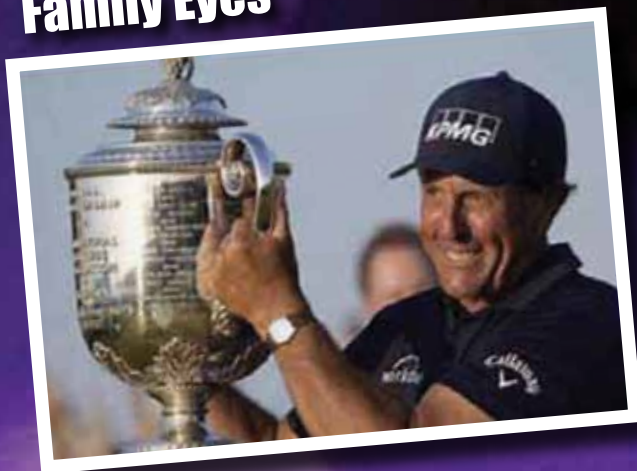


MR. TECHNOLOGY

**Frank Thomas Had A Hand In Many
Decisions, Creations That Changed Golf**

**View Mickelson's PGA
Championship Through
Family Eyes**



**Myrtle Beach World Amateur:
Crazy Fun The ING Way**

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Q3 / 2021

Product Reviews:
**Blue Tees Golf, Snell Golf,
Putting Arc, and More**

TABLE OF CONTENTS



4. Remembering Frank Thomas - Jeff Neuman

8. Phil's Win From Family's Eye - Tina Mickelson

10. Direct To Customer Products Save \$\$

12. Products To Boost Your Game, Look, Fun

18. World Am, ING Style - Tommy Gorman

22. Women Booking Golf Trips For Women

30. Member News

32. Parting Shot



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Tour Edge
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Remembering Frank Thomas

While At The USGA, Mr. Technology Was Involved In Many Decisions, Creations That Still Impact The Game Today

By JEFF NEUMAN

(Reprinted by permission from The Met Golfer. Frank Thomas passed away in March this year.)

Frank Thomas's time with the USGA coincided with an explosion of new technologies fueled by the use of computers to examine aspects of everyday life. Sophisticated materials, techniques, and designs all advanced rapidly through golf thanks to the expansion of computing power.

Why golf in particular? The answer lies in the game's demographics – and even Frank's work on the graphite shaft reflects this aspect of golf in America. Union Carbide approached Shakspeare Sporting Goods to develop sports applications for graphite – lighter than steel and stronger – not merely to sell fishing rods and then golf clubs. The company knew that top-level corporate executives love to go fishing and to play golf; by literally putting graphite in the CEO's hands, UC was showcasing the material's properties to the perfect audience. Surely once those men recognized that this material truly performed as the company said it did, they would look at its potential applications for aerospace, automotive engineering, defense production, and any number of other industries. It was genius

marketing, in which the CEO is being led to a conclusion he thinks is his own.

At the USGA, Frank was involved in a broad array of initiatives that touched many parts of the game. He worked with Dean Knuth on development of the SLOPE System that improved the accuracy of handicaps achieved on different courses. He adapted

a device created by Edward Stimpson, Jr., in 1935 for measuring green speeds, standardized its performance, and named it for its original proponent; the Stimpmeter is now ubiquitous in championships and at clubs. He provided a thoughtful engineer's perspective on any number of topics for the USGA, and gave roughly a thousand or so rulings each year



on proposed new products or alterations to existing ones. (Roughly 75% of those rulings involved putter designs, which makes it both understandable and ironic that in his post-USGA career he concentrated on putting and putters, designing the Frankly Frog and establishing an evidence-based putting curriculum that is taught by pros around the world.)

The PING dispute over the company's U-shaped grooves was an exceedingly technical disagreement over a very small thing. The greater volume of the U-shaped groove (compared with a V-shaped one) meant that more grass would be channeled away



from the collision of clubface and golf ball, resulting in more spin from juicy lies. That wasn't where the violation lay: The problem was that, first, the sharp edge at the top of the U was shearing threads off the softer covers of the balls preferred by pros; and second, when the manufacturing process was altered to round off those sharp edges, the flat space between grooves was too small, both on its own and as a percentage of the club's face. This violated a specification in the Rules. Informed of this, PING sued, and after a few contentious years the suit was settled. The performance effect was minor, but the principle was not.

The other development that for better or worse defines Frank's reign as technical director was the "springlike effect" created by ultrathin-faced titanium drivers at impact. The phrase "springlike effect" is Frank's, and how it came to be – and to be accepted – is quite a story.

In 1908, the first regulation on "Form and Make of Golf Clubs" was appended to the Rules by the R&A, adopted by the USGA a year later. It included wording that a club must consist of "a plain shaft and a

head which does not contain any mechanical contrivances, such as springs." This was a literal concern: that some enterprising manufacturer would find a way to spring-load a club head so the face would go spronggggg at impact and propel the ball far down the fairway.

In 1983, during a modification of the Rules, Frank changed this wording slightly to prohibit the clubhead having "the effect at impact of a spring." Wherever possible he believed that a rule should address the ends – the purpose of a restriction – rather than just the means; he didn't know of any materials that could behave like a spring at impact (a steel face thin enough to "give" and reform that quickly would collapse under the stresses) but he wrote the rule to prohibit the effect rather than define the cause.

In 1997, he got a call from the R&D department of TaylorMade about some anomalous test results they were finding with some drivers. The ball was leaving the club face at speeds that couldn't be explained by the force of impact. By this time titanium had entered the picture; the 1995 Big Bertha was the first club with a titanium face to hit the market. The goal



Frank Thomas served on a technology panel at the 2013 ING Spring Conference

there is time for roughly 220 impacts in the blink of an eye. The face was acting like a trampoline, imparting an extra oomph to the ball. For the first time in golf history, the equipment itself was adding energy to the equation of impact, rather than transmitting the energy generated by the golfer's swing. It was having, in other words, the effect of a spring.

Frank brought his findings to the USGA's Executive Committee, with his recommendation that all such clubs be declared nonconforming. (The USGA doesn't determine whether something is "legal" or "illegal," merely whether it conforms to the Rules of Golf or not. Adherence to the Rules of Golf is strictly voluntary on the part of individuals and groups of golfers; nonconforming clubs and balls can be sold and used, just not in competitions governed by the generally agreed-upon Rules.) The manufacturers insisted they could not expect to be held to a standard without an explicit statement of test specifications. Frank argued that there was an explicit statement already in the Rules: No spring-like effect.

Zero. End of story.

The Committee, having only recently been under the threat of a \$300 million judgment in the PING lawsuit (\$100 million damages, to be tripled since the suit was an antitrust case), did not want another long legal fight. The USGA in 1998 chose to set an equipment standard for springlike effect that allowed all existing clubs to remain on the conforming list. It was an expeditious solution, and one the game has lived with (if not always easily) for the last two decades.

Jeff Neuman is Editor of The Met Golfer, the official publication of the Metropolitan Golf Association in New York

for club designers once metal drivers became standard was to move as much weight as possible away from the center of gravity to improve results – a bigger sweet spot and less twisting on off-center hits. (He delighted in demonstrating this effect of concentrating or spreading the weight by spinning in an office chair, holding his arms tight to his body to spin faster, then throwing them out wide to slow himself down.) This wasn't possible with wooden clubs, or forged metal ones, but it was relatively simple with investment-cast metal drivers. Titanium was vastly stronger and lighter than steel; manufacturers had taken weight dispersal as far to the perimeter as they could, so lighter and thinner points of impact were the only way to further increase resistance to twisting.

On close examination it was determined that the driver faces were so thin that they were deforming and then reforming during the time of impact – a duration of .00045 seconds, a period so short

LISTEN UP!



Writers, Broadcasters, Editors, Publishers, Producers:

**The 28th Annual ING Media Awards deadline is Oct. 11.
Visit www.inggolf.com for details.**

Not Your Typical Sunday Afternoon

A Family's View Of Historic Phil Mickelson Victory

By **TINA MICKELSON**

(Reprinted with permission from Southern Californian Golf Association's FORE Magazine)



Most people assume that watching Phil play and Tim caddie on Sundays when in contention is an enjoyable family affair, much like a Super Bowl party. Sounds nice.

As it turns out, watching Sunday rounds when Phil is in contention, especially during the week of a major, is not what I consider to be a relaxing Sunday.

It's not pretty. It's not graceful. It's messy and loud and emotional and exhausting. And it's awesome. At least it was on this particular Sunday, May 23, when we watched Phil become the (ahem) oldest player to win a major. As his older sister, can I just say, "ouch"?

When most viewers watch a telecast, they simply see what is going on in front of them ... you know, the here and now. But those close to the athlete (doesn't matter what sport) see something completely different. They see the unimaginable amount of practice that has taken place and wonder if it will pay off this week. They are aware of the midnight brainstorming sessions in an effort to reach the next level. They know of secret back soreness or knee issues or recent food poisoning. And then anything plaguing

them mentally is a whole other thing altogether. You don't just watch. You feel. And I'm talking all the feels.

When I watch Phil play, I see more than the guy on the tube hitting bombs and flexing his calves. I see a kid who used to spend hours practicing every spare minute he could find. I see the brother I used to trade Halloween candy with, the five-year-old who ran away from home because our parents wouldn't drive him to the golf course, the teenager who went to bed early on a Saturday night instead of going to a party because he had an early tee time, and the uncle who sends my kids videos of himself encouraging them to eat their vegetables and listen to their mother.

From my vantage point, the view is quite different than most. And so is the viewing experience.

The family group text starts early in the round and changes direction as things unfold.

Mom: What's up with all this talk about how OLD he is?

Me: I know, right? I think I'm developing arthritis just by mere power of suggestion.

Mom: Then how do you think the MOM feels?

Then we both "bahahaha" until he hits a bad shot and suddenly all goes silent ... until a good shot. And then comes a text that includes something like "yahoo!" or "whew!" And so it continues.

ON THIS PARTICULAR SUNDAY, May 23, there was an eerie silence the last few holes. I'm not sure if we were all just





holding our collective breath, were too nervous to move, were soaking it in or caught up in the emotion of it all. But once that final putt dropped, we all let out the huge breath we were holding and then when Phil and Tim hugged, the floodgates burst open and I found myself in a puddle of happy tears.

A group text from our mom followed that read: Your father and I plan to meet the plane when it lands tonight. Who's in? Now, you need to understand our mom. She's fun and funny and loves a good joke. And it doesn't matter if you just made history and became the oldest golfer to win a major. She'll take advantage of that opportunity like a champ. She grabbed her "old lady mask" that she has had for years as part of a costume and drove 45 minutes at 1:30 a.m. to greet Phil's plane upon returning home after the win. She said she wanted to meet "the old guy." She's a riot, man.

Then there's our dad, who is the sweetest, gentlest and most patient man on the planet. His texts during a telecast are either one-liners or a single emoji because he has better things to do

than jibber-jabber while he's trying to watch a golf tournament.

My parents usually take their landline phone off the hook (yes, they still have one) when watching a final round because... again, jibber-jabber. So when I couldn't get through after the final putt dropped on Sunday, I zipped down to their house (which is only two miles away) and pounded on the door so we could enjoy a group hug in person. My husband and kids were busy celebrating with ice cream.

My parents are known for leaving their Christmas lights up all year. When something noteworthy in the family occurs, my parents turn on the lights to alert the neighbors that we have reason to celebrate. Then phone calls start pouring in the next morning as neighbors eagerly ask my parents what all the excitement is about.

On this particular Sunday night, those Christmas lights seemed brighter than usual. And everyone knew the reason. That Monday morning, instead of phone calls asking why the lights were on, there were phone calls of congratulations.

Direct To You, With

These Two Companies Deliver High Quality Product



BLUE TEES GOLF

Blue Tees Golf makes premium golf rangefinders and accessories and sells them directly to the consumer. The products are as good or better than anything out there, but with a direct-to-consumer first strategy the company passes the savings to its customers.

How did the company get started? The answer, appropriately, comes directly from the owners:

“We’re four friends who love to golf. We wanted a new golf rangefinder, so we went on Amazon and bought an inexpensive rangefinder and after a few short weeks, it broke, the eyepiece popped off. We gave it a mulligan, and bought another company’s rangefinder, rinse and repeat, same story. It broke pretty quickly, too. After trying one more time with the same end result, we began wondering: Why was it this difficult to find a high-quality, well-designed rangefinder without breaking the bank?

It turns out there’s a simple explanation. Golf equipment is a multibillion-dollar industry dominated by a few brands that command high price points and reap unnecessarily large profits from you and me.

Why do we buy from them? Well, do we really have another option? Yeah, that’s what we thought, too.

Instead of settling, we took matters into our own hands and started Blue Tees Golf.

By utilizing our industrial design expertise, selling direct-to-consumer, cutting out complex operations and designing our products in-house, we began creating high-quality, high-performance, golf products at a fraction of the price of our competitors.”

One such product is the Series 3 Max rangefinder, which offers the company’s most advanced software, ultra-premium materials, and a custom weatherproof case. The technology includes Active Slope Switch, Crystal Clear Display, Built-in Magnetic Strip, Advanced Flag Lock + Pulse Vibration, Auto-Ambient Tech, and more - all for under \$260.

www.blueteesgolf.com.



Love ... And Savings

s At Affordable Prices By Taking Out The Middle Man

Snell
GOLF

SNELL GOLF

Snell golf balls are designed by Dean Snell. After 28 years of experience working in research and development for companies like Titleist® and Taylormade®, Deans name is now on 40 ball patents and is the inventor or co inventor of the Pro V1, Professional, Penta and Tour Preferred

With 29+ years in golf ball research and development, 40 U.S. granted patents and a successful background in plastics engineering, Dean Snell is considered to be one of the foremost golf ball authorities.

In March 2015, he founded Snell Golf, a golf ball company committed to developing premium golf balls at affordable, direct pricing. After a successful first year marked by positive media reviews and exceeded sales expectations generated by a loyal customer base, Snell Golf was primed for a breakthrough year in 2016. Sales growth was 300%+ and has continued on such a path since, making Snell Golf the leader in direct-to-consumer golf ball brands.

Before starting his own company and deciding to challenge consumer golf ball buying habits, he spent 18 years at TaylorMade Golf Company. He most recently served as Vice President of Research & Development where he oversaw a team of engineers and was responsible for the invention of several key ball franchises.

Before his time at TaylorMade, Snell spent seven years with Titleist and Footjoy Worldwide where he co-designed several golf balls including the original ProV1, Professional, Tour Prestige, HP2 Tour and HP2 Distance. Snell worked closely with Tiger Woods, Phil Mickelson and Davis Love III to bring cast urethane technology into the golf market with Titleist Professional ball as a co-inventor of the original ProV1 and Professional golf balls.

www.snellgolf.com





Puma Introduces PRO-ADAPT DELTA MID Shoes, With An Assist From Rickie

It may not have been a great season for Rickie Fowler on the golf course. But his impact is still being felt throughout the business of golf, especially inside the offices of Cobra/Puma Golf.

Fowler remains involved in creation and promotion of various Cobra/Puma lines. The latest result of his efforts is the PRO-ADAPT DELTA MID features a premium full grain leather upper with a fashion-inspired mid-cut height. The increased collar height provides a new look and adds support around the ankles for golfers looking for extra stability.

Built on top of the PROADAPT Cleated Outsole with Flex-Grooves in key areas to improve natural movement and provide extreme comfort, the shoe's midsole also features proprietary Adapt Foam cushioning in the heel, which provides exceptionally stable cushioning and unparalleled energy return with every step and swing. Other features include:

- A Topline Chassis that wraps around the heel for added stability and torsional rigidity during the swing.
- Dual Durometer Tornado Cleats with four

PWRADAPT PODs in the heel that interact with the Adapt Foam independently for added traction and support.



- A new PROADAPT LAST and PRO-FIT IN-SOLE for enhanced fit and comfort for a wide range of players.

Suggested price for these water-proof beauties is \$220.

www.cobragolf.com.



cobra



RAD SPEED

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RAD BALL SPEED

DON'T BLINK

RADICAL RESULTS THROUGH RAD WEIGHT TRANSFORMATION



RAD

SPEED

THE MORE FORWARD THE CG, THE FASTER THE BALL SPEED. THE LOWER THE CG, THE LOWER THE SPIN. THE HIGHER THE MOI, THE MORE STABILITY. BY INCREASING THE DISTANCE BETWEEN THE FRONT AND BACK WEIGHTS WE'VE CREATED RADIAL (RAD) WEIGHTING UNLOCKING FASTER BALL SPEED WHILE MAINTAINING FORGIVENESS. HOW FAST? DON'T BLINK

Desert Fox Is The Perfect Accessory For A New Game Improvement Product: Your Phone



The patented Phone Caddy from Desert Fox Golf is the perfect golf cart accessory to keep your phone safe and at your fingertips. Navigation, golf apps, music and video are more popular than ever.

Wait, phones on the golf course?

It isn't about making phone calls, no one likes that. Silence your ringer, take some great pictures and enjoy all of the new apps dedicated to improve your experience on the course: GPS, real-time scoring and even augmented reality.

The Phone Caddy is fully adjustable to fit most phones and cases using a thumb screw on top for thickness and a second on the back for width. It mounts quickly to the golf cart strut with a velcro strap and has rubber pads to prevent it from sliding.

Now, you have a better place than the cup holder or cubby for your phone.

www.desertfoxgolf.com



GolfLogix Green Books

GolfLogix Green Books distill green-contour data into easy-to-read illustrated maps that help golfers know exactly where to hit the ball on the green. Using mapping technology with accuracy down to the centimeter, the \$40 Green Books provide tour-quality intel at a fraction of the price of the green-reading maps that professionals and college teams use in competition. www.golflogix.com.



The Best Players Love The Putting Arc

It would be difficult to find a golf training aid that is used by more professional tour players and leading amateurs than The Putting Arc. The Putting Arc started in the inquisitive mind of VJ Trolio, a young teaching pro at Old Waverly Golf Club. In the winter of 2002, VJ noticed that if the putter is swung perfectly “on-plane” along an inclined plane, that the putter head appeared to move on a curved path, when viewed from overhead. Thus the product was created to promote that curved path stroke.

It’s based upon natural body movement, which can be quickly learned and repeated. The clubhead travels in a perfect circle (radius R) and the projection of this circle on the ground is an ellipse in the shape of the Putting Arc. The putter is always ‘on plane’ (the

sweet-spot/spinal pivot plane). The intersection of this plane with the ground is a straight line, the ball/target line.

The clubface is always square to the above plane. It is only square to the ball target line at the centerline of the Putting Arc. You are learning an inside-to-square-to-inside putting stroke.

In this perfect putting stroke, there is only one moving part. The hands, arms and shoulders rotate as one unit. No manipulation of the hands or arms is required to follow the correct path with a correct clubface. It happens automatically.

There are several models of The Putting Arc to choose from @ www.theputtingarc.com.

*Reprinted With Permission From
Golfing Magazine New York*

Galway Bay's newest All-Weather rainwear line recently debuted with instant acclaim and improvements to its renowned lightweight, breathable, fully waterproof Hydro-Flex 32 fabric. The award-winning collection of jackets, pants and pullovers, also known for its ability to block wind and rain, and allow golfers to stretch and move freely while staying warm and dry, showcases classic style and some new fashion-forward touches.



Galway Bay's new rainwear line already making waves

Breathable, lightweight all-weather gear named ***Best Under \$500***

Popular golf-equipment review website mygolfspy.com has already heralded Galway Bay's All-Weather rainwear line 2021's "Best Rain Wear Under \$500." According to MyGolfSpy's panelists, "The All-Weather suit performs well once again. It has some small tweaks in its design but the performance was never compromised. The water runs off with ease but the suit remains breathable in warmer conditions. Throw in customizable pant lengths and you have a top performer in 2021."

In 2018 and 2019, Galway Bay was also named MyGolfSpy's "Most Wanted Rain Gear" over every other brand in the industry.

New for 2021, Galway Bay has made its ultra-waterproof Hydro-Flex 32 fabric even lighter and stretchier for better freedom of movement. Also, new colorways in the All-Weather Jacket line include black-on-black, black-on-sage and, for the first time, an eye-catching short-sleeved white jacket with black accents.

Galway Bay's new All-Weather Pants are now available with a quieter, lighter Hyrdo-Flex 32 fabric for comfort and ease of motion. The waterproof and windproof pants now come in standard and tailored fit - with a more modern-cut tapered leg - options. Both pants feature belt loops, a seven-inch zipper and nine-inch-deep pockets, are designed to look like and be worn as golf slacks, eliminating the need to dress in layers. Galway Bay's newest pants are constructed of the improved Hyrdo-Flex 32 material and can be ordered to fit a golfer's exact waist and inseam sizes, optimizing comfort, fit and style like no other rain pant ever has.

"Our proprietary Hydro-Flex 32 fabric is the most breathable waterproof technology in the industry. The All-Weather Jacket is now more lightweight and includes more stretch with the same level of waterproofness and breathability," says Galway Bay COO Michael Brown. "It's the subtle touches, like a quieter, stretchier fabric and design elements that help you play undistracted and unrestricted, that our customers appreciate. Our jacket collar, for example, is high in the back to keep your neck dry while tapering down in the front so it doesn't poke your chin. Add in rubberized waterproof zippers and rain pants that fit to your personal waist and inseam and you start to see our commitment to bringing golfers the most functional and enjoyable-to-wear rain gear on the market."

THE LINE

The 2021 expansion of the Galway Bay line shows a commitment to the most cutting-edge materials and design in the industry while presenting an inviting variety of styles and colorways.

The all-new Black-on-Black All-Weather Long-Sleeve Jacket is available at a debut price of \$299 (regular retail price - \$329) while the matching unlined, lightweight and highly breathable Black All-Weather Pants, in classic fit, retail for \$184. The All-Weather Short Sleeve Jacket will retail for \$249 but is currently available for \$229.

An All-Weather Short-Sleeve White (with black accents) Jacket will be available for \$249 along with the All-Weather Long-Sleeve Black with Sage Jacket (\$329). "The Short-Sleeve White Jacket is an eye-catching piece that will have its instant fans. The black-on-black is a versatile staple that will likely be our best seller but we're excited to be doing new things with our colorways and how the accents panels and the logos appear on jackets so the looks really pop. The Black with Sage Jacket really takes some fun, new directions with the accent panels but it's still a great-looking, classic piece," says Brown.

THE TECHNOLOGY

Galway Bay's bi-component technology (Hydro-Flex 32) is a proprietary, three-layer 100% waterproof fabric that is constructed with a hydrophilic interior to pull moisture away from the skin and transfer it to the outer layer. The exterior surface area disperses and releases moisture for more efficient dry times. It regulates temperature in both hot and cold conditions. In addition, the fabric is more breathable, stretchable than ever, and features a rubberized waterproof zipper that together ensures the ultimate comfort and fit providing true performance.

All Galway Bay fabrics are designed to breathe easy, releasing excess body heat and reducing sweat so golfers can swing and move freely.

Galway Bay rainwear is sold online and, soon, in select golf shops. To learn more about Galway Bay's innovative line of golf outerwear, visit www.GalwayBayGolf.com.

ING Members Join 3,500 Others In Fun-Filled Myrtle Beach World Amateur

After missing 2020 due to COVID-19, ING returned to the Myrtle Beach World Amateur Golf Expo with a booth full of sponsor products and materials, and conducted raffle and fantasy golf contests. The place was rocking all four nights, and several ING members participated in the golf tournament and nightly activities. One of those was Tom Gorman from New England Golf, and he provided this account to his readers.

By TOMMY GORMAN

If golf buddy trips are all about eat, sleep, drink, golf...repeat, then the Myrtle Beach World Amateur Handicap Championship is the "Mother" of all golf buddy road trips.

Is there anything better than taking your mediocre golf game on the road and testing it out with four rounds of golf, over four different courses in 72 holes of stroke play competition?

Before answering with a definite "maybe" think about the amenities that go with your daily tee time. The perks include dog-leg par 4s, elevated greens, gnarly rough, lots of white out-of-bound stakes, lots of red hazard stakes, island greens, creeks, ponds,

marshes, fairway bunkers, greenside bunkers, devilish par 3s and double-bend par 5s. Throw in countless 3-putts, some alligator sightings, wind, heat and humidity index readings in the 90s, and you'll create memories to last a lifetime. Whether those treasured moments are good or bad, well, that's up to you!

When the last putt was holed on Grand Dunes Resort Course on September 3, the 2021 Myrtle Beach World Amateur Handicap Championship celebrated its 38th consecutive tournament. The tally for the world's largest single-site golf experience featured 3,500 players from 50 states, 14,000 rounds played, 71 flights, 52 golf courses and 1 unforgettable week.

The Grand Strand in Myrtle Beach spans some 60 miles and includes 90 golf courses in its portfolio, thus earning the self-proclaimed title "Golf Capital of the World."

This is where hardcore types like me, indulge with like-minded friends, and go on daily golf benders. The quest for birdies and bogies, inevitably, and sadly, ends with double and triple-bogeys. It's everything in the hole and when the day is done, happy hour calls, then we get back at it the next day.

A \$600 entry fee gets you \$300 in gift bag goodies, four tee times, assigned flights by age and skill/handicap level, gift certificate prizes from PGA Tour Superstore to top-5 play-





ers in each flight, and last but not least free food, drinks, live entertainment and the camaraderie of the “World’s Largest 19th Hole” at the Myrtle Beach Convention Center.

Here are my favorite take-aways from this year.

- On the final day at Caledonia Golf & Fish Club I was paired with three golfers who had never met before. On the 18th hole, myself and one player made par, one birdied and one had three-putt bogey. We tallied our scorecards and amazingly we all had 84s for the day. What are the odds of that happening?
- The most popular vendor at the “World’s Largest 19th Hole” (besides the International Network of Golf booth of course) was not Ketel One, or Budweiser or Coors Light, it was the Friendly’s Ice Cream stand serving six choices of ice cream all four nights.
- My favorite food stand supplied heaping helpings of ‘Shrimp & Grits.’
- Myrtle Beach-native and former PGA Tour

player & Golf Channel commentator Charlie Rymer served as Master of Ceremonies, giving away cash prizes for long putt and chipping contests, in addition to \$10,000 in merchandise to random names drawn the final night.

- The 19th hole celebrity guests included Hank Haney, SIRIUS Radio PGA show co-hosts John MaGinnes & Brian Katrek, and Golf Channel’s Chantel McCabe.

- The top-5 in each flight won gift certificates of \$600; \$300; \$150; \$75 and \$50 for fifth place. I was inside the top-5 for the first three days and painfully finished 8th missing the money by two, due to disastrous, atrocious putting.

- Discovered a sunglasses company called PeakVision (www.peakvision.com) among the 53 golf exhibitors that features “Zero Distortion Lens Technology” and negotiated a great deal for much-needed sunglasses.

- Saint Nine, a European golf ball company

launched in the United States a few years ago, was a prominent sponsor giving away hundreds of golf balls for promotional purposes, while constantly selling two dozen for \$20.

- Among the 3500 players, over 1000 were first-timers, including a handful from Massachusetts who met on the Spirit Airlines flight from Boston to Myrtle Beach.

- To get to my assigned course on time, the daily routine requires getting an early wake-up call, loading up the sun block, and more importantly, an afternoon power nap.

- Shout out to Myrtle Beach Ocean Rescue Team who pulled a swimmer out of a strong rip tide current using all available life guards and equipment to the amazement of hundreds of beach people watching. It's scary to watch someone being pulled out of the ocean unconscious, but one life guard says it happens frequently up-and-down the beach, and most swimmers don't notice the strong rip tide until its to late.

- Jean Oberg, 64, of North Palm Beach, Florida shot a net 67 (gross 89) to become the first woman in 12 years to win the Flight Winners' Playoff at Grande

Dunes Resort Course earning the official title: 2021 World Amateur Champion.

- The World Amateur Handicap Championship, golf's largest single-site tournament, donated \$50,000 to Project Golf, www.ProjectGolf.org a



Myrtle Beach-based grow-the-game initiative.

- No sandbaggers are allowed in the World Amateur since it enforces a strict code that boots anyone who shoots way below their handicap for two consecutive rounds. Every year dozens of players are DQ'd but they're allowed to play if they chose, but their score doesn't count. I would love to be investigated for playing way below my handicap. Never been accused of sandbagging since I never win anything!

- Every World Amateur player application requires a USGA GHIN Handicap and the name and telephone number of the golf pro at your home club, should an investigation be conducted concerning handicap manipulation a/k/a cheating.

- The two states showing up with the most players Florida (371) and Texas.

- Will I be back to Myrtle Beach August 29 – September 2, 2022 for the 39th edition and my 16th career appearance? You bet I will. It's an absolute blast and you meet tons of friendly people, but it'll be with a different putter!

Tom Gorman, a Boston-based golf writer, is a longtime member of the International Network of Golf. Tom is a member at Blue Hills CC (Canton, MA) and Fiddlesticks CC (Ft. Myers, FL). Email can be sent to teetalktom@aol.com







WOMEN ON FAIRWAYS

DESIGNING GOLF TRIPS FOR WOMEN

BY JOHN GLOZEK, JR.

Women on Fairways, LLC is a golf and lifestyle travel company catering to women golfers... and I'll start by saying this — ladies if you have any upcoming travel plans or want to go on a ladies golf trip check out womenonfairways.com.







ET'S MEET THE LADIES BEHIND WOMEN ON FAIRWAYS ...



Ashlee Ciora



Noreen Selberg

Ashlee Ciora and Noreen Selberg have known each other since 2010. They worked together, entertained clients, and traveled the world for business promoting and marketing leisure travel to Greater Palm Springs, California. Over the years, they built a strong friendship and as their careers moved into different executive roles, companies, and locations they always stayed in touch.

Women on Fairways, LLC was born out of a year that faced many challenges as the world had to navigate a new reality in 2020. Their combined 60 years of working in the tourism and hospitality industry had changed overnight. Ashlee was living in Los Angeles and moved back to Minnesota to be with family, and Noreen stayed in La Quinta to spend time with her family.

Thankfully, the golf gods reopened the courses in Minnesota. Ashlee played a lot of golf and joined the LPGA Amateurs MN Metro Chapter. The two reconnected and joined forces as they realized there was a gap in the market for women-owned golf companies focusing on women's golf travel. Their passion for travel and years of experience working in golf destinations started to develop an idea and the vision of Women on Fairways, LLC was introduced. Women on Fairways creates tailor-made itineraries designed around the experiences not only on the course but off the course for girlfriend's getaways, celebra-

tion trips, and mother/daughter, family, and couples golf trips.

This past year has been an amazing year for golf, with millions of rounds, new players, and more women appreciating this new-found love for the game. In the United States alone, over 6 million females took to the golf courses in 2020, an increase of 450,000 junior girls and women playing golf, according to the National Golf Foundation. Women on Fairways is excited to be part of this trending growth to support women's golf and be at the forefront of designing trips catering to women golfers.

Their motto is simple..."you don't have to be a bucket list or scratch golfer to book with us. We celebrate the days we play golf with our friends...and that's a great day!"

We asked Ashlee about the thought process of picking destinations with women in mind. "The destination is key in planning a women's golf trip. The destination has to be easily accessible, safe, offer an array of hotel products from golf resorts to luxury hotels, and a variety of activities and things to do." Women on Fairways select their destinations because they have experienced them firsthand. Ashlee and Noreen have lived, worked and played primarily on the west coast in Scottsdale, Greater Palm Springs, San Diego, Santa Barbara, Las Vegas, and other west

coast cities. But they also have discovered hidden gems in the Midwest and Southern states offering some unique women's golf packages. They love planning golf trips tied around activities that the group enjoys like wine tours, private culinary tours, art tours, a spa day, or any specific experiences the client has requested. Noreen and Ashlee are wine lovers...especially California Chardonnay so the 19th hole is an important part of the itinerary. Golfing Magazine found out that their favorite is Rombauer Chardonnay.

What sets them apart from other golf companies is their years of experience in destination marketing, golf, luxury hotel sales, event planning, and domestic and international travel. Noreen's background in luxury hotel and golf resort sales and Ashlee's career in destination and golf marketing makes for a talented duo that holds the designation as a top luxury travel company for experiential golf travel for women. They understand the importance of customer service, attention to detail, hotel product, and women amenities expected at a golf course. They have a long list of destinations, hotels and golf courses that provide their clients access to VIP services and additional amenities only bookable through Women on Fairways.



IN THE UNITED STATES ALONE, OVER 6 MILLION FEMALES TOOK TO THE GOLF COURSES IN 2020



GOLFING MAGAZINE
HAD THE
OPPORTUNITY TO
INTERVIEW ASHLEE
TO DISCUSS IN DETAIL
WOMEN ON FAIRWAYS
AND GOLF TRIPS
FOR WOMEN.



Golfing Magazine: Both you and your business partner, Noreen, have an extensive background and experience in the travel destination arena. How did Women on Fairways come about?

Ashlee Ciora: During 2020, like most of us, we were able to play golf during the lockdown. I joined the LPGA Amateurs MN Metro Chapter to network and play since I had a lot of free time. I started hearing the ladies talk about how they wanted to go on a golf trip once everything started to reopen but they didn't have anyone to help organize it.

It got me thinking that with all of my destination marketing experience and designing hundreds of city itineraries for my former clients, this idea of launching a travel company was something I could do. I was talking to my friend Noreen who has years of luxury hotel sales experience and we started throwing some ideas around. She wanted to start her own travel company and I had this idea of a women's golf travel business. We joined forces and Women on Fairways, LLC was born. It's a crazy idea to launch a travel company in the middle of a pandemic but we believe in the concept and started to build our company's foundation.

GM: Is the intent for Women on Fairways to book luxury leisure golf trips for women and will Women on Fairways conduct their own trips for women to join?

AC: Both. We brand ourselves as a boutique golf and lifestyle travel company. When clients contact us, everything we do is customized. We pride ourselves on customer service and our attention to detail. We booked a group of eight women to Pebble Beach. We planned their entire itinerary to include all three courses plus wine tours and sightseeing activities.



As travel is picking up, we also have clients that book with us and the trip is not tied around golf. We booked a couple to Baha Mar in the Bahamas for 4-nights. With our relationships with our hotel partners, our clients received VIP service, resort credits, upgrades and other amenities that they would not receive booking direct with the hotel.

To answer your other question regarding our own trips...yes, for 2022 we will be launching boutique luxury golf trips for women that offer golf and destination experiences. These trips will be small groups, escorted by Noreen or I that showcases golf but also themed experiences in our favorite golf destinations. We will have more information to announce soon on our website.

GM: You mentioned quite a few things that might be incorporated into a women's golf trip experience - wellness, shopping, a culinary experience; what do you think the difference is between a women's golf trip and a guy's trip?

AC: A guy's golf trip is usually focused on the golf course first. From there, it's what hotel is closest to the course and the level of property may not be a deciding factor. The trip is about golf.

A women's golf trip is more about the destination. What destination fits the interests of the group of women. Added to that is, what kind of experiences can we include on the itinerary in addition to the golf. Our level of clientele and service is focused only on 4-5 star luxury hotels and





golf resorts. Our itineraries are tailor-made to fit the group and can be more complex than a typical guys golf itinerary.

GM: Do you have a destination in the works now for a 2022 women's golf experience?

AC: Right now we are working on a few destinations to launch in 2022. Greater Palm Springs is one that I can announce since it's where Noreen lives and our second office location. All the destinations we are selecting and the properties we are working with, we have been there and experienced. Our trips will be boutique luxury with only a small group of women and filled with golf and destination experiences. We have some great trips planned and can't wait to announce them soon!

GM: Let's talk about the personal side of you for a minute. I know you are an adrenaline junkie — you ride fast cars, like roller coasters, and you've been skydiving. I can't believe you jumped out of a plane.

AC: I did jump out of a plane. I did that years ago. I still love the fast-paced lifestyle and if someone asked me to do it again, I would. But nowadays, I'm definitely more into calming activities and love working out, taking a yoga class, of course playing golf, and just being with family and friends.

GM: This fast-paced stuff and golf cannot be more opposite. How and when did golf enter into your life?

AC: I grew up in a golf family. My parents are golfers. My grandparents were golfers. Golf has always been around in

our family. I first picked up a club when I was in elementary school and played in a junior golf league. Through my teen years, it just wasn't the right fit for me. I focused on competitive dance and did other sports at the time. It wasn't until I graduated from college and started working, that I realized I needed to start learning this game. At the time, I was working at the Scottsdale Convention & Visitors Bureau and promoted Scottsdale as a golf destination. I saw my clients (golf tour operators) playing golf and there was always a corporate golf tournament taking place. I always said, I wanted to learn the game so when I was traveling around the world and someone invited me to play golf, that I would feel comfortable enough to play. I started taking lessons and knew I had to figure out this game.

As I mentioned, my entire family plays so when we are together we all play. Women on Fairways also focuses on family travel with golf and activity experiences. It's such an important game for kids to understand and it brings families together.

GM: A few last questions. I understand you like good food and wine. Is that an after golf activity?

AC: It's usually a 24-hour activity (laughing). I like every type of cuisine. I love a glass of wine. I think when you travel as much as I have, you enjoy the food and the wine in that destination. I've been to 40 countries so I have appreciated all the wine and food over the years. It's part of the overall travel experience.



GM: Back to women's golf. As we head into the fall season and into 2022, any suggestions or tips for women who would like to plan a golf trip?

AC: I think it's important to decide on the destination. Domestic travel is really busy right now. We are open to booking international travel in 2022 too. With everything filling up, the more that you can plan in advance the better even if it is for next summer or fall. Booking with us saves our clients time and a lot of headache as we all navigate with different procedures and policies due to COVID. Connect with us and we can start discussing your future travel plans. We would love to be part of your golf trip experience! And it's important to us to bring more awareness to women's golf travel.

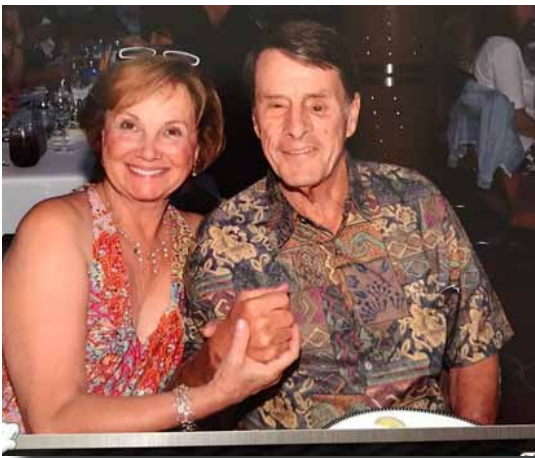
GM: Thanks so much for sharing your insight with us and I wish Women on Fairways much success.



Ashlee and Noreen would love to connect with you! Follow "Women on Fairways" on Instagram, Facebook and Twitter @womenonfairways or visit their website at www.womenonfairways.com.

For specific requests or questions email: aciora@womenonfairways.com

news



The U.S. Blind Golf Association will host the 75th USBGA National Championship, October 3-7, 2021, to be held on the International Course at the Omni Resort Champions Gate in Orlando.

The USBGA will honor five individuals and one organization as inductees into the USBGA Hall of Fame. Inductees are honored for their talent and dedication that helped inspire others to join and grow the organization.

The class includes ING member **Tina Andrews**. Tina was a golf coach for husband and USBGA member Bob Andrews. She served as a board member as well as treasurer and secretary of the USBGA. Tina helped publish the official USBGA newsletter "The Midnight

Golfer" and in 1998, she and Bob organized and hosted the first World Blind and Visually Impaired Golf Championship in the United States.

In addition, the USBGA will establish the **Bob Andrews** Lifetime Achievement Award and present the first one posthumously to his widow in recognition of his many contributions in life and to the game of golf. Bob

is a past recipient of the ING Dennis Walters Courage Award.

At the recent Ascension Charity Classic on the PGA TOUR Champions, **Tour Edge** continued their impressive growth by posting a new personal best for number of clubs in play (68) in a PGA TOUR event. Propelled by the launch of their new Exotics Pro 721 "straight from the tour van" limited series, Tour Edge set new personal best marks in several categories. The fast-rising golf club manufacturer finished as the 4th overall ranking manufacturer in number of drivers in play (7) and number of metalwoods in play (30) this week on tour.

After only its third week after

being launched to the tour, the Pro 721 Driver was the fastest growing driver model this week with five total pieces in play. This included Tour Edge staffers Ken Duke, Tim Petrovic and Duffy Waldorf putting the new driver into play. With four new players putting the Pro 721 Driver into play this week, the new low-spin, 440-cc driver ranked as the 4th most played driver model at the event.

The 23rd Annual **Ann Liguori** Foundation (ALF) Charity Golf Classic was held September 16 at the Maidstone Club in East Hampton, N.Y. The annual charity outing benefits not-for-profits that work in the field of cancer research and care, including the Samuel Waxman Cancer Research Foundation, St. Jude Children's Research Hospital and East End Hospice.

A new name, course, and website welcome registration for the **Citrus Golf Trail (CGT) Ladies Invitational**, set for Dec. 28-31 at Sun 'N Lake Golf Club in Sebring, FL. Formerly known as the Harder Hall Ladies Invitational, the CGT Ladies Invitational is being played at a new venue for the first time in

its prestigious history that started in 1956. Joining the event as the host hotel for the tournament is Inn on the Lakes, which is offering a rate of \$115 per night during the championship that includes breakfast delivered to each guest room.

The Putting Arc congratulates the European Solheim Cup team for their second win ever on American soil. Over half of the contestants on each team are present or past Putting Arc users. Both teams played some great golf on a tough course, and it made for a compelling weekend of TV golf. Also, congratulations to European rookie Leona Maguire. The former #1 amateur in the world (for a record 135 weeks) and first Irish woman to play in the Solheim Cup scored 4 ½ points to help Europe secure the Cup. This made Leona the first rookie ever to score 4 ½ points in a Solheim Cup.

New England dot Golf (www.newengland.golf), a six-year-old digital marketing platform recently added three journalists to its team of golf writers. Tony Fireman, Jim Hammond and Bill Sangster will contribute content on a regular basis in categories ranging from travel, equipment, golf course and golf resort reviews. **Tom Gorman** is publisher of the group.

The Traveling Golfer TV show, hosted by golf industry veteran **Tony Leodora**, has made a mercurial rise in the television industry. From a few thousand viewers at the start, the Traveling Golfer is now available in almost 150 million households worldwide.

The latest expansion took place last month with the addition of the new Wingding™ Network, created by Zeus Digital Marketing, led by ING member Jeff Gilder. Wingding™ is an OTT and CTV network that allows viewers to find

compelling, engaging content anywhere, anytime using devices such as Roku, AppleTV and Amazon FireTV.

The newly formatted **PGA Show Buying & Education Summit**, Aug. 9-10, 2021 in Las Vegas, hosted influential PGA Professionals and golf buyers who met in person with a curated group of top apparel, accessory and golf lifestyle companies in the upscale resort setting of the JW Marriott Las Vegas Resort & Spa.

Organized in partnership with the PGA of America, the Summit featured fashion and accessory line showings, PGA and AGM education workshops, a PGA of America Town Hall, Southwest PGA Section events, networking receptions and an event-ending golf outing on Wednesday, Aug. 11.

An independent test conducted by Golf Laboratories of Carlsbad, CA, shows that **Zero Friction** Golf Tees outperform traditional wood tees in regards to distance and accuracy. Zero Friction is a maker of high quality, technologically advanced products for golfers worldwide, including the first and only performance tee to ever carry the PGA TOUR logo.

The Golf Laboratories robot conducted the test using a Callaway GBB 2 driver with a 60 firm shaft. Shots using the Zero Friction 3-Prong averaged 255 yards, compared to 250 for the wood tee shots. And on average the dispersion was 7 feet for Zero Friction and 14 feet for the wood tee.





PARTING SHOT



Hall of Famer and ING Member Jan Stephenson (right) teamed with Laura Diaz to win the BJ's Charity Championship on Cape Cod Sept. 11. The twosome teamed up in the best-ball scramble format to shoot an impressive 13-under-par 58 at The Ridge Golf Club and earn the \$35,000 first place check. This marked Jan's fourth Legends Tour victory. Said Diaz afterwards to Golf Writer Tom Gorman, "It's a great honor to be able to play with a Hall of Famer. I was thrilled that Jan thought of me." It was the first time the two professionals had ever played together. It probably won't be the last.

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