

ENERGIZ



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ING

THE OFFICIAL MAGAZINE OF ING

NETWORK OF GOLF



FINALLY We Meet Again PGA Show Returns

Plus:

ING Media Awards
ING Industry Honors

**Holiday
Gift Guide**

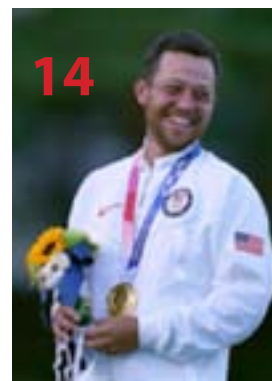
Tour Edge
ING Fantasy Golf
Is Back

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Q4 / 2021

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Tour Edge
EXOTICS

HELLO, REMEMBER ME?

The Golf Industry Reconvenes In Person For The First Time In Two Years At The PGA Show, And ING Will Be There For You

It will look different.
It will feel different.
But the PGA Merchandise Show is returning in January after a COVID created virtual existence in 2021, and that means the International Network of Golf will meet gathering in person for the first time in two years.

The PGA Show is set for January 26-28 at the Orange County Convention Center, and the Demo Day returns to Orange County National on Jan. 25.

ING's ClubING will be slightly restructured in Room 312-B. It will be available to ING members and their guests for morning coffee, a meeting space and a comfort station of sorts to rest your legs and visit with fellow INGsters

After doing them virtually last year, ING brings back its two awards programs to the PGA Show. The 28th Annual ING Media Awards will take place Wednesday at 12:30 pm, and the 28th Annual ING Industry Honors program is set for Thursday at 12:30 pm. Both will occur in Room 312-A.

Limited sponsorships are available. For more information email mike@jamisongolf.com, or call 407-474-0531.



ING SCHEDULE

WEDNESDAY, JAN. 26

8 a.m. Coffee 312-B
12:30 p.m. Media Awards Presentation 312-A

THURSDAY, JAN. 27

8 a.m. Coffee 312-B
12:30 p.m. Industry Honors Presentation 312-A

FREE REGISTRATION for ING Members: [CLICK HERE](#)



BE THERE!



Writers, Broadcasters, Editors, Publishers, Producers:

The 28th Annual ING Media Awards Presentation is Wednesday, January 26, 12:30 pm at the PGA Show, Room 312-A

FACT OR FICTION?

Truths And Folly About Our Loved And Hated Golf Equipment

By Ken Van Vechten

(Reprinted with permission from *FORE Magazine*)

Golf equipment can be your best friend or your worst enemy. It can be both beloved and bedeviling, often in the same round. You might feel like taking your putter out with you for drinks and dinner



after a good round, or stashing the whole damn set in the closet for a few months after a poor round. Writer Ken Van Vechten knows your joy and your pain. In

the text following, he dispatches a few urban legends, reinforces some long-held beliefs, presents some new takes on old subjects and has some fun along the way.

Golf's Panacea: The Hybrid

True? Kinda. Shedding long-irons is almost as beneficial as shedding pounds around the midriff, and the appearance of the modern hybrid is one of those paradigm-shift moments that occur from time to time in our game. Just don't think the Mighty Hybrid is the only game in town. If you're a sweeper of the ball with a typical/average driver swing speed — 85-90 MPH — or less, the size, weighting and shaft



length of a fairway club could be a better solution. "Don't overlook higher-lofted fairway clubs," Callaway Golf's senior director of equipment Dave Neville reminds us.

Light, Longer, Wronger?

Golf PopPsych 101: Fast = Long. Make the club longer, make the club lighter, up goes the speed, boom goes the ball. But only to a point. Ball speed is the key. Too light and/or too long can have a negative effect on feel, so our brains slow down our swings and ball speed drops. Too light and/or too long can also lead to sloppy contact — not hitting it on the screws — which lowers ball speed. As in the fairy tale, there is

a just-right "porridge" for each of us, individually, and that's where fitting and testing come in.

How Fitting

Industry stats suggest that 50 percent of avowed golfers have been fitted for their equipment. Now, the quality of those fittings may vary depending on cost and the level of detail, but any fitting is better than buying blind from NoNameGolfandArchery.com, whether that's impact tape and knowing eyes at a demo event to going all Steve Austin (not Stone Cold, the dude from the '70s) at a place like Club Champion. Southlanders have no excuses. A good number of the big guns are in our



very backyard, and retailers and fitting centers abound. Seek help.

Cast is for Hacks

Perhaps true in the years immediately after PING first perfected the investment-casting process for irons — the technique of pouring molten steel into a shape-determined mold rather than heating and hammering a slug of steel — in the late 1960s, but no more. Forged clubs can be had rich with assisting properties and buttery smooth — "feel" is sound not feel, btw — while cast clubs are found in the hands of major champions. As Cobra Puma Golf vice president of research and design Tom Olsavsky shares, "The constructions are being confused with the



shape. The shape is what players need, but they think it's the material."

Gear up to Walk

A 7,000-yard course is four miles long, and that doesn't account for the walkabout golf that so many of us play. If the days of COVID didn't

get you to walking, get yourself walking. Sports physiologists say that a properly adjusted push cart is nominally easier on your body, but there's nothing quite like slinging a lightweight carry bag. Either way, there is no denying the significant health benefits of walking. If you like to carry and want a little something extra, consider a stand bag with a hip belt, like Sun Mountain Sports' 3.5 Zero-G, and share the load top and middle.

No Shame in Simple

It can be intimidating going to a fitting studio, retailer or demo event and seeing all that stuff. If you think overload could be a problem, sole-source it. (Just know that good fitters will rather quickly whittle down to a relative handful the number of clubs you will test.) If you simply like Titleist or Mizuno or whomever, shop it. Gone are the days when companies cast their lots as either "player" or "those-other-folks" brands, and there will be at least one iron (driver, etc.) model that is right in your wheelhouse and features appropriately matched shafts.

14 Isn't a Requirement

The Rules of Golf allow us to wield 14 bludgeoning devices. For many players that's a waste of weight, bag space and money. As is the case with so much of gear selection, it comes down to swing speed. Slower swingers simply lack the speed to achieve meaningful yardage differentials between clubs in a standard 13-club run from lob wedge to driver; at some point they run out of "gas." It might work at the shorter end, but by the time they hit mid-irons, a 5 is a 6 is a 7, and so forth. It's not an ability thing, it's simple physics. Hell, most of us would probably play better with less clutter and hence more feel and imagination.

That Wrench Thing Does What?

A staggeringly high percentage of players who buy an adjustable driver "blind" never adjust said driver; Nick Sherburne, founder of ClubChampion, says the number could run to 70 percent. A modern driver can move the ball flight and trajectory of any player through immense arcs of fade and draw, soar and pierce, and though it's certainly not an ever-changing, fix-today's-miss shortcut, finding your setting — along with the proper shaft — can both minimize the bads and maximize the goods in every swing. Get with an instructor or a fitter and dial in your adjustable club(s).

Not So Lofty

Flop shots are cool; wielding a 60- or 64-degree wedge is anything but automatic. It takes bags





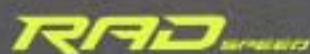
of skill, loads of practice, and the margin of error is tight, and pulling it off takes a hard-for-the-rest-of-us-to-achieve balance of speed and aggression that is done softly

and with control. In other words, master the lower-lofted sand wedge before, if ever, moving on. Per teaching and fitting pro Paul Bucy, head of Palm Desert Golf Academy at Desert Willow Golf Resort: “Both beginners and more accomplished players should become very good with one wedge around the green, and a 56 is a great choice for that.”

Senior, Woman, Junior...Golfer

Like the antiquated beliefs that go with tee-marker coloration, trying to slot individuals into equipment categories based on age and gender is tired and

misguided. (“Beginner” sets are a different animal, and broad-brush generalizations based on height or presumed strength help when choosing something that is intended to be introductory, of limited life-span and lower-cost.) In a static position, the club doesn’t know who is holding it and how fast she swings. The caveat is most important for, umm, men, who might not be as strong as they never were or who simply have aged and lost some pop. Drop the machismo, hit the ball farther.






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RAD SPEED



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HOW TO ORDER: <https://dunejewelry.com/catalogsearch/result/?q=Hamptons+Rope+Collection>

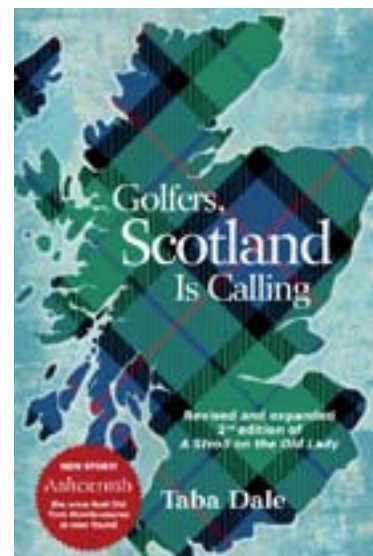
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MORE GREAT IDEAS ON THE NEXT PAGE

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The Total Golf Trainer line of products are designed to provide instant feedback for golfers of all skill levels to help lower scores and improve the overall golf swing. The Total Golf Trainer 3.0 Kit is an all-in-one training kit. The TGT 3.0 Kit is the first all in one training kit that is completely custom to your swing. All products fit juniors & adults with settings for beginners to professional. Our flexible training rods allow you to increase or decrease the difficulty while providing safe and effective feedback.

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HOW TO ORDER: Visit www.toweltag.com



“And the winner is...”



Nominees and winners in 12 categories will be announced and honored at the 28th Annual ING Industry Honors Presentation Press Conference. Thursday, Jan. 27, 12:30 p.m., Room 312-A at the PGA Merchandise Show. Presented by the International Network of Golf. Won't you join us?

28th Annual ING Industry Honors Awards

Thursday, Jan. 27, 12:30 p.m., PGA Show

For Xander Schauffele, Golf is Truly a Team Sport

By *Tod Leonard*

(Reprinted with permission from *FORE Magazine*)

The guest of honor showed up in the ballroom of the country club wearing a thin white T-shirt and black jeans. There was no reason for Xander Schauffele to put on airs. Not now. Not ever. He was among friends and family, the people who have meant the most to him in life and golf.



For those who gathered at Bernardo Heights CC in the San Diego suburbs that Tuesday night in early August, there was a palpable feeling

that they were part of something truly special. They were not just observers, but genuinely a part of the team. It's as if all of them were Olympic champions.

A little more than a week earlier, across the world in Japan, Schauffele had earned the gold medal in the men's golf competition in the Tokyo Olympics. The San Diego native and former California State Amateur champion did so in emphatic fashion, shooting a final-round 5-under-par 67 to triumph by 1 shot over Rory Sabbatini, who stormed to the fore with a clos-



ing 61.

When Schauffele stepped to the top of the podium and the American national anthem was played at Kasumigaseki CC, there were tears and cheers in the early morning darkness all around Southern California, where most of Team Xander was watching in their living rooms. The gold medal shone brightly on his chest, and in their glowing pride for him, they probably didn't envision that treasured hardware hanging around their own necks not long after.

"The joy and happiness in that room — you could feel it," Derek Uyeda, Schauffele's putting coach, described of the celebration at Bernardo Heights. "Being in that room, it was one of the coolest things ever."

Schauffele happily shared the medal with everyone, the adults' faces lighting up as much as the kids' as they took photos performing the obligatory bite into the gold.

In his six years as a pro, Schauffele had never gathered his entire team together in one place. But this was an opportunity too big to pass up. In the room were his father and mother, Stefan and Ping Yi; his wife, Maya; his caddie and fellow San Diego State alum, Austin Kaiser; his trainer, Ronna Semonian, and physio, Marnus Marais; and Uyeda. Most of them brought family members, and about the only core person of the team not there was Schauffele's agent, Ross Chouler, who had business to tend to.

Xander's speech that evening was short but heartfelt.



"For me, it's just interesting and rare for everyone to invest in one person," Schauffele said later in an interview with *FORE Magazine* as he recalled the night. "This was my opportunity to give the medal back to them. I gave a little toast. This was for them and for us. Every other time I'd had something good happen, we had to head to the next week. It was nice to take a moment, take a deep breath and share it with them."

Schauffele, who rose to No. 4 in the Official World Golf Ranking before he won Gold at the Olympics, didn't have too much time to savor the moment, with the PGA Tour's FedEx Cup Playoffs on the horizon. For the fifth straight season, he was among the top 30 players to reach the Tour Cham-



pionship, having established himself as one of the most formidable golfers in the game.

The gold medal? It remained in San Diego. Unlike Justin Rose's tour with the gold after he won the Rio Olympics, with the Englishman even breaking it out on the final green of The Barclays, Schauffele was mostly low key about it, though the same can't be said for his dad. Stefan Schauffele hilariously posed with it — shirtless, no less — in a photo he posted on social media.

"It's not Photoshopped," Stefan quipped to a reporter. "That's really me. I got a lot of funny comments about it. Xander didn't know I was doing it. He said, 'Geez, I should have seen this coming.'"

FULFILLING AN AMBITION

Of course, the medal's meaning runs far deeper than a few playful stunts. Growing up in Germany, Stefan Schauffele aspired and trained to be an Olympic decathlete. That dream was shattered when a drunk driver crashed into Stefan's car, and he was blinded in one eye by shards from the windshield. It wasn't until golf was re-introduced to the Olympics in 2016 that Xander could even fathom fulfilling his father's ambition.

"My dad, it means so much to him," Xander said. "Since Japan, he's just been so happy. You can't wipe the smirk off his face. My mom says she catches him staring at it, and he starts to get emotional at times. It's just been really cool. When my mom told me that, I said, 'Yeah, he can keep it right now. He can hang onto that thing.'"

Playing in his first Ryder Cup this past September, Schauffele compiled a 3-1 record and helped Team USA to a resounding 19-9 victory. paired twice with fellow SoCal native Patrick Cantlay, and once with Dustin Johnson, it was all smiles and cigar smoke at the end of the triumph.

Stefan laughingly calls himself “the guardian of the medal.” He’s been taking it out into the community quite often to share it with others.

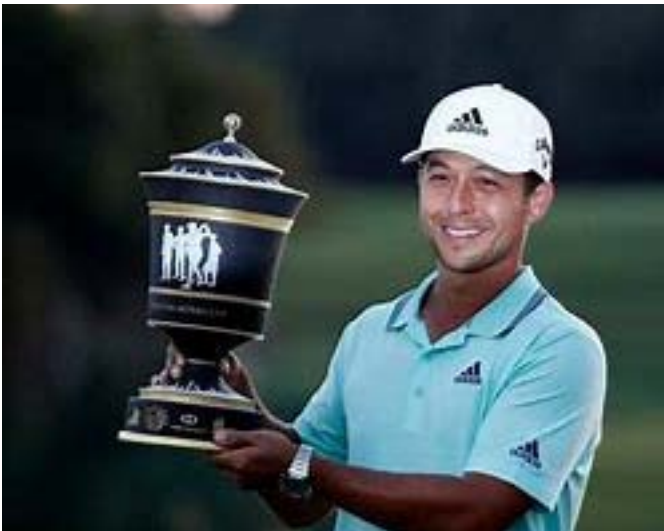
“The biggest joy, without a shadow of a doubt, is to give this to a teenage golfer and tell them what it is,” Stefan said. “It’s amazing to watch the transformation of that kid’s face, what it does to them. You don’t have to change a word and you’re changing a life.”

With the Olympics back in play now for golf, there is a question that will always be posed to those who win gold: How do you compare it to capturing a major? Rose, 41, was able to make the comparison because he won the 2013 U.S. Open and seized gold three years later. He’s called the Olympic win “the biggest gift of my career.”

Schauffele, 27, has yet to add a major title to his four PGA Tour wins, though he’s come close, with nine top-10s in the four big ones. With runner-up finishes in both the Masters and Open Championship, he’s pondered the gold vs. majors query often already.

“MY DAD, (THE MEDAL) MEANS SO MUCH TO HIM. SINCE JAPAN, HE’S JUST BEEN SO HAPPY. YOU CAN’T WIPE THE SMIRK OFF HIS FACE.”

“It’s fair to say Olympic golf is more rare than majors,” he said. “The likelihood of winning gold to winning a major, it’s a quantity-based unit. I put it in its own category, because winning a gold medal is much more than about golf. Walking around the street, non-golfers are congratulating me.



It’s something they’re watching as a patriot. To me, this has been eye-opening about how big a deal this whole thing is.”

Having said that, Schauffele badly wants to win a major. Uyeda said that when the golfer returned from Tokyo, “it was like a dog in a cage” when they talked about the next steps.

“Majors are still at the forefront for me; they’re what I wanted to win as a kid,” Schauffele said. “This gold may potentially mean more than a major, just from the family side of things, but I don’t have a major, and I’m hungrier than ever to win one.”

Always looking for new avenues of motivation, Team Schauffele has come up with a concept that only one other player in the world, Rose, could possibly consider. And it’s Xander who has, by far,

the best chance to achieve it: winning all four majors and the Olympics.

“The Golden Career Slam,” said Stefan Schauffele, the keeper of the family gold.



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HOW TO PLAY

ING Members: On the accompanying entry form, chose a player for each tournament. Include name and assigned number - i.e., Rahm – 1 - in the “Your Selection” column on the entry form.

You may pick any players you wish, even if they are not listed below. For write-ins, put the # 01. Each week you are credited in points equal to the money earnings of your selected player. Great fun all year!

A player may only be used once!!

PRIZES

Tour Edge Golf will provide a complete set of clubs and bag to the season-long winner. Other prizes 2 through 8 include Tour Edge irons, drivers, fairway woods, putters, bags and hybrids.

ABOUT TOUR EDGE

Tour Edge manufactures golf clubs under the Exotics, Hot Launch, and Bazooka brand names. Exotics products bring futuristic technologies to the marketplace with experienced designers and smaller production runs. The highly successful Exotics 721 Series is one of the recent introductions to the market.

Tour Edge staffers include PGA Tour Champions players Scott McCarron, Tom Lehman, Duffy Waldorf, Tim Petrovic and 2021 Schwab Cup Champion Bernhard Langer.

CONTACT: Jon Claffey, VP of Marketing; PH: 800-515-3343, ext. 110
EM: jclaffey@touredgogolf.com

2021 RESULTS

Top 8:

1. Phil Sokol
2. Tony Dear
3. Dave Lockhart
4. Mike Kern
5. Fred Seely
6. Tom Bedell
7. Kay McMahon
8. Rory Spears

Bob Grossi

Steve Kashul
Bill Cuebas

Maybe next year:

Bigg Jon Quick
Kevin Kane
Chuck Garbedian
Greg Wires
Reese Helens

Tom Gorman
Tony Leodora
John Ingoldsby
Bob Oliver

Chris Moore

Charles Humphreys
Bruce Vittner
Brian Stefan

Ron Lux
Len Ziehm
Josh Miller
Cody Law
Bruce Hutchinson
Greg Wise

And then there's:

John Glozek

TOUR PLAYERS' LIST

- | | |
|----------------|-----------------|
| 1. Rahm | 51. Gooch |
| 2. Cantlay | 52. Palmer |
| 3. DeChambeau | 53. Schwartzel |
| 4. Morikawa | 54. Fitzpatrick |
| 5. Thomas | 55. Grace |
| 6. Spieth | 56. Van Rooyen |
| 7. Oosthuizen | 57. Wise |
| 8. English | 58. Kirk |
| 9. Smith, C | 59. Streelman |
| 10. Ancer | 60. Champ |
| 11. Finau | 61. Kizzire |
| 12. Schauffele | 62. Grillo |
| 13. Koepka | 63. Munoz |
| 14. Burns | 64. Noren |
| 15. Kokrak | 65. Vegas |
| 16. Hovland | 66. McNealy |
| 17. Johnson, D | 67. Varner |
| 18. Matsuyama | 68. Hatton |
| 19. Scheffler | 69. Watson, B |
| 20. McIlroy | 70. Hughes |
| 21. Berger | 71. Higgs |
| 22. Im | 72. Merritt |
| 23. Horschel | 73. Laird |
| 24. Reed | 74. Streb |
| 25. Connors | 75. Swafford |
| 26. Neimann | 76. Hoge |
| 27. Na | 77. Mitchell |
| 28. Cink | 78. Poston |
| 29. Zalatoris | 79. Poulter |
| 30. Homa | 80. Griffin |
| 31. Westwood | 81. Hagy |
| 32. Kim | 82. Putnam |
| 33. Harman | 83. Frittelli |
| 34. Casey | 84. Power |
| 35. Leishman | 85. Scott, A |
| 36. Lee, K.H. | 86. Dahmen |
| 37. Hoffman | 87. Norlander |
| 38. Garcia | 88. Redman |
| 39. Kisner | 89. Steele |
| 40. Simpson | 90. Todd |
| 41. Davis, C | 91. Kuchar |
| 42. Mickelson | 92. Snedeker |
| 43. Ortiz | 93. Stuard |
| 44. Lowry | 94. Hadwin |
| 45. Glover | 95. Rose |
| 46. Bradley | 96. Woodland |
| 47. Henley | 97. Day |
| 48. Wolff | 98. Johnson, Z |
| 49. Jones, M | 99. Fleetwood |
| 50. Tringale | 100. Fowler |

2022 Tour Edge ING Fantasy Golf Entry Form			
Date	Tournament	Where	Your Selection
Jan 6-9	Sentry Tournament of Champions	Kapalua Resort	
Jan 13-16	Sony Hawaii Open	Waialae CC	
Jan 20-23	The American Express	La Quinta CC	
Jan 26-29	Farmers Insurance Open	Torrey Pines	
Feb 3-6	AT&T Pebble Beach Pro-Am	Pebble Beach	
Feb 10-13	Waste Management Phoenix Open	TPC Scottsdale	
Feb 17-20	Genesis Open	Riviera CC	
Feb 24-27	Honda Classic	PGA National	
Mar 3-6	Puerto Rico Open	Grand Reserve CC	
Mar 3-6	Arnold Palmer Invitational	Bay Hill Club	
Mar 10-13	The Players Championship	TPC Sawgrass	
Mar 17-20	Valspar Championship	Innisbrook Resort	
Mar 23-27	WGC-Dell Match Play	Austin CC	
Mar 24-17	Corales Puntacana Championship	Punta Cana, DOM	
Mar 31-Apr. 3	Valero Texas Open	TPC San Antonio	
Apr 7-10	Masters Tournament	Augusta National	
Apr 14-17	RBC Heritage	Harbour Town	
Apr 21-24	Zurich Classic of New Orleans	TPC Louisiana	
Apr 28-May 1	Mexico Open	Vidanta Vallarta, Mex	
May 5-8	Wells Fargo Championship	Quail Hollow CC	
May 12-15	AT&T Byron Nelson	TPC Craig Ranch	
May 19-22	PGA Championship	Southern Hills	
May 26-29	Charles Schwab Challenge	Colonial CC	
Jun 2-5	Memorial Tournament	Muirfield Village	
Jun 9-12	RBC Canadian Open	St. George's G&CC	
Jun 16-19	U.S. Open	The Country Club, Brookline	
Jun 23-26	Travelers Championship	TPC River Highlands	
Jun 30-Jul 3	John Deere Classic	TPC Deere Run	
Jul 7-10	Barbasol Championship	Keene Trace GC	
Jul 7-10	Genesis Scottish Open	Renaissance Club	
Jul 14-17	The Open	Old Course at St. Andrews	
Jul 14-17	Barracuda Championship	Tahoe Mt. Club	
Jul 21-24	3M Open	TPC Twin Cities	
Jul 28-31	Rocket Mortgage Classic	Detroit GC	
Aug 4-7	Wyndham Championship	Sedgefield CC	
Aug 11-14	WGC-FedEx St. Jude Invitational	TPC Southwind	
Aug 18-21	BMW Championship	Caves Valley CC	
YOUR NAME _____		DATE _____	

Entry form must be in our hands by 5 pm Thursday, Jan. 6 for you to earn points in the opening tournament

Return by email: Jennifer@Jamisongolf.com; OR mail to ING, 556 Teton St, Lake Mary, FL 32746

OFFICIAL MAGAZINE OF ING

THE GREAT UNIFIER

In An Age Of Divisiveness, Golf Can Bring Us Together

By Jimmy Roberts

(Reprinted with permission from *The Met Golfer Magazine*)



For the last year and a half, I've been working on a book with Mark Messier. In my career I've covered just about every sport there is (even, once, the world chess championship), but how I came to be joined at the hip – you'll know what I mean if you've ever written a book with someone -- with

one of the greatest hockey players of all time is both odd and makes complete sense.

We came together through golf.

Messier and I had a mutual friend and he invited us both to play golf one day. On the course, we got to talking and he said he'd read a book I'd once written – about golf – and he wondered if I might consider collaborating with him?

There's an old saying: Athletes want to be rock stars and rock stars want to be athletes ... but what they all really want is to just play golf. That might be one of the all-time understatements because it's not only athletes and rock stars -- it's everybody, or so it seems.

Through golf I've met Pulitzer Prize winners and musicians and actors. I've met bestselling authors like Stephen Dubner and Harlan Coben, and what I found is that they're actually just like me... only smarter and between them they've sold a few million more books than I ever will.

But golf is the great leveler.

That became most apparent to me in the early spring of 1997. The U.S. Open was to be played that June at Congressional Country Club, and I was intent on preparing a feature on the history of presidential golf. For decades, the sprawling layout just outside Washington D.C. had been a favorite of U.S. presidents.

I wrote a letter – we actually did that back then – to former President George H.W. Bush asking if he'd talk with me about golf and his time in office. "41" had a special connection to the game: both his father and grandfather had been presidents of the USGA.

I got a shocking phone call back. The woman on the other end said she was calling from the office of President Bush. (Initial reaction: *Oh please God, tell me they didn't vet me with any of my college room-mates.*)

"The president would be happy to speak with you," the woman was saying, "but he was hoping you'd be willing to come to Kennebunkport (Maine) to do the interview and perhaps play golf."

"Uh ... yeah. I think I can work that into my schedule."

It was the most lovely day. I shot what at the time was my best score ever – and yes of course the president signed my scorecard. Mr. Bush and his family are known for a very brisk pace of play, and we went around as a fourball in two and a half hours.

"We call it cart polo," he told me.

I knew it was going to be a special day before I even got there, but it was quickly confirmed on the first tee when the former leader of the free world sent his opening shot whizzing left over the heads of the two guys in crew cuts with earpieces, and promptly announced he was taking a breakfast ball. In that moment I knew that however different we were, we were very much alike.

After we were done, he told me that he loved playing golf when he was in office with heads of state and political foes alike. "You don't remember



me talking today about the federal reserve, or China, or the Supreme Court, do you, Jimmy?"

"No sir," I said. "We mostly talked golf."

Because that's what we mostly do. We can't help ourselves. It's one of the great things about the game.

When I was out in San Diego this year for the U.S. Open, I went to Miramar, the air base where they filmed "Top Gun" -- because, of course, Marine fighter and Osprey pilots and Navy SEALs all play golf.

The list goes on and on and on. And I hope it never stops.

One of my favorite things to do is to register as a single at Montauk Downs, the state municipal course on the east end of Long Island. Getting thrown together with three complete strangers is the quickest way to come home with a good story or two. I did it this summer and met three great guys: A father and his son from Long Island who were in the toy business together, and a software engineer from Manhattan. We talked for four hours, not about their jobs or mine. I know we had a great time, I just can't tell you exactly what we talked about...

**Hope To See You At The
PGA Merchandise Show In
Orlando, Jan. 26-28
Club-ING - Room 312B**



news

The PGA of America and PGA Golf Exhibitions recently announced the schedule of educational programming for the annual PGA Show Education Conference, simultaneous to the 2022 PGA Show, Jan. 25-28 in Orlando.

The Conference, focusing on teaching and coaching, executive management and operations tracks, plus golf retail sessions, features significantly less overlap with exhibit floor hours and post-show virtual access to allow PGA professionals and golf buyers more time with exhibitors and their peers. Detailed descriptions of the 34

PGA Show Education Conference sessions can be found at PGAShow.com.

The 69th edition of the PGA Show, the largest gathering of PGA Members and the international golf industry, will reunite the golf community in person for the first time since January 2020 due to the global COVID-19 pandemic. The PGA Show will follow all health and safety standards, based on CDC guidelines, local public health guidance and host venue protocols to support a safe and comfortable experience.

The legend of **Tour Edge Golf** ambassador Bernhard Langer continues to grow at an exponential rate as the ageless wonder continues to pull off the unthinkable. At the PGA TOUR Champions Charles Schwab Cup Championship this season, Langer won the 6th Schwab Cup of his storied career, the most of any player in Champions history.

“When we signed Bernhard to join our professional staff at the start of the 2021 season, we knew we had an all-time legend coming on board to Tour Edge,” said Tour Edge President David Glod. “To see him fight back against all the back pain he was facing this weekend was one of the most impressive rounds of golf that I have ever witnessed.”



Landon Michelson from Miami fired 203 (68-68-67) to win the **2021 Citrus Golf Trail Open** on the Deer Run course at Sun ‘N Lake Golf Club in Sebring, FL. His win earned him \$15,000, the biggest check in Minor League Golf Tour (MLGT) history.

Partners for the Nov. 30-Dec. 2 event included Citrus Golf Trail, Visit Sebring and Airstream Ventures.

As part of its partnership with Marvel Worldwide, **Volvik** presents a wide array of Marvel holiday gift selections certain to delight golfers of all ages and proficiency levels. One gift idea is the Marvel 2.0 Gift Set. The matte-finish, three-piece VIVID high-performance golf balls feature Volvik’s new oversized energy core. Each four-ball set includes a magnetic hat clip and unique super hero ball marker. Another welcome gift is the 5 Ball Marvel Assorted Pack. The new pack features Thor, Black Panther, Captain America, Ironman and The Hulk. Marvel headwear and Marvel

stand bags also are available.

Zero Friction, LLC, maker of high-quality, technologically advanced products for golfers worldwide, introduces the new TurfTee, a revolutionary product which features a two prong “fork” on the bottom of the tee which easily goes in the ground to safely repair ball marks.

“It’s essentially a two-in-one product,” said John Iacono, Founder and President of Zero Friction. “It serves as a high-performance golf tee, and also a divot repair tool. Golfers no longer have to carry two products in their pockets. TurfTee serves the dual purpose.”

The **United States Golf Challenge™** is in its 8th season of identifying the best 2 person amateur teams in the country. 8 teams in 4 flights, in two age

divisions, represent Team USA in a Ryder Cup® style competition with their Irish counterparts in the International King’s Cup™.

The road to the King’s Cup begins with a National Qualifier. National Qualifiers will be conducted throughout the U.S. beginning in February 2022. By finishing in the top 30% of their National Qualifier, teams earn their way into the USGC King’s Cup National Championship™.

The Media Group, a golf specific PR/Communications firm based out of Chicago, has been selected to manage Public Relations efforts for Shark Attack Golf, Yeti Golf and Reaper Golf Shafts.

In celebration of the **GolfWords’** Amazon launch, the company is offering GolfWords at the special price of \$199 with free shipping. The putting game and educational product usually goes for \$299.





PARTING SHOT



Charley Hull, shown here practicing with the Putting Arc, a longtime ING sponsor, broke a two-year LPGA Tour winless streak back in October. She shot 65 in the final round to chase down World No. 1 Nelly Korda and win the Aramco Team Series title in New York. Yet another Tour win for Putting Arc.



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