas Glover, the focus quickly became getting back to Amy as soon as possible. Two weeks later,

My Conflict With Thomas Wolfe



By Frank LaRosa

I never liked the idea of that Thomas Wolfe guy telling me, “You can’t go home again!” What made him so sure? So every now and then, I try to disprove his premise and “go home again” with a visit to Mather Golf Course.

I played my very first round of golf at Mather as a 15-year-old during the summer my family moved to Sacramento in 1960. My three younger brothers and I had spent four days traveling from Wichita, Kansas, packed in a 1957 Plymouth station wagon with my father, an Air Force Captain who was being transferred to Mather to fly B-52s, my mother, who was seven months pregnant with another attempt at a girl who turned out to be my baby brother and our Chihuahua, whose nasty disposition never quite approached the savoir faire of that taco company’s frisky spokes pup.

That teenage summer offered unlimited sunshine, few responsibilities and the adventure of a new home, new friends and new diversions. Someone’s dad played golf and someone else suggested we all give it a try. Mather was still a young course at the time. It had been nurtured by the original members

who carried burlap bags when they played to pick up any rocks they found along the way. There were no tee times to be had. You just walked up to the first tee, dropped a ball in the rack and when your ball got to the bottom, your group was up!

That first time on the course was wondrous! Lack of knowledge about grip and posture were overcome with innate athletic sense of balance. It was probably the only time I never had a swing thought in my head – positive or negative. Our home was only half a mile from the course which cost very little to play, so we spent many hours playing golf.

When school started, more new friends and new activities began to take the place of golf and I didn’t pick up a club again for about 15 years. And I guess I haven’t put them down since.

I still return to Mather Golf Course from time to

time and my mind floods with strong memories of the passing of youth, of family bonds and especially of my mother, who is no longer with us.

It’s impossible for me to go into the snack bar at the Mather course without hearing her say, “Frankie, when you finish playing, pick up a bag of burgers.” She was a cook of unparalleled talent, but she also was a great mom who knew that having five sons meant giving in to the occasional greasy burger and fries over her incomparable homemade lasagna!

Occasionally, after a round at Mather, I will drive past our old house and remember a simpler time of sandlot baseball heroics, backyard battles with my brothers, and endlessly waxing my prized Corvair. These memories energize me and help me focus on life’s lessons, which I now pass on to my children. And the life cycle continues.

In a sense, of course, Wolfe is right. Home is not there anymore. But if the ties were strong enough, the memories full enough and the love rich enough, the echoes of home will fill your heart with a reminder of who you are and how lucky you are to have lived life and had a chance to play the game!



FUELING YOUR GAME

Choosing The Right Energy Bar Can Make Or Break
Your Golf Game - 1st & 10th Tee Bars Deliver



By BARRY LOTZ

Critical to your performance, on or off the golf course, is the fueling of your body. In playing golf, you need to perform your best or suffer the consequences.

Due to the fact that a golf round takes such a long time, it's important to eat and drink during the duration of the round. What you eat in the morning, or before you start playing, simply doesn't last the whole round, and, therefore, you have to refuel the body to maintain your ability to perform in the later part of the round.

You absolutely need to drink as much

water as possible, especially if you play desert golf courses. A study that was posted on the TPI website indicates that a golfer hits it 12% shorter and 93% less accurate when just mildly dehydrated.

Keeping your blood sugar even-keeled is the critical goal. I know from personal experience, in fact, it was how I found out that I had Type II Diabetes!

The spikes and drops that come with fluctuating sugar levels are what can cause fainting, mood, energy, focus and scoring issues.

An energy bar is a lifesaver, easy to find, and the best energy bars are those that tend to have the least amount of bad

ingredients in them. These types of bars are simply made from real food, and not lots of sugar.

When purchasing energy bars, you must check out both the nutrition label and the ingredient list. What you are looking for are the ingredient lists that have whole, real foods like nuts, seeds, fruits, and spices. The order in which the ingredient list is written reflects the abundance of the ingredient in the product.

Bars should be selected with at least 3 to 5 grams of protein and at least 5 grams of fiber to stay fuller longer. Choosing products with less than 15

grams of sugar are ideal. And preferable are those bars sweetened with natural sugars from dried fruits, like dates.

Of all the bars we tasted and tested, the leader of the pack was 1st Tee's range of products developed by SCNS Sports Food.

1st Tee's mantra, "We provide great-tasting "better for you" products to help active people and golfers sustain energy and perform at their best. Stated simply, we blend nutritional science with great taste because we understand the direct link between nutrition, energy and performance. What makes us different is our core belief that "better for you" foods have to taste great."

1st Tee Bars are also great to have in your vehicle for when the hunger monster strikes. They are so satisfying and the perfect on the course snack!

Our testing group loved the two varieties offered by 1ST Tee – the 1St Tee Plus+ Bar that allows you to start the round calm and focused. Chamomile, hops and valerian root is deliciously blended into every 1St Tee Plus+ Bar to boost calmness and focus, and then the 10th Tee Plus+ Bar to finish strong and energized (10th Tee Plus+ Bars have protein, green tea and Panax ginseng extract to sustain energy for any activity).

As for flavors, you can pick from Chocolate Peanut Caramel, Peanut Honey, Chocolate Chip Trail Mix, Oatmeal Raisin, and a Dark Chocolate Caramel (High Protein Bar).

1st Tee's USP is that these bars were developed for golfers, as opposed to other energy bar makers who basically have a single product that is for general consumption.

Other bars that are non-golf specific brand energy bars are available such as: GoMacro Bars, Beachbars, and RXBAR.

1st Tee's bars usually sell for \$2.99 each. Amazon is a great source or visit: <https://golfenergybar.com/>

New to 1st Tee's product line is Beef Jerky.

Where I hail from, South Africa, jerky is known as Biltong. In South Africa, biltong comes in all types of game flavors; think Ostrich, Kudu, Springbok,



and Wildebeest, to name a few. For me personally, the Kudu and Ostrich biltong, are incomparable to ANY (beef) Jerky offered in the US, present company excluded!

Without any fear of contradiction, 1st Tee's Jerky is the BEST of any jerky product currently on the market.

We tested many Jerky products currently available in the market place. Our testing group found that 1st Tee's Jerky product to be superior in taste and nutritional value. There are no artificial ingredients in 1st Tee Beef Jerky products-just delicious, satisfying taste.

Biltong differs from jerky in three distinct ways:

The meat used in biltong is often much thicker due to the slower drying time in dry air conditions; typically biltong meat is cut in strips approximately 1" (25 mm) wide – but can be thicker. Jerky is normally very thin meat.

The vinegar, salt and spices in biltong, together with the drying process, cure the meat as well as adding texture and flavor. Jerky is traditionally dried with salt but without vinegar.

Jerky is often smoked; biltong is rarely smoked.

Biltong normally does not contain any sugar additives, while jerky most of the time has these additives.

To make biltong, you need cold, dry air to dry out the biltong much more effectively, and in the best possible food safety environment. Think cold winters of the South African Highveld.

If you really want excellent beef biltong made here in the US, in either lean or regular, I highly recommend Perkys's biltong (photo), sliced or uncut. It is as close to the real South African biltong as you can get. Graham Perkett, the South African proprietor, excels in all South African favorites.

Their Droewors(dried sausage) and Boerewors (house made sausage), is amazing!

Visit him at <http://www.perkysfoods.com/home.html>

Barry Lotz, J.D., Ph.D. is the director of the Professional Golf Teachers Association of America. He serves both as a Consultant and Mediator to the golf industry. He is also the author of numerous books, and currently works with 14 Tour Players on mental coaching and scoring techniques.

World's Largest 19th Hole Returns To Myrtle Beach World Amateur

By Len Ziehm

The Myrtle Beach World Amateur – always one of my favorite tournaments of any year – is adding three new divisions for its 38th staging this year. There'll also be 70 flights and \$100,000 in prize money, and Southwest Airlines has added 10 new non-stop destinations to help players get there.

That's not the best news, though.

The best news is that the World's Largest 19th Hole will be back. It's one of the best parties in all of golf – four evenings at the Myrtle Beach Convention Center that's open to all of the anticipated 3,200 participants. Last year, while the five-day tournament was held, the big party had to be canceled because of pandemic concerns.

Without the World's Largest 19th Hole the World Am didn't seem to many (including me) to be the World Am. Many of Myrtle Beach's best dining establishments provide food, beverages of all sorts are plentiful, there's entertainment of all sorts, exhibits and dancing. In short, it's the most festive of post-round gatherings of any tournament, anywhere.

This World Am will be played Aug. 30 to Sept. 3 on 55 of Myrtle Beach's best courses. It consists of 72 holes of net stroke play competition followed by an 18-hole playoff pitting all the division winners against each other.

There'll be three new gross divisions – for women, men's senior (50 and over) and men's mid-senior (60 and over). The winners of the men's open and men's mid-senior will receive exemptions to the Dixie Amateur the women's gross winner will get a pass into the amateur division of the South Carolina Women's Open.

The women will also have two brackets – one for players 59 and under and another for seniors 60 and over.

There'll also be a new site for the playoff for all group winners. After eight years at the Barefoot



Resort the climax to the competition will be contest at Grande Dunes. For more information check out PlayGolfMyrtleBeach.com

WHAT'S IN A NAME? A highlight of last year's travels was a return to Forest Dunes, one of the very best courses in Michigan and a long-time favorite of ours.

Last year's visit was planned around the opening of a 10-hole short course designed by Keigh Rhebb and Riley Johns. It measures but 1,135 yards but is a nice supplement to the well-regarded 18-holer designed by Tom Weiskopf, the highly innovative Loop (a Tom Doak design that can be played in two directions) and a big putting course.

Now the new short course has a name. It's called the Bootlegger, a nod to the history of the land Forest Dunes was built on.

GENTLEMEN, START YOUR ENGINES: Brickyard Crossing isn't a new course, but it'll



always be a unique one. The Pete Dye design has four holes inside the Indianapolis Motor Speedway. I was part of a pre-opening preview arranged by Dye many years ago and have yet to visit a course quite like this one.

Now that course is going to get more of the attention that it has long deserved. NBC Sports' GolfNow technology and services is being added "to better manage operations and improve the guest book experience through enhanced tee time management, pricing, payments and marketing."

The upgrade isn't lost on driver Conor Daly of Ed Carpenter Racing.

"Brickyard Cross is a world-class course set against an incredible backdrop.. This partnership with NBC Sports and GolfNow only serves to enhance an already epic experience," Daly said.

The ING/Jamison Golf Group Booth Returns To This Year's Myrtle Beach World Am Golf Expo Aug. 30-Sept. 2



Mini Zoom Conference, ING Style

The COVID-19 pandemic may have led to the postponement of the 30th Anniversary ING Spring Conference again this year, but it doesn't mean that ING members and their guests can't get at least a taste of ING.

The International Network of Golf presented a mini Conference on Monday, May 24 via Zoom. The three-element gathering included a product demonstration, an informative marketing seminar and a ING Happy Hour. The entire session lasted about two hours.



Art Chou, General manager of Rapsodo North America, kicked off the virtual conference with a demonstration of their award-winning Mobile Launch Monitor.

This product acts as a personal coach to enhance performance, while also providing a fun, interactive way to enjoy your day at the course or driving range.

Dial up the competition with interactive games like Long Drive and Closest to the Pin. Professional-level launch data is all-inclusive. The Mobile Launch Monitor includes video swing playback with shot tracer technology and instant social sharing. And it is affordable at under \$500.

Rapsodo gave away a Mobile Launch Monitor, and the lucky winner in attendance was golf writer Tony Dear.

Next up was a business building and marketing seminar by renowned speaker and business coach Jay Owen. Jay is the founder and CEO of Design Extensions, a business growth agency that helps others through coaching, marketing, and app development. He shared his belief that every business owner deserves to grow their business and have the freedom they wanted when they started it.

After achieving his dream himself by growing his business for over 20 years in a row, Jay made it his mission to help other business owners do the same. Jay is a Business Make Simple Certified Coach and a certified Storybrand Guide. He has coached from stages and online platforms across the country. He is also the author of *Building a Business that Lasts*, and host of a podcast by the same title.

Jay's topic was Key Elements to Marketing Success: You can't leave your business growth to chance. You deserve a strategy that will allow you to stop worrying about your marketing so you can instead focus on what you do best.

The virtual gathering closed with a happy hour sponsored by Links Drinks, a new company that has taken a popular drink recipe and packaged it in a can. The Transfusion cocktail is a golf



classic made of vodka, ginger ale and grape juice.

Links Drinks co-founder Fred Evanko has worked in the golf industry for many years, and has played golf all his life. Along the way, he started drinking a cocktail found at golf clubs called a Transfusion. Eventually he had a light bulb moment about canning this great tradition and so, Links Drinks was born. He and wife Denise manage the company.



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news

PGA Golf Exhibitions and the PGA of America has announced the JW Marriott Las Vegas Resort & Spa as the host venue for the PGA Show Buying & Education Summit, Aug. 9-10, 2021.

The two-day event schedule welcomes PGA Professionals and golf buyers to meet one-to-one with curated apparel, accessory and golf lifestyle exhibitors during Las Vegas Fashion Week.

The JW Marriott Las Vegas Resort & Spa, a top-rated premier resort located just off the famous Las Vegas Strip, will provide an upscale business experience with ample indoor/outdoor settings while prioritizing health and wellness for all attendees.

The newly formatted regional event features preset buying appointments, education workshops, a Southwest PGA Section meeting, networking events and open time blocks for PGA Professional and buyer meetings with exhibitors.



Bridgestone Golf announced that the First Tee edition e6 will be available exclusively through PGA Tour Superstore. A portion of the proceeds will go directly to First Tee, a youth development organization that helps kids and teens build their strength of character through golf.

Said Dan Murphy, President and CEO, Bridgestone Golf: “For decades, First Tee has done very fine work, helping young

people learn and grow through the game of golf, building strong individuals and communities. It is an honor to create a dedicated product where the proceeds from the sales will bolster their charitable endeavors.”

The e6 is the longest-running model in Bridgestone’s current lineup and the latest model, new for 2021, features a larger, softer core for an exceptionally pleasing, responsive feel and added distance for moderate swing speed players. The new design, which is specifically tailored to modern players who value a ball that provides a very soft feel at impact, retail for \$21.99/ dozen.

The **Volvik VIVID and ViMAX Soft & Power Soft Bundle** promotions will be ending June 21st.

“The bundle promotions provide golfers with a great opportunity to stock up and save on our popular VIVID, or our new ViMAX Soft and Power Soft balls as we enter a new season,” said Wes Whittingham, vice president of sales for Volvik USA. “Players will have the capability to purchase multiple dozens and multiple color options while enjoying the extraordinary performance we engineer in all three models.”

VIVID, the #1 matte finish ball in golf, is available in eight color options. Customers are eligible for this promotion with a minimum 24-dozen stocking position. The retail bundle promotion price is two dozen balls for \$55. The Volvik Power Soft, a glossy finish product in five color options, and the ViMAX Soft, a matte finish ball in four color options, are being offered at two dozen for \$35 in a similar Bundle Promotion.

The United States Adaptive Golf Alliance (USAGA), the leading organization that advances golf opportunities for individuals with disabilities, has formed the Women’s Para-Golf Committee.

This committee consists of 14 female leaders in golf and/or the adaptive community, with the mission of growing opportunities for the inclusion of women with disabilities in the fabric of society through the game of golf.

The committee meets routinely to develop goals, refine strategies, and implement plans to advance their mission of improving inclusion in golf by creating awareness among women who have a disability, increasing opportunities for play and competition, and advocating for employment.



At the recent Senior PGA Championship, **Tour Edge** continued its impressive growth on the PGA Tour Champions by posting a new record for number of players using their clubs (25) and number of clubs in play (62) in a PGA TOUR event and in a major championship.

Six of the 25 players playing Tour Edge finished in the Top 25, including a runner-up finish for Tour Edge staff player Tim Petrovic and an 8th place finish for fellow staffer Duffy Waldorf.

Nexbelt®, “The Belt With No Holes”, recently introduced their new Youth Belts for junior golfers. Kids who want to look stylish on the golf course tend to wear adult sized golf belts, that come with adult size prices, that never really fit them quite right. Well not anymore, Nexbelt has changed all that.

The vegan style straps and buckles of the Youth Belts are narrower and more proportional to a junior golfer’s body, and because they’re smaller than our regular belts, they’re even more affordable. The Go-In flip down buckle comes with two fun emoji ball markers that the kids will love and don’t forget to watch our video on how to size the belt correctly to ensure it can be worn as your child grows.

Visit Sebring is pleased to announce the launch of a new ‘trail’ highlighting the area’s local craft

beverage scene. The Sebring Sips, Suds & Sodas Trail is a digital savings passport that includes nearly 10 local attractions and businesses that produce or carry craft beverages.

The trail includes local craft beer producers, wineries and distilleries, as well as any local restaurant that carries craft soda and locally produced spirits. It’s delivered to a mobile device for free and provides special discounts for participants. Pass holders can win prizes including a Grand Prize. The Trail was launched in conjunction with the Sebring Soda Festival.

New England dot Golf is pleased to announce that multiple award-winning journalist Tom Bedell has joined its team of golf writers. Bedell has written for scores of golf publications over a 40-plus year career, and for several years wrote about luxury golf travel for American Airlines’ Celebrated Living, playing everywhere from Iceland to Dubai and points between.

RyTech has partnered with the #1 web accessibility solution for Americans with Disabilities Act (ADA) and Web Content Accessibility Guidelines (WCAG) compliance.

This solution is automatic, simple, and affordable, and it makes the internet more accessible to those with screen readers, motor impairments, visual impairments, and cognitive disabilities. accessiBe was developed side by side with leading experts in accessibility and assistive technologies.

Ultimate Long Drive, Inc (ULD) has licensed rights to their ULD Academy and Long Drive Championship Series Brands to top-ranked professional long driver, Josh Koch. Koch has focused his career on golf instruction and competition in the sport of long drive.



As ULD Academy Certified Trainer and ULD Tournament Director, Koch will conduct long drive clinics along with running both amateur (ALD) and professional (XLD) long drive tournaments throughout the state of Florida. In addition to becoming part of ULD, Koch will continue to operate his golf coaching and instruction company (Josh Koch Golf) and pursue his professional long drive career.

The Amateur Long Drive™ (ALD) and Jeff Crittenden’s Xtreme Long Drive® (XLD) Championship Series’ are owned and operated by Ultimate Long Drive, Inc.(ULD).

JOHN STEINBACH - MAY 3, 1942-MAY 20, 2021

Of all the major players in all the major companies in the whole of the golf industry, John Steinbach was one of the few who got it.

He truly understood the essence of the International Network of Golf. And for 12 years he integrated ING into his Media Relations plans for the company he so dearly loved, TaylorMade-adidas Golf.

John embraced the concept of ING. He believed in it. And he lent his time, resources and expertise to the organization, with a goal of making it bigger and more effective each year. He served on the ING Advisory Board for many of the 12 years in which he was involved, and was always generous with his time and forthright with his thoughts. He was an ardent champion of grass roots and regional media.

John was among the very best at his job, and was a good human being to boot. We have missed his presence at ING functions since his retirement, though we think of him and Melanie often, and still utilize much of what he brought to ING. R.I.P. John Steinbach.

-- *By Mike Jamison*

From Melanie Hart:

John Joseph (Steinbach) Hart, Jr., the sweetest husband ever, loving father, devoted friend, natty dresser, excellent chef, great storyteller and all-around stand-up guy died peacefully in his sleep on May 20, 2021 after battling Parkinson's for many years.

John was born in Chicago, Illinois on May 3, 1942, and spent the majority of his youth in McHenry, Illinois where he made lifelong friends, made so-so math grades and became a star basketball, baseball and football athlete.

After attending Marquette University, John's career skyrocketed when he joined TaylorMade Golf where he wore many hats including VP of Sales and Marketing and Public Relations Director. He loved his job and the people he worked with.

John had a lifelong passion for golf and traveled the

world playing most of the courses on Golf Magazine's Top 100.

He was a voracious reader and loved a long walk in nature. He had a curiosity about most everything and tried to learn something new every day.

John took his fashion cues from Brooks Brothers and has had the same never-will-go-out-of-style

uniform of khakis, white button down shirt, blue blazer and tasseled loafers.

He was a generous host to his many friends and entertained them with his exquisite cooking skills and regaled them with his charm, wit and his endless array of stories. He made an excellent marinara sauce and a delicious paella that he served to his McHenry friends when they came to visit.

He is the current patent holder on record for the world-renowned "John Bomb", a more than generous mixture of Stolichnaya Vodka combined with more Stolichnaya,

plenty of ice and served in a large brandy snifter with a slice of orange.

Every now and then, please lift a nice snifter filled with Stoli and an orange slice and toast to one of the greats!

To celebrate John's life, there will be a gathering of his family and friends in January 2022.

In lieu of flowers, please consider a donation to John's favorite charity in the valley:

The Galilee Center
PO Box 308
Mecca CA 92254
760.396.9100
Or online to
www.galileecenter.org





PARTING SHOTS



Women's Golf Day Founder and ING member Elisa Gaudet was among a group of women who rang the Opening Bell at the New York Stock Exchange on May 25th. The bell ringing at this iconic podium helped celebrate and bring awareness to Women's Golf Day on June 1st. Now in its sixth year, WGD is a one-day event uniting women and girls through golf across the globe. Over 1,000 officially registered locations in over 80 countries participated this year.

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