

ENERGIZ

THE OFFICIAL MAGAZINE OF ING



INTERNATIONAL

ING

NETWORK OF GOLF

SCHEFFLER DOMINATES AT AUGUSTA

Plus:

**Tiger Woods Survives,
And Looks To The
Future**

**Company
Profile**

Zero Friction

Tour Edge
**Are you an
E or a C?**

Follow Us & Like Us On

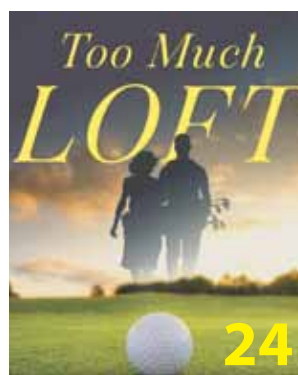


TRAVEL: KAPALUA KEEPS EVOLVING & GETTING BETTER

TABLE OF CONTENTS



- 4.** Scheffler: "Hello World" - *Gary Van Sickle*
- 8.** Humpty Dumpty Is Back - *Adam Schupak*
- 10.** Golf Rules Headed For Tiers? - *Ed Travis*
- 12.** Wheels Turning At Zero Friction
- 14.** Tour Edge Irons: Are You E Or C?
- 22.** Sad Goodbye To Dinah - *Ken Van Vechten*
- 24.** Novel Excerpts From "Too Much Loft"
- 28.** Travel: Kapaula Evolving - *George Fuller*
- 36.** Member News



CONTACT:

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

LEADERSHIP

Executive Committee

President
John Glozek, Jr.
Golfing Magazine

Mike Jamison
Jamison Golf Group

Tiss Dahan
Dansko Footwear

Tony Leodora
TL Golf Services

Staff

Executive Director/
 Editor
Mike Jamison

Membership Director
Linda Jamison

Membership Coordinator
Jennifer Dixon

Advisory Board

Ron Garl
Ron Garl Golf Course Design

Holly Geoghegan
Golf Marketing Services

Mike Kern
Freelance Golf Writer

Cody Law
Citywide Golf Solutions

Kay McMahon
eduKaytion Golf

Rachel Riley
Valley Forge/Montgomery Co.

Brian Stefan
Zeus Digital Marketing

Fernando Vega
Total Golf Trainer

Joe Wieczorek
The Media Group

Len Ziehm
Freelance Golf Writer

ARE YOU AN **E** ...OR A **C**?



INTRODUCING THE ALL-NEW 722 SERIES

With our Exotics 722 designs featuring Extreme Spec and Competition Spec models, we've got the perfect performance characteristics dialed in for every swing type and player preference.

We've loaded 722 with all the tech you need to perform your best, from our Ridgeback™ support system in the drivers, our revolutionary RyzerSole™ in the fairways and hybrids, our powerful VIBRCOR™ in the irons and Diamond Face VFT™ face technology throughout the series.

The only question that remains is....Are You an E...Or a C?



Tour Edge
EXOTICS

HELLO WORLD?

Scheffler Dominates At Augusta To Continue Historic Run, But Is It A Hot Streak Or A New Standard?

By GARY VAN SICKLE
(Reprinted from Morning Read)

AUGUSTA, Ga. — Your new Masters Tournament champion isn't just the hottest player in the world or just the best player in the world.

Think bigger, much bigger.

Scottie Scheffler was so dominant through four days of tough conditions at Augusta National Golf Club last week that he had the luxury of four-putting the 72nd green to win by... three strokes. The world just watched this easy-going, smiling Texan (who was actually born in New Jersey) go from zero to legend in eight weeks with four impressive victories. It's a rush to judgment but a considered rush — Scheffler may be golf's king of the hill for the rest of this decade.

This Masters had the feel of, "Hello, world."

Tiger Woods greeted the world with that line when he played his first tournament as a pro in Milwaukee. You know what happened next, 82 times. All right, it's not fair to compare anyone to Tiger Woods but it can't be helped. Scheffler, 25, won the Masters on his third try. So did Woods. This Masters win was his fourth PGA Tour victory. Ditto, Woods.

Ultimately, Woods proved to be among the best players on tour in nearly every statistical category, save driving accuracy. Scheffler isn't quite that precise but he has the length, the iron game and his chipping and putting are as good as anyone else in golf, if not quite Tiger-esque.

Australia's Cameron (The Mullet) Smith had been proclaimed the game's best putter since he one-putted 13 times in the final round during his Players

Smith put up a good fight until the 12th hole, where he lost a shot into Rae's Creek and made triple bogey. Rory McIlroy finished runner-up with a sizzling back-door 64 while Smith and Ireland's Shane Lowry shared third, two strokes behind McIlroy.

Any tournament winner looks impressive the week he wins but Scheffler has been doing this for two months. After he did it in college at the University of Texas. After he dominated Texas junior golf. Does that sound like anyone else you know who likes to wear red shirts on Sunday and won five Masters?

No one stroke of genius won this Masters for Scheffler. Dozens of them did. None were more dramatic, perhaps, then on the short par-4 third hole Sunday. Smith started out birdie-birdie to cut Scheffler's three-shot lead to one. It seemed like "game on." What happened next was something historians will call "The Pillow Fight in the Sun."

Smith hit driver left of the green near the pillar holding up the leaderboard. Scheffler hit it longer and farther left, possibly caroming off a concession stand neatly hidden in the trees, or possibly bouncing off a couple of fans. Several patrons holding beers



Championship victory last month. They were paired together in the final twosome Sunday and it was Scheffler who was better on and around the greens.



provided that information, so don't inscribe it in cement.

Scheffler was under a tree and may or may not have had a swing, but the scoreboard was his line of sight so he got relief and took a drop about 25 feet away. It seemed like a lucky break. Then he hit his pitch shot heavy and watched it land well short of the green and run back down the bank. Advantage, Smith. Oops. Smith committed an instant replay and his ball rolled down the bank until it stopped next to Scheffler's.

The fabled Masters pressure was getting to these guys, perhaps. Then Scheffler punched a low, hard chip bounced near the top of the bank. Gallery members gasped and "Noooo!" was heard

from more than one of them. From below the green where they were standing, however, they couldn't see that the ball carried onto the green, checked up slightly and ran pleasantly into the flagstick and dropped for the most timely and unlikely birdie. When the fans on the other side of the green erupted in cheers, they figured out Scheffler had holed it. Scheffler, meanwhile, casually gave a small fist pump and acted as if he'd expected it to go in. That was a pro move after a potential turning point.

Smith tried to hit a high pitch, couldn't stop it near the green, and made bogey. Scheffler's lead was restored to three and the spectators were buzzing about the stunning turnaround they'd seen.

"That's insane," a fellow with an English accent wearing a Masters logo shirt said to no one in particular. He then added, "That's composure, isn't it?"

A short, weight-challenged fan wearing an Auburn cap told his buddies as they left the scene, "That was cool as s---!"

A college-aged female fan told her male friend, "He hit like three people over there and then he made a hole-in-one and ..." Her friend interrupted to point out it was Scheffler's third shot. "Well, whatever!" she replied. "How the hell do you even do that?"

Scheffler did it. He was magic with his wedge all week.

"What was most pivotal was getting that ball up and down," Scheffler said of his third-hole

miracle. “To have it go in was obviously off the charts. Parring 4 and 5 was huge, as well. After that, I just started cruising. My swing maybe felt a little bit off but other than that, I feel like I wasn’t ever really going to make a bogey.”

It’s never that easy on a Sunday at the Masters. Smith battled back to cut the lead to three by pouring in a lengthy birdie putt at the 11th hole, only the second birdie there Sunday. He had some momentum and was heading into the decisive part of the back nine.

He got up first at the par-3 12th, flared his iron shot and knew it was bad as soon as it left the club-face. It splashed in Rae’s Creek well short of the bank. Smith dropped, then flew his wedge shot over the green and the disaster resulted in a triple bogey.

That was realistically the end of the drama of this Masters, despite a heroic rally by McIlroy, unless Scheffler did something stupid and hit it into the water somewhere. He didn’t. He laid up at 13 and made par, stuck it close off the backstop at 14 for birdie and went for the green at the par-5 15th in two with a 5-iron, sending



it just over the back of the green. That turned into another birdie. He was suddenly five strokes up with three to play.

“I just tried to keep hitting good shots,” Scheffler said. “That’s all I was thinking about.”

After missing a pair of short-ish second and third putts on the final green, Scheffler finally batted in the winning putt for double bogey. Then he hugged his caddie, Teddy Scott, who’d been on the bag for both of Bubba Watson’s Masters wins, and began to feel the enormity of the moment.

The big question about Scheffler is whether he’s on a run or whether this is a new standard he has reached and will stay at.

“You get on these hot streaks and you’ve got to ride them out because they don’t last forever,” said Justin Thomas, who tied for eighth. “But it’s not like he is winning small events or the Bahamas where it’s 20 players. He is winning World Golf Championships. He is winning a major. It’s really, really impressive to see someone so young handle a moment so big so easily.”

After Scheffler won the Match Play title and reached No. 1 a few weeks ago, he got emotional when asked about the accomplishment and said, “I never dreamed this big.”

The Masters is an even bigger dream and now, Scheffler will be coming back to Augusta National for the rest of his life. “That’s the coolest part about this whole deal,” Scheffler said. “I can’t believe it.”

This dream is real. He’s got the green jacket to prove it.





cobra



RAD_{SPEED}

RAD FORGIVENESS

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

Humpty Dumpty Is Back Together Again

Tiger Woods Survives, And Looks To The Future

By Adam Schupak

(Reprinted with permission from Golfweek)

AUGUSTA, Ga. – They put Humpty Dumpty back together.

It took all the king's horses and all the king's men, but Tiger Woods played four rounds this week at Augusta National.

"Humpty Dumpty is glued and hopefully good enough," he cracked to Golf Channel on the eve of the tournament.

Woods shot a pair of 78s over the weekend, his highest score in the Masters, limping to the finish line, but smiling to the end.

Nearly 14 months after being involved in a gruesome, high-speed single-vehicle accident, Woods did the unthinkable. He thanked his surgeons, his physios and physical therapists, his team as he collectively called them. It was so remarkable when he flew to Augusta to play 18 holes (plus the par-3 course) with son Charlie and test his surgically repaired leg that he nearly broke the Internet.

He termed himself a 'game-time decision' for the Masters, but there he was on Monday of tournament week to play a practice round with pals Fred Couples and Justin Thomas. Seemingly every patron with a badge on the grounds at Augusta National had to see it for themselves. They were jammed 10 deep, children on the shoulders of parents, and

adults craning their necks to see, if they were lucky, the top of his backswing. It was real and it was spectacular.

How much pain he's endured, we'll never know for sure.

"The people who are close to me understand. They've seen it," Woods said. "Some of the players who are close to me have seen it and have seen some of the pictures and the things that I have had to endure. They appreciate it probably more than anyone else because they know what it takes to do this out here at this level." Thomas, one of the few to see behind the curtain, was asked to describe his reaction to seeing Tiger's leg. "Horrificed," Thomas said.

And yet, Tiger opened with 71 in the first round.

On Friday, when he opened with four bogeys in the first five holes, a round in the 80s felt like

said on Saturday. "Each and every day is a challenge. Each and every day presents its own different challenges for all of us. I wake up and start the fight all over again."

In the third round, a wintry chill provided another obstacle for Woods to overcome. His limp became more pronounced as the day went along and by the time he walked off from his press conference he winced in pain and didn't even try to disguise it. Yet his ball striking remained strong; it was his putter that showed rust as he took four 3-putts and a 4 putt. He ranked 51st of 52 players in the field in total putts on Saturday with 36.

"I just could not get a feel for getting comfortable with the ball. Posture, feel, my right hand, my release," he said. "I just couldn't find it."

Given that Woods, who won his first of 15 majors here 25 years

"I've seen enough this week that we should be really excited about the summer ahead." --
Paul McGinley

a distinct possibility. But it wasn't time to fuel Air Tiger for the flight back to Florida. Just when you thought the Tiger Woods story couldn't get more epic, he made the cut at the Masters 14 months after almost losing a leg.

"I fight each and every day," he

ago, said he came here with the goal to win a sixth Green Jacket, you almost wanted him to withdraw and save going through all the pre- and post-round rituals necessary to play.

"Hopping in those ice baths, doing those a number of times a

day, those do really suck, but it works,” he said.

Walking Augusta National is the equivalent of setting a StairMaster on a vertical setting of 11. Why do it? Why endure it again? Was it worth it, he was asked.

“This tournament has meant so much to me and my family,” he explained.

Two-time Masters champion Ben Crenshaw may have explained it even better than Tiger could have, saying simply, “He’s doing what he loves.”

On Sunday, Tiger made just one birdie – at the second – hit a pitch left handed at 13 and made a double at 17 en route to a 72-hole total of 13-over 301. But the final tally was immaterial. He already won just by making it to the starting line. He alternated between using his driver and putter as a cane of sorts near the end of his weekend rounds. When asked how much pain he was in, he smiled wanly and said, “Uh-huh.”

Earlier in the week, Woods compared his team that worked on his body between rounds to a NASCAR pit crew.

“I go ahead and break it out there, they go ahead and repair it at night,” he said. “I’m good at breaking it. They’re good at fixing it.”

During an explanation of what changes to his swing he’s had to make to compensate for his myriad injuries, Woods gave his most revealing answer as to the challenges he faces in this latest comeback:

“The ankle is not going to move. I got rods and plates and pins and screws and a bunch of different things in there. It’s never going

to move like it used to,” he said.

“The more important thing is the ankle is always going to be an issue, but more importantly, if I play golf ballistically, it’s going to be the back. It’s fused. So it’s the levels above and below that are going to take the brunt of it.

“Watching him walk, gosh, I cry on a paper cut. For him to be able to walk and make the cut is pretty spectacular.” -- Bubba Watson

“If I can’t push off, I can’t rotate as well, and fortunately, I’m still generating enough speed. My ball speed is at 175-ish when I hit it good, so that puts shearing on the back. I already had back issues going into this, and now this kind of just compounds it a little bit.”

On Sunday, Charlie and daughter Sam were in his gallery along with mom, Kultida, and his girlfriend, Erica Herman. Nike’s founder Phil Knight wore red and black, too. Former U.S. Open champion Bryson DeChambeau, who missed the cut, and amateur Aaron Jarvis, the Latin American Amateur champion, were among the throngs of patrons who cheered Tiger on.

“I think it was a positive, and I’ve got some work to do and looking forward to it,” Woods summarized of the week that was, during which he had us believing in the impossible again. That’s what Tiger does. Bubba Watson called it “the inspiration of Tiger.”

“Watching him walk, gosh, I cry on a paper cut,” Watson said. “For him to be able to walk and make the cut is pretty spectacular.”

If Tiger can play again at the highest level and not just in ‘hit-

n-giggles,’ something that seemed far-fetched when he was lying in a hospital bed for months, then how far-fetched is it to believe that he can win an 83rd title or –gasp – another major.

“I’ve seen enough this week that

we should be really excited about the summer ahead,” Golf Channel analyst Paul McGinley said. “We’ve got three major championships coming up and you can bet your bottom dollar that he’ll be competitive in at least one.”

Next up is the PGA Championship at Southern Hills in May. Tiger was non-committal about teeing it up in Tulsa, where he won in 2007, but he said he would be at the 150th British Open at the Old Course at St. Andrews. Does he need rest or reps? Only time will tell but if we learned anything this week it is that we haven’t heard the last from Tiger, the golfer.

“We’re excited about the prospects of the future, about training, about getting into that gym and doing some other stuff to get my leg stronger, which we haven’t been able to do because it needed more time to heal,” he said. “I think it needs a couple more days to heal after this, but we’ll get back after it, and we’ll get into it.”

The glue has dried and Tiger is ready to climb back atop the wall.

Good For Thee, Not For Me?

It Appears Golf Is Headed For A Split In The Rules In Order To Harness Distance At Higher Levels Of Play

By ED TRAVIS



Golf's ruling bodies, the R&A and USGA, are just steps away from dictating elite players (top amateurs and professionals) should play with equipment different from recreational golfers.

From a March 16 press release covering recent results in the Distance Insight Report, a split or bifurcation in the Rules of Golf as they apply to equipment to curb the distance the ball travels, is under active consideration. Elites will play with drivers, which are viewed as the culprit, constructed in such a way to restrict the distance the ball travels while regular golfers will be allowed drivers that in theory can hit the ball farther.

The latest part of the process has been restricting the allowable length of clubs to 46 inches and the ruling bodies have put manufacturers on notice of changes to the testing criteria for balls and clubs. Specifically, they are going to investigate the effects of moving the clubhead speed up 5 mph to 125 mph along with new standards for the ball launch angle and spin rate. The aim is to test with conditions more closely modeling those elite players are achieving, and the test results could then be applied to the standard for ball initial velocity.

The Associations' premise is since some players are hitting tee shots farther older courses are being made obsolete necessitating more land and other resources to retain the integrity of the game. Both the facts and their interpretation have been challenged and though dissenters may have been heard, they have not been listened to.

The rules split may be a benefit to recreational players due to part of the study that could lead to the

removal of a limit to the amount of rebound or MOI a club face may have. Dropping the present restrictions to MOI gives average players the potential to generate more distance without swinging faster. This is being seen as a good thing, but the gain will be minimal though none of us would complain of driving the ball a few (five?) yards more.

It seems safe to assume the decision has been made to split the Rules of Golf (the word bifurcation is totally unpleasant) into us-and-them or perhaps the haves-and-have nots. In any case, several important questions remain to be answered.

How will the classes of players, elite and non-elite, be determined? It's not that weekend warriors will play restricted lower-performance clubs...no one wants to hit it shorter, but how will the level of skill or elite-ness be measured. By handicap? Average driving distance? Type of competition? Touring professionals only? College players? High School? Looks like a minefield of even more regulation to tiptoe through.

Will the restricted equipment rules apply only to males? Ladies have been hitting the ball farther too, but the Associations' focus seems to be only on men, but women usually play from tees more forward so female long drivers may be causing a problem too. Segregating the Rules of Golf by sex would be a first.

Club manufacturers will have to reassess club marketing since drivers will not be "just like the ones played on Tour." Indeed, an undeniable charm for fans is comparing our efforts with the stars though granted for some of us it may take a lot of imagination. If the rollback in distance is 10% then Rory's 330-yard blast will only be 297-yards but done with a club that fans can't buy so how can it be promoted?

Will Callaway, Acushnet, TaylorMade, Cobra, Ping, etc., who spend millions on player endorsements, allow their business plan to be made obsolete? It will certainly bring into question the business sense of paying for star endorsements if they aren't resulting in purchase of new clubs.

How does restricting driver performance affect club technology innovation. The quest for improved designs, materials and engineering is both expensive and time consuming and without a viable way to connect the "restricted-tech" clubs used by professionals with the new "latest and greatest" allowed for recreational golfers a whole new marketing strategy is called for.

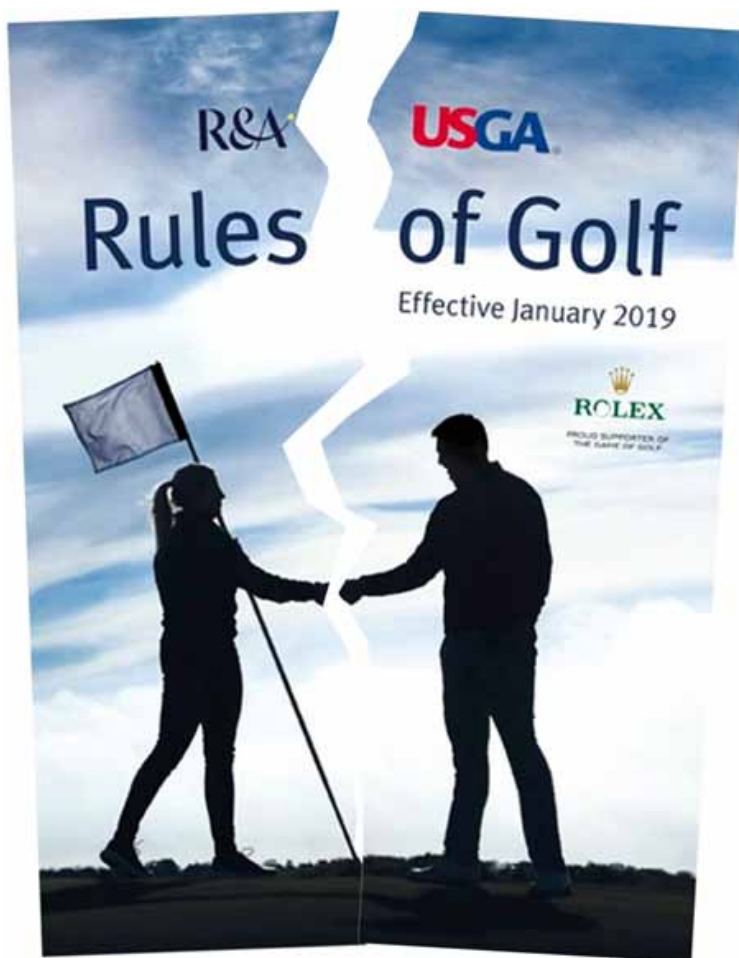
What will be done with the golf ball for elites? "Rolling back" the ball may have been considered but discarded for now to concentrate on drivers, but ball performance changes will be another minefield not easily negotiated.

The Associations have said little regarding improved player fitness and athleticism not to mention the extensive use of computerized swing analysis. Performance gains in this area are almost sure to continue. What happens if elites' driving distance continues to increase even with restricted equipment?

Driving distance is also influenced by course conditions such as firmness of the fairways which has also not been addressed. (A friend told me recently he felt that fairways on Tour courses rolled about as fast as the greens when he was a kid.) Elites train to take advantage of this with drivers dialed-in for the best launch angle and spin rate for the maximum carry distance and roll. Many of the courses played by the Tour have generous fairways and little rough reducing any premium on accuracy and giving distance a disproportionate role.

How will the professional tours react with this curbing of players performance? The PGA Tour is in the entertainment business and may not want to hurt their product by reducing the thrill and fan interest in long hitting by complying with the USGA and R&A. We might see certain drivers allowed in regular Tour events but not allowed in the U.S. Open or British Open. Won't that be a mess.

The USGA, and R&A have fixed their minds on



the idea the ball goes too far and not wanting to have a repeat of the debacle when they tried to ban square grooves took a roundabout path to give the impression the subject was open to debate.

This raises the larger question of USGA and R&A relevance to recreational players and our opinion of splitting the Rules of Golf segregated by classes of players or sex. The USGA and R&A are again venturing into the great unknown and it's a void labeled "Does Anybody Care." Their desire to turn back the clock reflects a prejudice against progress, innovation and the future and while it certainly can be bullied through the cost may be too high.

Ed Travis is a national award winning golf journalist and has had a life long love affair with the game. He has competed in tournament golf both as an amateur and as a senior professional and though his competitive days are behind him he still plays regularly and carries a handicap of 4. He and his wife live in suburban Orlando.

Wheels Keep Turning for Zero Friction

By Joe Aguilar

Reprinted with permission from **GOLF CHICAGO**



The man whose wheels are always spinning — and whose new three-in-one golf bag puts a literal spin on an age-old product — stops in mid-sentence. He cannot suppress a proud smile.

"We'll get emails: 'I've used my golf glove for 100 rounds,' and they'll send us a picture of it," said John Iacono, CEO/President of Oak Brook-based Zero Friction, and inventor of the one-size-fits-all golf glove. "[The glove] certainly has been run through the mill at that point," he said, chuckling. "But they're like, 'I just love my glove so much.'"

He pauses, again beaming like a kid on Christmas morning.

This time, though, it's the 63-year-old Iacono who is grateful. And if his current and future customers embrace his new products, several others of which are targeted to be available this year, his smile will only grow.

It was only about 20 years ago that this Melrose Park native and Holy Cross High School graduate was busy building what he called the 'the largest dowel pin company in America.' Then one day while setting up a factory in China to produce dowels, he had a light-bulb moment. It wouldn't be the last time. The wood golf tee derives from a wood dowel, Iacono notes, and before long he started wholesaling tees.

Along the way, he set up Excel Dowel company.

There wasn't much profit in making just golf tees, however and Iacono knew his product needed a performance factor. So, the then teenage high-handicap golfer Iacono thought like a teenage kid. "We all like a pooched-up, flier lie out of the rough so I chose to recreate the psychological sensation and physical performance of a pooched-up, flier lie."

So in 2005, one of the first plastic, three-pronged golf tees was born. In fact, Iacono

patented it. He traveled to PGA Tour events, stuffed his pockets with his tees and dropped handfuls in small piles at hitting stations on the driving range, hoping a pro might pick up one, tee up a ball, and watch it fly.

By carving out 66% of the tee's surface coverage, thus creating more ball-to-face contact and less spin, his three-pronged tee proved to get five more yards of distance. Furthermore, he claims, shots don't leak off target as much.

"I remember being with Kenny Perry at Riviera Country Club," Iacono said of the 2009 Masters and 1996 PGA Championship runner-up. "We were walking down the fairway. We had an endorsement deal with him. He said, 'John, I will always play Zero Friction tees. I don't know what it is. I am always inside the first cut.'"

According to Iacono, Zero Friction was the official tee of the Open Championship at Turnberry in 2009 and that about 100 golfers using his tees have won Tour events. While he says the three-pronged tee propelled his business, he would eventually stumble upon the one-size-fits-all glove.

A caddie at Oak Park Country Club, he remembers the pro shop being stocked with gloves in all different colors that matched the stretchable Sansabelt pants that every golfing man wore. Logistics changed all that.

Iacono explains that one men's glove comes in 11 sizes, from small through XXL, including cadet. It would take up too much space on the pegboards in pro shops and sporting goods stores to have, say, a FootJoy glove not only in 11 different sizes



but in several different colors. While shopping for a black glove one day and frustrated with the lack of options, a light-bulb in his head flickered again.

In a sea of white [gloves], all was not right. What if he could come up with a compression, taut-fitting glove? "I actually canceled my golf game that day," came back to the office, and spent the next year developing the glove."

He elicited the help of his UPS sales rep, Randy, whom lacono described as "6' 5" and 270 pounds." lacono traced Randy's hand on a piece of paper, then traced his own medium-cadet-sized hand inside of it. He shipped his sketch to a factory, which ultimately delivered a one-size-fits-all glove that lacono patented. Guaranteed by Zero Friction to fit or receive your money back, it features a three-dimensional fit system, expanding and contracting in height, width, and length.

Today, the glove is sold nationwide and in about 20 countries.

Among the users of the glove is former Chicago Bears long snapper Patrick Mannelly, who hosts the NBC Sports Chicago show 'Golf 360' and plays to a 4 handicap. At 6' 5" Mannelly wears a size XXL in a traditional glove.

"I think they're fantastic gloves," Mannelly said of Zero Friction's one-size-fits-all. "I was pretty skeptical [at first]. I'm like, 'How the heck can one glove fit my giant mitts and then somebody

else's smaller mitts?' I saw [the glove] and thought there's no way this glove is going to fit on me. But with the technology he's come up with, it slides on perfectly, and it fits better to me than some of the other gloves that are out there just because it's so tight and forms to your hand. I couldn't believe it. I've fallen in love with them."

New in 2022 for Zero Friction is the TheraTech glove, which lacono developed in conjunction with neurologist Dr. Conor O'Brien from Dublin, Ireland.

O'Brien was seeking to design a glove to help golfers who suffer from hand or wrist pain. The repetitive hitting of a golf ball can cause such damage. Golfers with carpal tunnel or a bone injury could benefit from the glove as well.

Zero Friction's TheraTech glove features a padded area in the palm and uses copper-infused technology to reduce inflammation. Zero Friction revealed it at the 2022 PGA Show in January in Orlando, where the company also unveiled its one-of-a-kind Wheel Pro pushcart bag.

lacono says the idea for his three-in-one bag/push cart had been percolating in his mind for about six years. The bag works as a traditional carry

bag, with two retractable legs and two wheels that are each 11 inches in diameter. The wheels attach to a cart trolley and patented base featuring axles that allow for the wheels to pop on or off in seconds. With clubs, the bag weighs about 15 pounds, or about half the weight of a traditional bag.

It retails for \$349 and comes in navy, black, and gray.

"The response we got at the PGA Show was overwhelming," lacono said.

In just two years, Zero Friction has gone from manufacturing zero golf bags to producing a series of five. Also new is the aptly named Pencil bag that holds about 12 clubs, despite weighing less than five pounds. Zero Friction's traditional stand bag comes with a 40-inch Tour towel and glove (\$199 retail).

Zero Friction also has a new golf tee, which doubles as a divot repair tool. The TurfTee features a "fork" at the bottom to properly repair a divot mark on a putting green.

Zero Friction makes golf balls, too, and this summer plans to launch its B52, two-piece ball that retails for \$19.99 for a box of 15 balls. Each sleeve contains a three-pronged Zero Friction tee.

"I'm not here to compete with Titleist or other of the golf industry giants," explained lacono, who thrives on innovation and pushes boundaries in the golf industry with cutting-edge products and ideas. "They are very good at what they do, and they make great quality products. But we are going to make products that are different and strive to build our own customer base and go in our own direction."

lacono studied marketing and management at Northern Illinois University, was accepted to law school at John Marshall and worked briefly in the corporate world for Toyota. His personal office in west suburban Oak Brook is big enough to set up putting and chipping areas. It features rich, dark wood walls, a big window with a fifth-floor view, a fireplace, and enough vi-

brant-colored golf balls, tees, and gear to brighten a cave. His man cave is one he doesn't take for granted.

"He's definitely a go-getter," Mannelly said. "He's always thinking and the gears in his head are always turning – how he can improve his product, get new products out there and the like."

"I always strive to constantly think a bit outside the box from a product standpoint, performance standpoint, and technology standpoint," lacono said. "Things don't need to be complicated. The world's complicated enough."

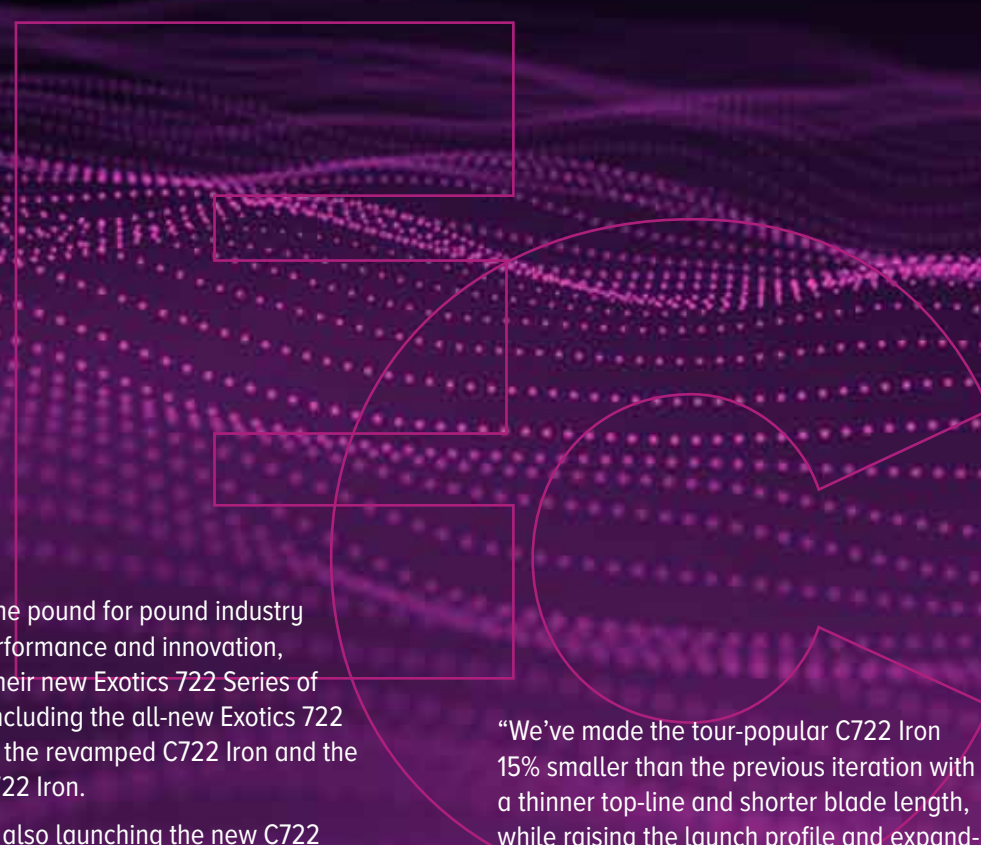
And with that he grins. Another idea surely is spinning in his head.



Reprinted with
permission from
Golfing Magazine

TOUR EDGE DEVELOPS NEW EXOTICS 722 SERIES IRONS WITH VIBRCOR™ AND DIAMOND FACE™ TECHNOLOGIES

Two New Irons and a New Ti-Utility Iron Complete the 722 Series Launch



Tour Edge, the pound for pound industry leader in performance and innovation, introduces their new Exotics 722 Series of golf clubs, including the all-new Exotics 722 Series irons, the revamped C722 Iron and the perfected E722 Iron.

Tour Edge is also launching the new C722 Ti-Utility Iron as part of the 722 Series.

Both the Extreme (E) and Competition (C) ranges feature new technologies and setups designed to produce different playing characteristics targeting a specific player looking for unique performance qualities.

“We’ve made the tour-popular C722 Iron 15% smaller than the previous iteration with a thinner top-line and shorter blade length, while raising the launch profile and expanding the sweet spot on the E722 Iron,” said Tour Edge founder and President David Glod.

“With the new C722 Ti-Utility, we’ve taken one of the most played utility irons on the PGA TOUR Champions, thinned out the topline and added some adjustability, as well as increasing ball speed to make this one of the fastest utilities you will find anywhere.”

The new ultra-premium, high-performance Exotics 722 Series is now available for purchase worldwide.



Both the
Extreme (E) and
Competition (C) ranges
feature new technologies
and setups designed to
produce different playing
characteristics targeting
a specific player looking
for unique performance
qualities.

ARE YOU AN



?

... OR A



?



EXOTICS E722 IRON

FEATURING VIBRCOR, DIAMOND FACE VFT



This extreme distance and forgiveness iron is loaded with tech, including Tour Edge's revolutionary VIBRCOR™ technology and the breakthrough Diamond Face VFT™ technology that gives these irons incredible power and feel.

This larger iron head with a 360° undercut design features a thicker topline, more offset and higher launch angles, as well as extreme distance through stronger lofts from iron to iron.

Dual VIBRCOR Technology

The Exotics E722 Iron consists of a high-grade TPU strategically placed in the deep 360-degree undercut pocket to create a speed-inducing and feel-enhancing technology called VIBRCOR.

VIBRCOR works in partnership with the extremely thick, yet light TPU layer to further aid the feel of the clubhead, produce faster ball speed, dampen sound and shock and to create perimeter weighting around the entire clubhead for maximum forgiveness and power off the face.

360° Undercut Design

The design is a one-piece high-strength steel body with a 360-degree undercut design. It lowers the CG to produce a higher launch, increased face flexing, ball speed and overall distance across the entire face.

Extreme Toe Weighting

Extreme Toe Weighting is achieved high on the toe in the rear portion of the club along with a new toe weighting pocket. This dual toe weighting elongates the sweet spot to achieve a higher MOI and strategic CG positioning right behind center face and further optimizes the sound and feel of the iron.

Full-Face Diamond Face VFT Technology

The E722 Iron features a full-face Diamond Face VFT technology in which 103 different diamond shapes behind the face function as mini trampolines to create faster ball speeds and expand the sweet spot to outer areas of the face so that the full face of the iron is covered.

SpeedTested Shafts

Every shaft in the Exotics 722 Series has been SpeedTested to find the optimal custom shaft pairing for every flex, determined by robotic testing, and validated by player testing.

Power Lofted

A modern long-distance game improvement iron design that will provide extra distance with the same apex height expected from each iron. The lower and deeper CG allowed the E722 irons to be power-lofted to create distance and lower spin rates, while achieving the same launch characteristics as a standard lofted iron.

Available Lofts in Right-Handed and Left-Handed

#4 iron/19°, #5 iron/21.5°, #6 iron/24°, #7 iron/27.5°, #8 iron/32°, #9 iron/37°, PW/42°, AW/46°, GW/51° SW/56°

RETAIL PRICE

\$114.99 each in graphite
\$799.99 /7-piece set in graphite

\$99.99 each in steel
\$699.99 /7-piece set in steel





EXOTICS C722 IRON

FEATURING VIBRCOR, DIAMOND FACE VFT

This player's distance iron is loaded with tech like the dual VIBRCOR™ technology inside the clubhead and the breakthrough Diamond Face VFT™ technology that give these irons incredible power and feel.

This more compact design takes a player's distance iron design and brings it even further into the realm of a player's iron.

Player Preferred Shaping

The Exotics C722 Iron features a 15% smaller clubhead than the previous iteration with a shorter blade length and a thinner topline. The more classic shape of the C722 features more traditional lofting from iron to iron.

Dual VIBRCOR Technology

The Exotics C722 Iron consists of a high-grade TPU injected into the hollow-body pocket to create new speed-inducing and feel-enhancing technology called VIBRCOR.

VIBRCOR performance gel is injected into the hollow-body cavity to work in partnership with an extremely thin, yet light TPU layer to dampen sound and shock and to produce faster ball speed at impact.

Military Grade Maraging Steel

The design is a 2-piece cast body with a forged high-strength Military-Grade Maraging Steel Face that is plasma-welded onto the 17-4 stainless steel body. This ultra-high-strength steel is used in aerospace, and other applications which require a high strength-to-weight material, allowing Tour Edge engineers to produce a significantly thinner face.

Full-Face Diamond Face VFT Technology

The C722 Iron features full-face Diamond Face VFT technology in which 92 different diamond shapes behind the face function as mini trampolines to create faster ball speeds and expand the sweet spot to outer areas of the face so that the full face of the iron is covered.

Hollow Body Design

This hollow-body iron design of the Exotics C722 Iron offers extreme perimeter weighting to create the distance and forgiveness of a metalwood combined with the feel and control of a forged iron set. The hollow body design allows for increased face flex, and ability to have a thinner face and a deeper CG in a thin-sole iron design.

SpeedTested Shafts

Every shaft in the Exotics 722 Series has been SpeedTested to find the optimal custom shaft pairing for every flex, determined by robotic testing, and validated by player testing.

Available Lofts in Right-Handed

#3 iron/19°, #4 iron/21°, #5 iron/23°, #6 iron/26.5°, #7 iron/30°, #8 iron/34°, #9 iron/39° PW/44°, AW/49°



RETAIL PRICE

\$144.99 each in graphite
\$999.99 /7-piece set in graphite

\$129.99 each in steel
\$899.99 /7-piece set in steel

Race to the Top: Collin Morikawa's Meteoric Rise

By Gary Van Sickle

(Reprinted with permission from *FORE Magazine*' winter issue)

You just finished watching golf in 2021, one of golf's best years in recent memory. Here's your brain-teasing question: If you could have the career of any PGA Tour player over the next 10 years, which player would you choose?

Jon Rahm? Good answer. He's got the whole package, one U.S. Open title already and a hunger for more.

But with respect to Rahm and other impressively skilled major winners such as Bryson DeChambeau, Rory McIlroy, Brooks Koepka, Justin Thomas and



Jordan Spieth, your answer should be Collin Morikawa.

He doesn't have the massive power of DeChambeau or McIlroy or the deadly putting of Spieth or Patrick Cantlay, but Morikawa has an iron game that rivals Tiger Woods (or Johnny Miller or Lee Trevino, for you old-timers).

Iron play is the basis upon which most major championships are won. That's why at 24, barely on tour for two years, Morikawa already has six victories, including two majors (2021 Open Championship, 2020 PGA Championship) and a World Golf Championship.

Two Southern Californians have carried professional golf for the past three decades — Woods, from greater Los Angeles (Cypress) and Phil Mickelson, from greater San Diego. Now another — Morikawa, from La Cañada Flintridge — is a candidate to accept the torch.

A star junior player growing up at the nine-hole Chevy Chase CC in Glendale and later an All-American at the University of California, Berkeley, Morikawa is unimposing at 5 feet 9 inches, 160 pounds. Gary Player wasn't big, either, and captured nine major championships at a time when he had to beat Jack Nicklaus and Arnold Palmer at the height of their powers.





Morikawa was the real story of 2021 golf. He'd already won the 2020 PGA Championship, thanks to one of the most memorable shots in PGA history, a driver to seven feet for eagle on the par-4 16th, the PGA's 70th hole. He added the 2021 Open Championship and the Race To Dubai, the grand finale of the European Tour, which has rebranded itself as the DP World Tour. He was the first American to claim the title.

Since turning pro a little over two years ago, Morikawa has won almost 10 percent of his starts. He's batting .250 in the majors — two wins in eight starts. He's the first player to win in his debut in two different majors, the PGA and the Open. Nobody ever won two majors faster than Morikawa, at least not in modern golf. He tasted links golf for the first time just a few days before the Open Championship at Royal St. George's, where he won. This is Mozart stuff.

THE IT FACTOR

Word started to get out about Morikawa last summer when Golf Channel analyst Brandel Chamblee correctly picked him to win the Open Championship, saying Royal St. George's had a track record of identifying the game's best

ballstriker, a title he put on Morikawa.

"Unlike Tiger, Morikawa is an extremely straight driver," Chamblee told the network's viewers. "He just needs to putt average and he will ... win."

It's a long way from Chevy Chase CC and its nine holes, 10 greens and 36 tee-box combinations to the Open Championship, but Southern California has produced more than its share of champions over the years, such as SCGA Hall of Famers Billy Casper, Mickey Wright, Craig Stadler, Gene Littler, Corey Pavin and future honorees Phil Mickelson and Woods.

Then there's San Diego's Xander Schauffele, gold medalist at the Tokyo Olympics last summer, and rising star Matthew Wolff, born in Simi Valley and raised in Agoura Hills, about 30 minutes from Morikawa's home near the San Gabriel Mountain foothills, not far from the Rose Bowl and NASA's Jet Propulsion Lab.

In an interview with USA Today, Rick Sessinghaus, a PGA of America professional and instructor at Glendale's Scholl Canyon GC, recalled telling his wife 12 years ago about a new student who had the "it factor" and "is going to succeed at the highest level."

The student was Morikawa, who was 12 at the time. They still work together, though Morikawa has relocated to Las Vegas.

Three things make Morikawa a potential force in major championships for the next decade. His iron play, obviously. Check his stats from the 2020-2021 season and you'll see that he ranked first on the PGA Tour in proximity to the hole in three key yardages: 125 to 150 yards; 150-175 yards; and 175-200 yards. His swing and his results speak for themselves.

Two other reasons are less obvious. One is his desire, reminiscent of that kid from Cypress who grew up with a chart of Jack Nicklaus' achievements taped to the wall above his bed.

Morikawa was asked to assess his quick rise after he'd won the Open Championship last July.

"At 24 years old, it's hard to look back at the two short years I've been a pro and see what I've done," he said, "because I want more."

That's right, more.

The third thing is putting, considered the weakest part of his arsenal. He won the Open Championship because he shot a closing 66 and holed just about everything. It was the putting round of his life, and he needed it, too, or we'd be talking about Jordan Spieth's amazing comeback victory.

COLLIN CLUTCH

Weak putters typically putt poorer under pressure, especially on Sunday and especially in a major. Morikawa, however, seems to do the opposite. He has the clutch gene. He has already established himself as a closer on the biggest stages.

"Yeah, everything about my stats says I'm not a good putter," said Morikawa, who ranked 178th in strokes-gained putting in 2021. "I feel



like I can get a lot better. But in those situations, everything is thrown off the table. Forget your stats, it's who can perform well in those situations."

Consider these situations: Morikawa was 4-0 in matches for the winning U.S. side in the Walker Cup as an amateur, and 3-0-1 last September as he helped the U.S. reclaim the Ryder Cup. Eight matches, zero losses. Can he putt under pressure? What do you think?

About the only thing that didn't go his way in 2021 was the multi-player playoff for the Olympic golf bronze medal in Tokyo. Morikawa lost to Taiwan's C.T. Pan to finish a tantalizing but medal-less fourth.

In November, Morikawa birdied five of the last seven holes to come from behind to win the Race To Dubai. There was a nice moment at the awards ceremony when tour commissioner Keith Pelley surprised Morikawa with an honorary lifetime tour membership.

"Oh my god!" Morikawa gushed. "That's amazing!"

The kid, if a 24-year-old can be called a kid, is sincere and authentic.

Englishman and 2021 Ryder Cup player Paul Casey recognized the future when he finished second to Morikawa at the Harding Park PGA Championship in 2020.

"I know talent when I see it," Casey said before the 2021 PGA Championship at Kiawah Island. "Those of us who knew about him, knew he's the one. We could just tell. And we weren't wrong."

A group of folks from Chevy Chase CC and La Cañada Flintridge feel the same.





Membership Form – 2022

Individual Membership Benefits -- \$75

- Eligibility to Tour Edge ING Fantasy Golf Game
- Invitation to ING Spring Conference
- Subscription to EnergizING-E-Newsletter
- One Complimentary Classified Ad
- Listing in and Copy of ING Directory
- ING Member2Member Discount Program
- Use of ING Hospitality Room at PGA Show

Membership Sub-Category (mark 1 that best describes your profession)

- | | |
|---|---|
| <input type="checkbox"/> Media | <input type="checkbox"/> PR/Advertising/Marketing |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Instruction/Game Improvement |
| <input type="checkbox"/> Resort/Travel | <input type="checkbox"/> Course Operations/Design |
| <input type="checkbox"/> Golf Association | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Entrepreneur |
| <input type="checkbox"/> Other | |

Publication/TV Show/Radio Show/ Internet Site Membership Benefits -- \$200

- Three Individual Memberships (including all benefits above)
- Publication/Show Listing & Description in Media Outlets Summaries Section of ING Membership Directory
- Link to your web site from ING web site

Corporate Membership Benefits -- \$400

- Up to Six Individual Memberships (including all benefits above)
- News Updates in ING Newsletter *ScoreCard*
- Company Listing & Description in Product Summaries Section of ING Membership Directory
- Link to your web site from ING web site

NAME _____ COMPANY _____ SHIRT SIZE _____

TITLE _____ PHONE _____ FAX _____

ADDRESS _____ CITY _____ ST _____ ZIP _____

E-MAIL _____ WEBSITE _____

LinkedIn _____ Facebook _____ Twitter _____

CORPORATE/MEDIA OUTLET MEMBERS (additional names, e-mails) _____

PAY BY CHECK (made out to ING Membership, sent to 556 Teton St., Lake Mary, FL 32746); --OR-- **BY PAYPAL:** (ing@jamisongolf.com); --OR-- **BY CREDIT CARD:**

CARD TYPE _____ NUMBER _____ EXP. _____ AMOUNT _____

CVV CODE _____ NAME ON CARD _____ SIGNATURE _____

BILLING ADDRESS _____

RETURN: ING Membership, 556 Teton St, Lake Mary, FL 32746 • EM: mike@jamisongolf.com; PH: 407-474-0531; www.inggolf.com

Goodbye Old Friend

The 'Dinah Shore' May Be Gone From The Schedule, But The Memories Will Last A Lifetime

By Ken Van Vechten
(Reprinted with permission
from *FORE Magazine*)

No, not the late entertainer; we lost her long ago. Her namesake tournament, the “Women’s Masters,” is leaving Mission Hills Country Club and Rancho Mirage after 51 iterations, following a final go this spring. In case you missed the news, ANA is out and Chevron is in as title sponsor of golf’s first major of the year, and the tourney is moving next year to a to-be-named venue presumed to be in Houston.

They now call it the Chevron Championship, but to many players and fans it remains the Dinah Shore, at least until it moves to Texas. As happens, sweet often comes with bitter. What generally is held to be the second-most important tournament in women’s golf gains a massive boost in purse from its new sponsor, offering the potential of a long-haul run. The tradeoff is five decades of tradition borne of place and proceedings.

Sponsorship roulette is as commonplace in modern sports as a soccer prima donna taking an anguished fall when an opponent breathes too hard on him; hell, look at the new name for where the Clippers, Lakers and Kings play, and a PGA Tour Champions



event is sponsored by a colon cancer screening outfit. Even the Dinah Shore has had something like eight iterations in naming protocol.

It’s still a bit of a shock. The move, that is, not another title sponsor.

“I remember playing there in 1987 after my [first U.S. Women’s] Amateur win,” recalls golf analyst Kay Cockerill. “It had that prestige when I was a player growing up. As an amateur, you

wanted to get into two events, the U.S. Women’s Open and the ‘Dinah.’ If you did something special as an amateur this was one of the rewards.”

The luster never faded for Cockerill, even after she moved into the professional ranks.

“I finished third in an event in Boston in 1991,” she adds. “I remember coming down the last couple holes knowing I wasn’t going to win but thinking, ‘Just finish in third place, just finish third.’ That was on my mind.”

That podium finish got her back to Mission Hills.

“It blew my mind,” LPGAer Christina Kim says of her first trip to what was then called the Kraft Nabisco Championship in 2003.

“Walking into the clubhouse at



Mission Hills, seeing the expanse of the property, seeing the Walk of Champions and Poppie's Pond; I still get chills thinking about it. The course was designed for us, it was a 'home' for the LPGA Tour, one of our shining diamonds. It is our Masters. It is so so special. I feel blessed to have been able to experience it. You're walking the runway."

The purse is as seismic as the pending move.

Chevron is ponying up a load of coin — \$5 million to be exact, up from \$3 million. That's a testament to Chevron's faith in the LPGA and women's golf and a needed admission that these gals got game. And let's be honest here — most women's sports lag behind, often far behind, men's in terms of pay.

Kim certainly gets that, no matter how much nostalgia is wrapped up in Rancho Mirage.

"Chevron saw an opportunity to elevate women and women in golf," she says. "It is indicative of the way society as a whole is starting to view women ... and in sports, as well. It shows the evolution of the LPGA Tour and of women in general. It's about damn time. Better late than never."

Some say the event had run its course at Mission Hills and in



the desert. Waning attendance, lessening enthusiasm from the host club, a revolving door of sponsors (the most recent of which was an international airline facing the continued impacts of the pandemic), a generational gulf between X, Y and Z and a showcase event founded on star attraction from a half-century earlier. Come on, how many people visiting the valley see the signs for Fred Waring Drive and think of the Pennsylvanians (go ahead, Google that one)?

"I feel a bit torn," Cockerill admits from the rarefied position of someone who not only qualified for the Dinah Shore as an amateur and a professional, but then covered it as a broadcaster. "It is such a special tournament. It's a sad end to a wonderful era. But times change, things change, and if you don't change you're eventually going to get left in the dust. It needed a reboot."

The 2023 move to Texas also brings with it a new date that

will ensure better television exposure and avoid a scheduling conflict with the Augusta National Women's Amateur, an overlap that ironically and unfortunately pitted a newer premier event for the game's best non-pros against a major that has long embraced its role in advancing female amateurs.

While no one is sure what will replace the winner's de rigueur leap into Poppie's Pond, two-time Dinah Shore winner Brittany Lincicome is confident that what's ahead will measure up.

"Any time we go to a new venue, bring in a new sponsor, it is different," she says. "But we're looking forward to what's ahead. The hope for all of us players is that Chevron will be with us for a long time, and we know we will create new traditions."

As another desert golf icon would say: Dinah, thanks for the memories.

Too Much Loft

A Story of People, Foibles and Golf

ING member Michael J. Stott is out with a critically acclaimed golf novel that makes for a perfect summer read. Set in the early 1960's Too Much Loft follows a young man's journey as a caddie, grounds crew member and pro shop attendant at a suburban Chicago country club. Called "accurate, well-written and funnier than Caddyshack," this fast-paced novel has been well-received. Available from bookbaby.com and book distributors worldwide.

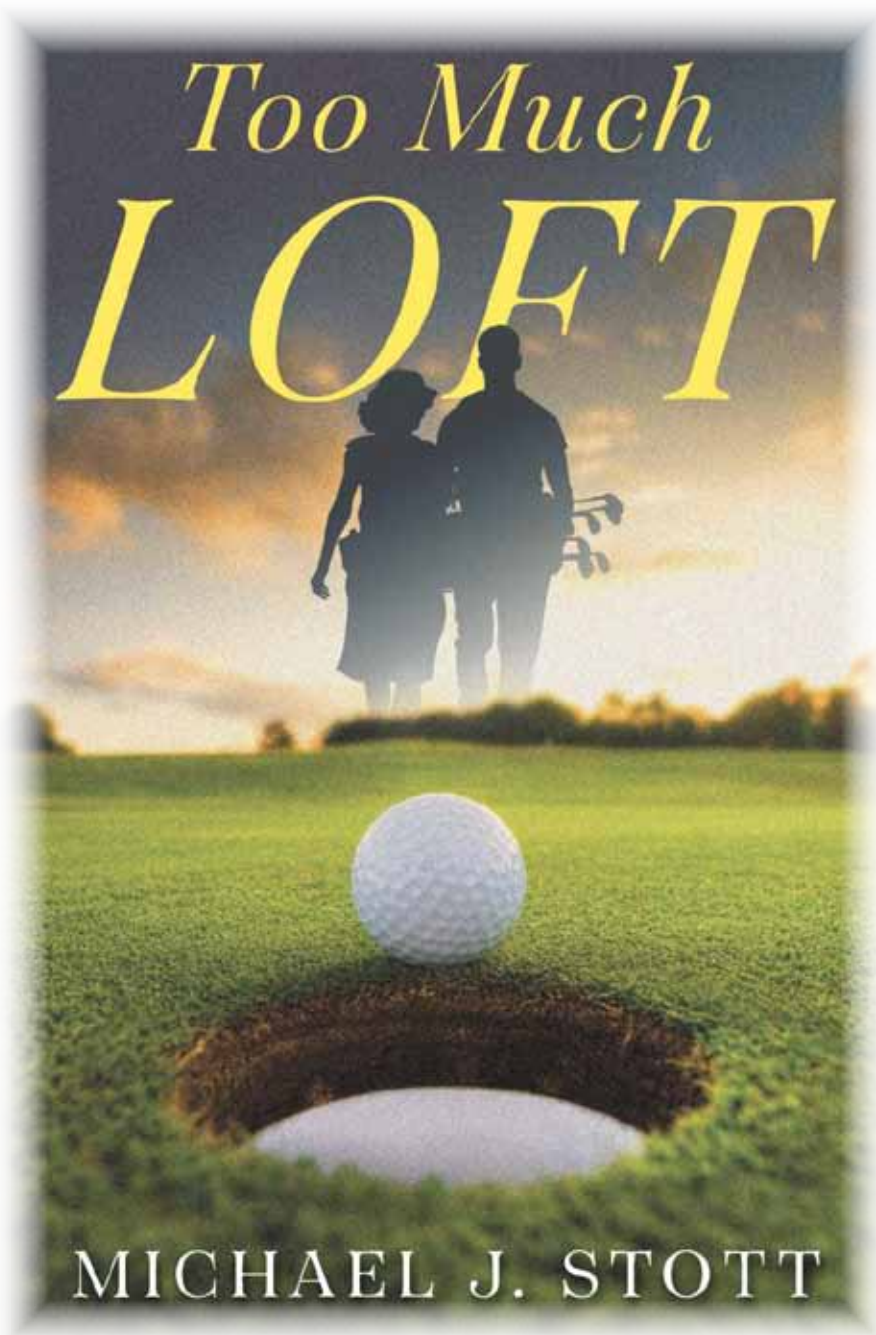
Stott wrote his first golf article in 1962. His writings have since appeared in GolfWeek, Virginia Golfer and Superintendent News/TurfNet among other golf-centric publications.

For more see Stott's website michaeljstott.com. For fastest delivery ,order from store.book-baby.com/book/too-much-loft

Some sample excerpts of Stott's snappy dialogue and breezy writing style.

In novella one, Mrs. Peck, college boy Looper Litton partners with a 67-year-old matron as she competes in a D-flight country club championship.

As long as my rear end faces south, I'll never forget the best summer job I ever had. It was sociology at its best, loaded with life experiences and provided by



pragmatic professors who had earned the right to pontificate. To this day their words, spoken directly to me or passed on through others, still resonate as I recall

how they shaped my world. Those voices gave meaning and foundation to an adolescent on the cusp of manhood. Being a caddie also proved to me the

immutable wisdom of Mark Twain who observed that people were only human, so they couldn't be any worse.

....

I was fresh out of the hurt locker and into the caddie shack when Al hit me with the pairings for the club championships.

"Hey Looper, who do you like in the D Flight?"

"Old Lady Peck, 4-and-3," I said.

"4-and-3, over who?" asked Al, the caddie master.

"Whom," I said. "Over anybody. She's hot." Sixty-seven years old and hot. That was a hoot for the caddies, most of them rough and tumble Catholics from Chicago's North Side. But Al knew I was on to something.

"You want to tote for her on Thursday when you're done with your groundskeeping shift? She doesn't tee off 'til 2:40."

"She's a former club champion and she doesn't get a bye?"

"Looper, that was 44 years ago. She's not top-flighted anymore."

"Al, I'm telling you, that isn't right."

"Her handicap is too high, so she gets no first-round bye."

"You know handicap doesn't mean squat at match play. That means she'll have to play more matches than most people," I said indignantly. "You know she's better than most in the field."

"That's if she wins, which she won't. If she's as good as you say, she'll handle it."

In novella two, Mr. O, Looper's views on agronomy, turf care, disease, irrigation, equipment and

country club maneuvering undergo a dramatic learning curve with the arrival of a new assistant who conflicts with the superintendent's old school ways.

"Otto, here's the lowdown on that temporary assistant you asked for: he's got a B.S. in Ornamental Horticulture and Landscape Design and he'll have a Master's in Turf Management from North Carolina State University."

"He's from the South, that's just great. I need a Bentgrass guy, you give me Bermuda. What experience does he have?" Mr. O

candidate took a job at Medinah."

"Goddamn, and he didn't tell me?" There was a pause and in a voice of resignation he asked, "So what else do I need to know? Any family secrets?"

"He does have a minor connection to Spring Willows."

"What's that?"

"He is Gladys Gleason's second cousin's nephew."

"Christ, that's all I need, a homer."

"This kid is good. Better than good. And it's only for three months."

***"Hey Looper, who do you like in the D Flight?"
"Old Lady Peck, 4-and-3," I said.
"4-and-3, over who?" asked Al, the caddie master.
"Whom," I said. "Over anybody. She's hot." Sixty-seven years old and hot. That was a hoot for the caddies, most of them rough and tumble Catholics from Chicago's North Side. But Al knew I was on to something.***

hollered, holding the phone away from his ear.

"Ten years actual course experience, three on miniatures, four on public, three on country clubs. He's worked two PGA tour stops. Three years Bentgrass."

"So why do I get some rebel rather than a kid from a school in my own region? What about that guy with the associate's from Southern Illinois? I liked him."

"Otto, you asked me to help you. This kid has had two GCSAA scholarships. He comes highly recommended. Your

"Shit. Okay. I'll see him Monday."

That's the conversation I overheard to start my second summer at Spring Willows. Mr. O was boiling. That's all I needed: a pissed off boss my first day of work. I knew I wasn't his favorite. I was a real good worker, but he resented the pressure coming from the clubhouse to keep me on. Two members of the green committee, Judge Gleason and Billy Sauers, an arbitrager, reminded Mr. O I was an asset to the crew, especially since

I got on well with the members through my work as a caddie. Mr. O thought I was a suck- up.

In novella three, The Pro Shop, Looper learns the give and take required to survive the foibles of the country club members while courting the prospect of romance.

In the clubhouse a less heartening discussion was unfolding. General Sweeney was unloading a salvo on the general manager

“General, I don’t care if they are coming from Timbuktu. They are not getting into the tourney without a ticket.” With that the general manager turned to go, leaving the General humiliated and fuming.

“This is not right. Rank has its privileges. I’m a board member.”

“For god’s sake, General. Get it through your head. We all have rank – rank and file. You want to be useful? I understand Hennessey is to introduce players

short the other eighteen.”

“I’m shocked,” said Mr. Sauers sarcastically.

“I was promised complimentary tickets,” insisted the General.

“Quit being a cheap bastard and pay for the damn things,” said Billy Sauers ducking into Binswanger’s office.

“Some people,” he said.

“How’d that guy ever get to be a general, anyway?”

“Maybe it was a SNAFU or a FUBAR thing. Perhaps a momentary lapse of reason.”

“All three sound right,” said Billy Sauers, sitting down. “Now what about these revenues from last month?”

.....

Three more days of good weather left Spring Willows in an upbeat, anticipatory mood. Club business continued apace, barely inconveniencing members as the State Am countdown continued. Sunday night, two days before the first rounds of the tourney, Carlisle Howard placed a call.

“Billy, heads up. We might have a problem with the club championship this year,” he said.

“Sweeney, again?”

“No, a potential flighting issue.”

“What do you care? You should win the championship flight in a walk.”

“It’s not on the men’s side. Women’s tourney.”

“Okay. What’s the concern?”

“D flight.”

“Again?” “It’s a little different this time.”

“What’s the problem?”

“Jessica Woolworth is thinking of entering the championship.”

“So?”

“Billy, she crushes it.”

“You know what? Screw ‘em. Young people are going to run the world someday. Might as well let ‘em start now.”

regarding his comps.

“General, we’ve sent you your two complimentary tickets. There are no more for board members, plain and simple. You want twenty for your esteemed guests, pay for the damn things like everyone else. The Illinois State Golf Association is looking to make money on this deal. Spring Willows will not indulge you or anyone else with a free allotment. We are delighted to entertain your guests on the premises. They are welcome to enjoy our food and purchase some merchandise, but the operative word is ‘purchase.’ You want the tickets, buy them,” Binswanger said emphatically.

“But I was promised tickets,” the general insisted.

“And you shall have them,” responded Binswanger, “as soon as you write a check.”

“I have people coming from out of state.”

on the first tee. It’s a seven-hour shift the first two days. He might be willing to share the spotlight. Get the list of names and memorize them. Practice pronouncing them, know where the players are from so you don’t sound like a sniveling wretch in public. Stand tall, General. Enunciate so your guests will be proud of their host. You’ll cut a sharp figure out there if you stop whining. Now, please leave. I’ve got work to do. Teresa will be happy to take your money. Good day.” A reddening General Sweeney turned and exited the general manager’s office. He ran headlong into Billy Sauers.

“Good afternoon, General.”

“Billy, just the man I wanted to see. I was guaranteed complimentary tickets to the State Am and I’m having trouble accessing my allotment.”

“Did you not get your two in the mail?”

“Yes, I did. It’s just that I’m

"She's a tennis player and a sailor. She hasn't played much golf, has she?"

"Five times."

"You've seen her play?"

"I went nine with her Sunday twilight. She's a player."

"Why were you playing with her? Why not Litton? He's the one whose been giving her lessons."

"He was concerned about the member reaction, like the blowback he got caddying for Lucy Peck."

"Still, why did you go and not Margaret Worth?"

"Looper asked Margaret and Margaret asked me. If any members saw us they might just think it was a father-daughter thing."

"You don't have a daughter."

"I did it as a favor."

"So you went and you saw what?"

"In a sentence if she could putt she could be an A-flighter. Shot a 43 with a triple on Five and a double on Two. She parred the first from 535 yards, absolutely refusing to play from the forward tees."

"Headstrong like her old man."

"A winner, I think."

"Michael Stott's fictional trilogy makes the idyll of country club/golf life the perfect setting for a classic coming-of-age tale."

—Bradley S. Klein, veteran golf writer, design consultant

Part One, *Mrs. Peck*, chronicles college boy Looper Litton's partnership with a 67-year-old matron as she competes in the D flight of a country club championship she captured forty years before.

Part Two, *Mr. O*, details Looper's summer travails while working for a contentious greenskeeper. Still caddying, this time for an international exhibition, he is never far from the country club intrigue that consumes his life.

Part Three, *In The Pro Shop*, thanks to his understanding of human nature and popularity with the membership, Looper views country club politics on a heightened level while giving lessons to an attractive member's daughter.

TESTIMONIALS

Too Much Loft – "I loved, loved this trilogy! As an avid female club golfer, I recognized and felt deep affection for a number of the colorful characters at this fictional country club. I laughed out loud all throughout. Some things NEVER change. I highly recommend this fun and frolicking read!!"

—Boodie McGurn, 5x Virginia champion

"Anyone who has ever worked on a golf course will immediately recognize the personalities that fill the maintenance crew at Spring Willows CC. Stott captures the wackiness that pervades what is really a very serious business ... a fun ride for everyone, but the 'greenies' out there will be laughing in different places than everybody else!"

—Dick Fisher, CGCS honoree



MICHAEL J. STOTT wrote his first golf article in 1962. His writings have since appeared in *Golf Week*, *Virginia Golfer* and *Superintendent News/TurfNet* among other golf-centric publications. His caddy credentials include carrying for state champions and competitors in USGA national championships.



"Here's the deal, the girl is really a sailor. She pilots the family Flying Scot like she owns the high seas."

"I'm not a sailor, but I know an athlete when I see one. She's a comer as a golfer. If she enters the club championship there will be some unhappy D-flighters."

"Can we make an executive decision and bump her up?"

"You're on the rules committee, you know we can't do that."

"Guess we'll have to contend with some disgruntled members," said Billy Sauers. "You know what? Screw 'em. Young people are going to run the world someday. Might as well let 'em start now."

Too Much LOFT MICHAEL J. STOTT

TRAVEL

Reprinted with
permission from
Troon Magazine

TROPICAL GEM



PHOTO BY MIDWEST AERIAL PRODUCTIONS



KAPALUA KEEPS EVOLVING & GETTING BETTER

By George Fuller

Is there a better way to spend the first few days of a new year than enjoying the tropical pleasures of Maui, Hawaii? The sun, the sea, the golf ... all while much of the country is enduring winter weather.

The PGA Tour saw the appeal of this idea, and the pros have been descending on Kapalua, for the past 24 years to play their year-opening tournament. The event, which for the past several years has been called the Sentry Tournament of Champions, features winners from the previous PGA Tour season, and thus is certain to draw an impressive field. This year's tournament (Jan. 6-9, 2022) featured past champions Jordan Spieth, Justin Thomas, Xander Schauffele, and Patrick Reed, along with rising superstars Collin Morikawa, Patrick Cantlay, and Jon Rahm. In the end, though, it was Australian Cameron Smith who broke through with a record-setting 34-under-par performance, besting Rahm by a single shot.



“The players found the course in excellent condition this year,” said PGA General Manager Alex Nakajima. “Our team didn’t stop during COVID. We kept fine-tuning the course in areas such as drainage and irrigation. We’re three seasons in from our renovation, and the Plantation Course is in as good of shape as it’s ever been.”

TIME FOR A REFRESH

The renovations to which Nakajima refers were completed in 2019 by Bill Coore and Ben Crenshaw, along with Troon’s design, development and agronomy team, led by Senior Vice President Ron Despain, and NBC/Golf Channel commentator Mark Roling, who has a home at Kapalua. Fairway grasses were changed out, bunkers were reshaped and rebuilt with new drainage and new sand, all greens were rebuilt, and all tees were laser leveled.

“It was a restoration,” explained Coore. “We were trying to recapture the essence and particularly the playing characteristics of the course as it was when it first opened 28 years earlier. It was time that the greens be rebuilt and the grass changed out in the fairways. Getting better drainage in the bunkers was another factor. Conditions had become too soft. Overall, it was just the usual evolutionary things that needed



**WE’RE THREE SEASONS
IN FROM OUR
RENOVATION, AND THE
PLANTATION COURSE IS
IN AS GOOD OF SHAPE
AS IT’S EVER BEEN.”**

to be addressed. No major design changes.”

Crenshaw concurred: “Ownership is very proud of this property, and so is Troon. They wanted to elevate the conditions so that resort golfers could experience the thrill that PGA Tour players experience during the tournament.”

The work not only made for better tournament conditions in January, it made the course more fun for everyday players year-round. Some of the more severe slopes on the greens — especially on Nos. 3 and 8 — were “calmed down,” Crenshaw said, making them more playable for resort golfers.

“We also wanted golfers to have the ability to land the ball short of the green and allow it to bound on, particularly on the long, downhill, downwind par-4s, like Nos. 1, 7, and 17,” said Coore. “We’re hoping that the work we’ve done will reestablish the playing characteristics that the Plantation Course embodied in its earliest years, namely, the ability to use the wind and the ground to your advantage. There were different ways to play these holes, depending on your skill level and strength level. You could find a way to tack your way down and play the golf course according to your ability, instead of the



PLANTATION HOUSE RESTAURANT



KAPALUA-WOW!
THE COURSES ARE IN
EXCELLENT CONDITION
FOLLOWING FINE TUNING
OF DRAINAGE AND
IRRIGATION

course dictating that you had to hit certain shots X distance in the air between this field goal and that field goal. It was a golf course that allowed you to play in multiple ways. We think that has been recaptured.”

Improvements didn’t stop at the golf course. The golf shop now features expansive views upon check in, and the Plantation House Restaurant has also benefited from upgrades.

COMPLETE PACKAGE

While teeing it up where the PGA Tour pros play may be at the top of the list of activities at Kapalua, the resort is truly a complete package. The fun and games continue on the recently resequenced Bay Course, which is set to celebrate its 50th anniversary in 2025. A classic Arnold Palmer/Francis Duane resort-style design, the Bay Course draws praise for its oceanside holes and scenic setting. It’s also a particularly good vantage point for whale watching in the winter, when the humpbacks make their annual migration.

The Village Center, which doubles as the Bay Course golf shop, also features the popular Taverna restaurant, where “rustic Italian comfort food” (think pizzas,

pasta) and drinks are served in a congenial atmosphere that features a mix of guests and Kapalua residents.” Adjacent to the Village Center is the Sansei Seafood Restaurant & Sushi Bar — renowned in Hawaii for its fresh fish and delectable preparations — as well as the Honolua Store, which dates back to the land’s early days as a pineapple plantation.

Four-star accommodations can be booked at The Ritz-Carlton Maui, Kapalua. The standard 440-square-foot rooms are elegant, with hardwood floors and marble bathrooms. But upgrade to a 900-square-foot ocean view suite or a one- or two-bedroom residence — kitchen facilities included — and you’re really living the luxe life.

But what makes The Ritz-Carlton Maui, Kapalua stand apart from other hotels in Hawaii is the cultural programming and special events that they host and sponsor each year, including Celebration of the Arts, a signature event that recognizes the people, art, and culture of the Hawaiian Islands through interaction with artisans, cultural practitioners, workshops, films, hula performances, food, and music. (2022 dates TBD).

Nearby, on 24 beachfront acres, the Montage Kapalua Bay offers spacious, residential-style accommodations, including gourmet kitchens, living and dining rooms, ocean-view lanai and luxuriously appointed bedrooms. Island-inspired cuisine is found at Cane & Canoe, and there’s relaxation and wellness offerings to be had at the award-winning Spa Montage.

Alternately, visitors can book accommodations with The Kapalua Villas or Kapalua Luxury Homes, both good options for families, groups and longer stays, with more space, full kitchens, and laundry facilities.

Is there a better way to spend the first few days of a new year — or any time of year, for that matter — than enjoying the tropical pleasures of Maui, Hawaii, at Kapalua? By now you know the answer ... a resounding NO. ■



Kapalua, Maui
(877) KAPALUA
www.GolfAtKapalua.com

High-Energy PGA Show Produced Some Noteworthy Products

By **TONY LEODORA**

To say that the 69th PGA Show at the massive Orange County Convention Center in Orlando was a bit different this year would be an understatement of epic proportions.

But the best news is that the annual gathering of the golf industry took place ... generated interest ... and provided some energy that will carry throughout the year.

Yes, the vendor count was down – about half of the normal 1,000 companies exhibiting their wares. And the number of attendees followed suit.

But those who attended this year's scaled-down edition of the PGA Show found golf industry people who were invigorated by the new boom in golf – in terms of rounds played, equipment sold, lessons scheduled and trips booked. That energy led to a good business climate, despite the less-crowded aisles.

And a number of great new products were rolled out. Many took to the grand stage of the PGA Show to make their debut.

Others were launched on Demo Day – or through massive social media and e-mail campaigns.

It may have entailed a more dogged search to compile the list of all-stars ... but nobody ever said this job was going to be easy. At least there was no need for hand-to-hand combat to get through the aisles en route to discovering and analyzing the new products.

Without further fanfare, here are the eye-catching new products.

The world of golf ball manufacturing has become as high-tech as, well, rocket science. At the forefront of the high-tech research and development push, to produce the best golf ball possible for all golfers, is Bridgestone Golf.

And a lot of the technology comes from the roots of that large company ... rubber. That technology has produced the new Tour B series of golf balls, a lineup that was the talk of the PGA Show.

of golf ball marketing. “Changing the polymer, changing the rubber is a big deal to us. That’s what we’ve done with our new Tour B series, which features our new reactive IQ cover that reacts to the force of impact of each shot.

“What that means is, off the driver, the cover actually firms up a bit and becomes faster and longer. The flip side of that is, with a 9-iron or wedge, the ball has some shock-absorbing properties and stays on the face longer. That allows the grooves to impart more spin.”

Bridgestone calls it “the smarter tour ball.” It is available in RX and RXS for the under-105 mph swing speed players, and the X and the XS that is being played by the high-speed players like Tiger Woods and Bryson DeChambeau. Plus Bridgestone has a unique fitting system on their website that can help players determine the best ball for their game.

www.bridgestonegolf.com

Bridgestone Tour B Series

“Our big focus at Bridgestone, we’re a rubber company,” explains Elliot Mellow, manager

CertiFresh Cigar Tubeaux

CertiFresh Cigar has long been the leader in producing individually packed, logoed and





humidified cigars for golf course sales. They successfully took any maintenance of cigar displays out of the hands of golf shop personnel, while guaranteeing golfers a fresh, quality cigar.

Now the company has found a way to produce an attractive, large cigar display case, which still takes almost all of the maintenance away from golf shop personnel.

The new Tubeaux by Rocky Patel is an attractive enclosed display case for cigars that includes a compartment for a four-month humida-pack, similar to the smaller packs enclosed with the individually packaged cigars.

“We’re not going away from our custom-packaged premium cigars that stay fresh for an entire year,” explains Eric Nelson, president of CertiFresh Cigar. “This new product gives us the look of the old stand-up humidor in a smaller space. We put the golf shops on a timeline, where we send them a new humida-pack every four months, to keep their humidor fresh.”

Now CertiFresh offers the best of both worlds – individually packaged cigars that can be logoed or personalized, plus a more traditional stand-up humidor that still guarantees a fresh, premium cigar at the golf shop counter.

www.certifreshcigar.com

Copper Tech’s USA and Camouflage Gloves

After producing a quality golf glove, interwoven with copper fiber to aid in blood circulation and pain relief for a number of years, Copper Tech has added two new, trendy gloves.

The new USA glove is striking red, white and blue model that comes out just in time for the 2022 Olympics in China. It also will be a popular model to wear during the 2023 Ryder Cup competition that will be held for the first time in Italy.

The camouflage glove appeals to the outdoors set. It sports the popular camouflage design and actually is being worn by many people off the golf course – for hunting, shooting or other outdoors activities.

“We made our name all these years by providing great, functional golf gloves that also promoted increased circulation through the use of copper infusion,” explained Lloyd Cohn, founder and president of Copper Tech Gloves. “Now we’re just trying to have some fun with the gloves. The feedback we get from people is that they enjoy wearing gloves for different occasions. People are having more fun playing the game of golf than ever ... and

our Copper Tech gloves are just another part of the fun.”

www.coppertechglove.com

High Heat with Fujikura Shaft

High Heat – the line of drivers, fairway woods and hybrids developed by Knuth Golf – has made its name in the production of golf clubs for the amateur

golfer. Their innovations in recent years have made them an award-winning company that serves the largest segment of the golf market.

This year, they entered into a marriage with another well-known company to produce clubs that are even better-suited to the needs of the amateur golfer.

The new line of High Heat drivers and fairway woods are now equipped with the Fujikura shaft – a shaft that High Heat co-founder Steve Trattner calls “the finest golf shaft in the business.”

Dean Knuth developed the heads that made High Heat famous. The Fujikura engineers designed a shaft that is specifically made to work well with those heads.

“Let’s face it, amateurs need a different center of gravity,” explains Trattner. “They need our three-trampoline technology, where players get the same distance no matter where they hit



it across the face. And they need our 257 Turf Glider Sole, which eliminates fat shots and thin shots.”

Now that the head has been matched with a shaft that works best for players with lower swing speeds than tour pros and elite amateurs, High Heat has once again captured the attention of educated golfers.

www.highheatgolf.com

Nexbelt's Cayman and Bison Belts

The “belt with no holes” – Nexbelt – continues to bring new innovation and style to a product that already is a market leader. While there are a number of ratchet belts on the market,



the development of new styles and materials.

This year's focus is on two new belts. The first is a Bison belt, made from 100 percent American bison. Not only does the belt have a rich look to it, there is also a rich, supple feel that works in either a dress or casual setting.

The second is the Cayman belt, an impressive addition to Nexbelt's line of dress belts. While these new belts are similar to the crocodile and alligator styles, they feature striking accent colors and come in navy, black and grey.

“All of our belts feature the custom sizing, cut-to-fit system

that made Nexbelt famous,” comments Barrett Martens, global sales manager. “The new designs just add to our huge line of styles and colors that can be worn both on and off the golf course.”

And, despite the great style and quality, Nexbelt won't break the bank. Prices begin as low as \$56.99.

www.nexbelt.com

Tour Edge 722 C and E Series

The secret behind the rise of Tour Edge in the golf equipment industry is simple. The Batavia, Illinois-based company leads in time and money spent on research and development. And that effort produces continued innovation.

The latest innovation can be found in the Tour Edge Exotics line of 722 drivers.

This line takes innovation from last year's 721 driver and divides it into two models – C722, E722 – each designed specifically to accommodate the needs of a specific segment of golfers.

“Different strokes for different folks,” says Jon Claffey, VP of marketing for Tour Edge. “These are top of the line, ultra-premium, tour quality drivers but made for different swings.”

The C722 is made for players with clubhead speed over 105 mph. Players with slower swing speeds are using the E722.

“We debuted these drivers and immediately had four Champions Tour players using them,” explains Claffey. “Hard swingers (Alex Cejka, Scott McCarron) are playing the C722 driver and

players with more tempo (Bernard Langer, Mike Weir) are playing the E722.”

The Tour Edge question for 2022: “Are you an E or are you a C?”

www.touredge.com

Towel Tag

The new Towel Tag is the ultimate tee gift for an outing, or promotional item. It is a combination pull-through towel

and bag tag – each available to be logoed and personalized with the name of a golfer or a company.

In terms of promoting an event – a logoed golf ball only lasts a few holes; a logoed hat is seen on a semi-regular basis. A logoed shirt or outerwear is seen even less often.

A logoed Towel Tag is seen every time the player goes out for a round of golf. Not only is it a good promotion, but it is functional. The quality is immediately visible, differentiating it from many other golf accessories.

“Towel Tag is a functional bag tag that also provides a permanent place for your golf towel,” says Craig Holub, president of Towel Tag. “You



will never lose a towel again. The fact that we can personalize both the tag and the towel with a company logo, the name of an event or the name of the golfer makes it a double promotion.”

www.toweltag.com

Turf Hound Mats

The scene is a familiar one. A golfer heads to the range to prepare for a round of golf and sees that the hitting area is limited to artificial golf mats. And the grumbling begins.

No more.

TurfHound is a company dedicated to producing a performance golf mat – one that replicates the experience of hitting balls off natural turf. Simply put, it is not a carpet or a piece of plastic made into a golf mat ... it is the finest performance golf mat in the industry.

Made in the USA, completely from American-sourced materials, TurfHound mats are now found in more than 900 high-end golf clubs across the country ... and upwards of 60 more in Canada.

“Our founder, Rick Reynolds, set out to design a product that would feel as realistic as grass,” explains Brian Golden, senior VP of sales and marketing. “We have a dual-density foam system that is injection molded and patented. We hear all the time that members walk into the golf shop and tell the pro that they like hitting off our mats as much as they like hitting off natural turf.”

TurfHound mats have an area that is similar to hitting off the fairway and another area that is like hitting out of the rough.

www.turfhound.com



Wheel Pro by Zero Friction

The Zero Friction company has made its mark for years in the golf accessory business, now it steps out with an innovative new product. The Wheel Pro Push Cart is a one-of-a-kind golf bag that features a 3-in-1 design. It can be used as a stand bag, pop on wheels to make it a push cart, or remove the wheels to make it a bag for a motor cart.

“We’ve come out with an innovative golf bag/push cart combination,” says Zero Friction president John Iacono. “So many people like to walk today. When we looked at our new line of golf bags that we were coming out with, we wanted to give the golfer the opportunity to use their golf bag as a push cart.

“We patented a wheel design that is removable. The wheels can attach in two seconds to the bottom of the bag and there is an ergonomic handle that comes up.”
www.zerofriction.com

Vale Putter by Bloodline

The Philadelphia-based manufacturing company, Greenkeepers, has a long history of successful product launches in the golf industry. Their injection-molded plastic products include the Four Yards More Tee, the Survivor Tee and the new training aid, the Bottle Tee.

Now they have made a major step into the world of putters by partnering with Bloodline.

The new Vale Putter by Bloodline uses the stand-alone alignment technology that drove Bloodline’s launch, but added space-age polymer technology to lessen overall weight and greatly increase feel.

Another great improvement discovered by adding polymer to the body of the putter – the retail cost dropped from the \$500 category to \$299

“The whole concept was to insulate any vibration during the putting stroke into your hands,” explained Frank Carroll, president of Greenkeepers. “Unlike any machined or milled metal putter, in this putter, no metal surfaces touch the golf ball. So you get no vibration and true roll.”

Ernie Els is using it on the Champions Tour and others are sure to follow.

The Bloodline stand-alone patented technology allows the golfer to set the line of the putt, then walk behind the putter as it stands on its own, and check to make sure that alignment is correct. www.bloodline.golf

news

PGA Professionals and golf buyers can be among the first to preview new Spring 2023 golf apparel and accessories at the **2022 PGA Show Buying & Education Summit**, July 11-12, at the JW Marriott Las Vegas Resort & Spa.

The latest trends, innovations and products by top apparel, accessory and golf lifestyle exhibitors will be in the spotlight of the two-day industry event. PGA Professionals and buyers will be able to discover products in ballroom exhibits, meet one-to-one with company executives during pre-scheduled appointments, attend industry-relevant education sessions and participate in peer-networking events. Additionally, aspiring professionals will be able to explore golf career paths and internship opportunities in the new Golf Industry Careers program, presented in collaboration by PGA Golf Exhibitions, PGA of America Career Services and the National Golf Sales Representatives Association.

“With industry feedback and learning’s from the 2021 event, we are excited to host the PGA

Show Buying & Education Summit one month earlier to provide attendees with an exclusive first preview of Spring collections and trending golf products that will refresh their shops and improve their bottom line,” said PGA Golf Exhibitions Industry Vice President Marc Simon.

Bridgestone Golf recently announced the signing of major champion Jason Day to its Tour team. Joining the likes of Tiger Woods, Bryson DeChambeau, Fred Couples, Lexi Thompson, and Matt Kuchar, Day brings an incredible resume, which includes a former World #1 ranking, in addition to personality and charisma to the Bridgestone team.

Day first became interested in Bridgestone’s TOUR B XS after seeing Tiger hit some high spinning short game shots that piqued the Australian’s interest. Though he had no relationship with Bridgestone Golf at the time, he later began experimenting with Tiger’s ball and was impressed enough to start playing it on Tour. Eventually though, Day came to



the realization that another model fit his game even better.

“We were doing some short game work with Tiger’s ball, the XS, and it caught my attention right away,” said Day. “I initially played the XS and liked it but after working with Bridgestone’s R&D team and really learning about the ball fitting process, it was obvious that the TOUR B X was the best fit for my game.”

PUMA Golf recently introduced its new PROADAPT ALPHACAT, a fresh design that combines exceptional performance and hi-tech materials with PUMA’s trademark fashion-forward aesthetic.

Available in two versions for men: standard lace and DISC (\$150), as well as a laced model for the women (\$120) each in a variety of colors.

The PROADAPT ALPHACAT boasts an array of innovative materials including PUMA Golf's proprietary ADAPT Foam, which is made from a combination of EVA Cushioning and an impact resistant polymer. The combination of the materials creates a platform that provides impact resistance, high-energy return, and excellent ground feel.

The Multi Material Outsole provides stability and traction on soft surfaces while the central Crystal Rubber unit, provides exceptional ground gripping traction and a soft under foot feel on hard surfaces, giving you the confidence to hit any shot no matter the lie.

Majors Challenge, the number one choice for fantasy golf leagues and pools, recently announced a strategic partnership with the Carolinas Section, PGA of America.

"The Carolinas Section was a natural choice to begin partnering with PGA Sections across the country," said Majors Challenge Director of Business Development Ed Woronicz, who is himself a longtime PGA member. "The Carolinas Section is exceptionally well run and features some of the finest clubs and professionals in the country. We are very excited to partner with the CPGA staff in bringing our product to section professionals and their facilities.

"Majors Challenge can increase golf shop revenue, impact

F&B sales while building member engagement. It's fun to be part of a pool and follow your favorite players weekly through the 2022 season."

Volvik USA, Inc. has launched the 2022 VIVID line. VIVID, the #1 matte finish ball in golf, continues its trajectory of technical excellence and visual appeal.

"For golfers accustomed to the outstanding characteristics of the Volvik VIVID ball, as well as for

players who will be discovering VIVID for the first time, the new 2022 line will provide superb distance, accuracy and visibility," said Wes Whittingham, vice president of sales for Volvik USA.

The 2022 VIVID golf balls feature a matte finish coating, soft ionomer cover, the Volvik Alignment Tracking System, 75 compression, 3-piece construction, new improved UV protection and an oversize energy core.



Enjoyable • Challenging • Traditional • Memorable



"The Herons Glen membership & I would like to thank Ron Garl, Ricky Nix & the whole Ron Garl Golf Course Design team for a successful 2021 golf course renovation. It was a pleasure to work with Ron & Ricky as they displayed patience, flexibility, & the skill to work with a diverse group of members while developing a plan to improve the anchor of our community. We feel their design will not only satisfy our current membership, but also stand the test of time & attract new members to Herons Glen."

J.B. Belknap
General Manager
Herons Glen

The Ron Garl design team
was chosen to renovate

Herons Glen

North Ft. Myers

- ♦ To keep up to date on all things *Ron Garl*
Check out our website

[www. RonGarl.com](http://www.RonGarl.com)

PLEASE CONTACT US IF YOU WE CAN HELP YOUR CLUB !

Key Improvements for
Enjoyment & Playability

- ♦ Additional Forward & Gap Tees
- ♦ Consistent Bunker Playability
- ♦ Restore Greens to original size
- ♦ Unique Greens Design



Enjoyable • Challenging • Traditional • Memorable

704 E. Missouri Avenue
Lakeland, FL 33815
Phone: 863.688.8383

Web Site: www.RONGARL.com





PARTING SHOT



This photo is from Blackwolf Run in Wisconsin, where the 43rd Ryder Cup was held on the dramatic Whistling Straits layout, designed by Pete Dye. The photo was provided by ING member Paul Seifert, Founder, Publisher & Content Creator, WiscoGolfAddict LLC

Volvik

#1 BRAND IN COLOR



VIVID

SUPERB VISIBILITY • EXTREME DISTANCE • TOTAL CONTROL

VOLVIK.COM