

SPRING Forum Heads to Valley Forge, PA

May 30 - June 2

Longtime ING Member Tiss Dahan To Conduct Marketing/Social Media Seminar

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ING AWARDS RESULTS

TOP PRODUCTS FROM THE PGA SHOW BEST IN SHOW



Volume 3, Number 9 - February 2023

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ING Spring Forum



After three years of COVID interrupted attempts, the International Network of Golf is finally headed to Valley Forge.

The ING Spring Forum is set for May 30-June 2, 2023 at the Valley Forge Casino Resort in King Of Prussia, PA.

Anyone in the golf industry or media is invited to attend this one-of-a-kind, media-focused event.

The ING Spring Forum format is a reimagined, more intimate structure than previous ING Conferences, but the purpose remains the same: Networking, product introduction, information sharing, education, golf and general memory making.

"We're so excited to welcome the ING to the Valley Forge Casino Resort in Valley Forge & Montgomery County, PA," said Mike Bowman, President & CEO for the Valley Forge Tourism & Convention Board. "Montco truly is a must-see golf destination with 50 courses and 300,000 yards to play, so we're proud to be added to the list of distinguished places this event has been held. We also can't wait to highlight the Valley Forge Casino, as well as showcase all that Montgomery County has to offer from 81 hotels and 1,800 restaurants and Montco Makers (breweries, wineries, and distilleries)."

Attendance will be limited to approximately 40 people, including six sponsoring companies who will have the opportunity to conduct a 20-minute exclusive presentation to the entire audience. These sponsors will have industry segment exclusivity, and will also have the opportunity to display product at other times during the Spring Forum.



To Register For The ING Spring Forum, visit www.inggolf.com



The remainder of the schedule will consist of marketing seminars, industry roundtable discussions, golf tournaments and networking, plus some tasty dining.

Registration fee is as little as \$150, and sponsorship fees start at \$695.

Valley Forge Casino Resort is located near the Valley Forge National Historical Park. It features a 40,000-square-foot gaming floor, plus 100,000 square feet of meeting, conference, and banquet facilities, and two luxury hotel towers. There are eight dining options, live entertainment, and an exciting nightlife scene. The hotel is offering a very special rate of \$109 per room per night. Reservation information can be found on the entry form links below.

Best known as the encampment site of General Washington and his Continental troops in the winter of 1777-78, Valley Forge and Montgomery County is now home to the beautiful 3,500-acre Valley Forge National Historical Park.

But there's even more for visitors to experience. The area features a vibrant arts and culture scene, awesome outdoor adventures, 53 golf courses, world-class shopping (including the King of Prussia Mall & historic main streets), many historic sites, and tons of family-friendly attractions (such as Legoland and the



Elmwood Park Zoo).

The award-winning Ed Shearon designed Raven's Claw Golf Club will host the two ING golf tournaments, include the annual ING Durland Cup Scramble, honoring former ING Golf Committee Chair Larry Durland.

Longtime ING Member Tiss Dahan To Conduct Marketing/Social Media Seminar

Longtime ING member and business executive Patricia (Tiss) Dahan will lead a marketing/social media seminar at the ING Spring Forum at the Valley Forge Casino Resort May 30-June 2.



Dahan, a University of Colorado graduate, has spent nearly two decades developing sales and marketing strategies and plans, and leading teams in four different industries. Much of that time was spent with TaylorMade-adidas Golf as Vice President, Global Apparel. Five

months ago she became CEO of English Riding Supply, Inc. in Pennsylvania. She is also certified in professional and transitional coaching.

Tiss and Krystle Smith, her new VP of Direct to Consumer, will team up to lead a discussions on how best to engage customers and prospects. They will share strategies on how to meet them where they are, and at the same time bring them along to sources of information that are modern and engaging.

This will include ideas about the changing landscape of social media marketing, the right vehicles to be paying attention to, where social media marketers need to be going for further education and how to keep up on the ever-changing trends, and to utilize the most important metrics.

English Riding Supply LLC is a leading distributor of equestrian products for the horse and rider. With over 55 owned and distributed brands, ERS is a unique organization with opportunities for growth in an omni-channel business.

Things To See & Do In The Valley Forge Area







ABOVE: Spend a day at Valley Forge National Historical Park -The George Washington House and the Reenactment and so much more.

LEFT: The Glencairn Museum of religious art and history.

BELOW, L to R: City Center of King of Prussia is a popular spot for dining, shopping and entertainment; There are 50 golf courses to choose from in Montgomery County; Take a two-hour expedition into a scenic and historic region on the Colebrookdale Railroad.











ING Spring Forum

May 30-June 2, 2023 Valley Forge Casino Resort King Of Prussia, PA

TENTATIVE SCHEDULE

TIME	EVENT	WHERE					
TUESDAY, MAY 30							
2 pm -5:30 pm	Forum Check-In	Meeting Room 1 (ING Office)					
6:30 pm	Welcome Reception	TBD					
8:30 pm	ClubING	Hotel Lobby Bar					
WEDNESDAY							
7 am-8:30 am	Forum Check-In	Meeting Room 1 (ING Office)					
7:45 am	Breakfast	Laurel West Room					
8:30 am	Press Conferences	Laurel East Room					
9:30 am	Marketing/Social Media Seminar Patricia Dahan, English Riding Supply	Laurel East Room					
Lunch On Your Own							
11:45 pm	Product Testing	Raven's Claw Golf Club					
1:30 pm	Golf Tournament 1	Raven's Claw Golf Club					
7 pm	Dinner	Laurel West Room					
8:30 pm	ClubING	Hotel Lobby Bar					
THURSDAY							
7 am-8:30 am	Forum Check-In	Meeting Room 1 (ING Office)					
7:45 am	Breakfast	Laurel West Room					
8:30 am	Press Conferences	Laurel East Room					
10 am	General Roundtable Discussion	Laurel East Room					
	Lunch On Your Own						
1:30 pm	Durland Cup Golf Tournament	Ravens Claw Golf Club					
6 pm	Golf Awards Dinner	Ravens Claw Golf Club					
8 pm	ClubING	Hotel Lobby Bar					
FRIDAY (Checkout Day)							

ING At The PGA Show

ING Enjoys Busy And Successful PGA Show

By all accounts, the 2023 PGA Show in Orlando in January was a big hit, bustling with more attendees and exhibitors, and bursting with optimism. And the International Network of Golf was a big part of that.

Operating from Room 312B in the Media Center, ING opened its ClubING doors to members and their guests for meetings, networking or just simply a respite from walking the Show floor.

Room sponsors included Bridgestone, CertiFresh Cigar, Charlie Mechem's "Arnie & Jack" book, Makefield Putters, PGA Show, Proud 90 Apparel, Sycamore BioPharma and Zero Friction.

The 29th Annual ING Media Awards were presented on opening day, with Gary D'Amato of Wisconsin.Golf, radio personality Ann Liguori, Gary Van Sickle of SI.Com and John Steinbredder of Global Golf Post leading the way.

The 29th Annual ING Industry Honors were presented on Day 2, with outstanding products, services, commercials and print ads being recognized.

"It proved to be a very successful PGA Show for ING," said Executive Director Mike Jamison. "There was a great deal of positive energy throughout the building, and we received some great vibes upon announcing our ING Spring Forum in Valley Forge. We really appreciate our relationship with the PGA Show."





ING INDUSTRY HONORS CELEBRATIONS

TOP - Mike Jamison and John Glozek with Training Product winner Rapsodo Combines.

BOTTOM - The French Lick Resort teams enjoys their Print Advertising win with Hall of Famer Jan Stephenson.





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See it in Action!

29th Annual ING Media Awards

D'Amato, Liguori, Van Sickle Lead The Pack

Gary D'Amato and Ann Liguori each won First-Place honors in two categories to lead the way in the 29th Annual ING Media Awards program. Gary Van Sickle of SI.Com was the leading award winner overall with one First-Place finish and four Outstanding Achiever honors.Results in 13 categories were announced at the PGA Merchandise Show.

Results by category in the 2022 ING Media Awards

BUSINESS WRITING



1st Place: John Steinbreder, Global Golf Post ("Covid-19 Pummels Golf's Global Supply Chain").

Outstanding Achievers: Kathy Bissell, Pro Golf Now ("New Golf Entrepreneurs: Jesse Koenig, Never Lose A Club Again"); Hank Gola, The Met Golfer ("This Old Medium"); Ed Travis, Golfing Magazine ("PGA Show In Transition"); Gary Van Sickle, The First Call ("The Robots Are Coming").

COMPETITION WRITING

1st Place: Bill Fields, The Albatross ("New History At An Old Place")

Outstanding Achievers: Gary D'Amato, Wisconsin Golf ("It's About As Cool As It Gets"); Bill Fields, Masters.Com ("Finding His Confidence, Scheffler Closes Dominant Week"); Judd Spicer, FORE Magazine ("Show Up, Keep Up, Shut Up").

EQUIPMENT & APPAREL WRITING

1st Place: Gary Van Sickle, SI.com ("The Irish Pub Of Your Dreams In Your Own Backyard").

Outstanding Achievers: Gary D'Amato, Wisconsin.Golf ("Brothers Banking On Innovative Hockey Stick Putter"); Tony Dear, Colorado Avid Golfer ("Looking Good, Dad!"); Bill Fields, The Albatross ("Little Ball, Big Deal"); Gary Van Sickle, SI.com ("2 Ways To Quit Being A Loser").



FEATURE WRITING

1st Place: Gary D'Amato, Wisconsin.Golf ("What, WHAT?"). Outstanding Achievers: Bill Fields, The Albatross ("Class Superlatives"); John Fischer, SI.Com ("A Private Course In Your Backyard"); Ken MacLeod, Golf Oklahoma ("Who's The Fairest Of Them All"); Randy Youngman, FORE Magazine ("A

For replays of the ING Media Awards and Industry Honors Presentations, go to www.inggolf.com and choose the Special Events menu item.



Good Walk Unspoiled"); Len Ziehm, Chicago District Golfer ("Chicago's Master Caddie").

INTERNET VIDEO

1st Place: Helen Farrelly, Met Golf Association ("Road To The Majors: The 22nd U.S. Amateur")

Outstanding Achiever: Adam Hawk, Southern California Golf Association ("The Pedroza Family").

OPINION/EDITORIAL

1st Place: Gary D'Amato, Wisconsin.Golf ("To Me He Was Just Herb").

Outstanding Achievers: John Steinbreder, Global Golf Post ("A Way Forward"); Gary Van Sickle, SI.Com ("Hall Of Fame: It's Gotta Go"); David Weiss, FORE Magazine ("Tee Time Tribulations").

PODCAST

1st Place: Ann Liguori, Golf Innerview ("About LIV, With Christine Brennan").

Outstanding Achievers: Holly Geoghegan, The Golf Insiders ("Bob Harig Interview"); Judd Spicer, Spicer Speaking ("Episode #45"); Colin Weston, The Modcast ("Building A Scalable Business, With Matt Reagan")

PROFILE WRITING

1st Place: Adam Schupak, Golfweek ("A Beautiful Mind").

Outstanding Achievers: Jeff Babineau, NCGA Magazine ("Family Affair"); Matt Harness, Chicago District Golfer ("One Of A Kind"); Jon Rizzi, Colorado Avid Golfer ("George Karl Moves Up"); John Steinbreder, Global Golf Post ("Herb Kohler Opened Frontiers As Golf Impresario").





PUBLICATION

1st Place: NCGA Golf, Fall Issue (Adam Schupak, Editor). **Outstanding Achievers:** Chicago District Golfer, July Issue (Barry Cronin, Editor); FORE Magazine, Summer Issue (Adam Hawk, Managing Editor); The Met Golfer, June/July Issue (Helen Farrelly, MGA).

RADIO SEGMENT

1st Place: Ann Liguori, Talking Golf With Ann Liguori, WFAN, New York ("Alan Shipnuck Interview")

Outstanding Achievers: Rory Spears, Golfers On Golf, WNDZ, Chicago ("Interview With Tim Kelly"); Rich Styles, Back 9 Boys, ESPN Coastal ("Interview With John Wood").



RADIO SHOW

1st Place: Chuck Garbedian, Garbedian On Golf, WRNW, Milwaukee ("The Masters Edition").

Outstanding Achievers: Charles Humphries, The Golf Shop Radio Network, Charlotte ("From The President's Cup"); Ann Liguori, Talking Golf With Ann Liguori, WFAN, New York ("Padraig Harrington Interview, LIV & More").



1st Place: Dave Lockhart, Golf360 ("Summer Spectacular").



Outstanding Achievers: Steve Kashul, The Golf Scene (July 2022 Episode); Tony Leodora, Traveling Golfer {"Southern Pines-Donald Ross Trio").

TRAVEL WRITING

1st Place: Tom Mackin, The Met Golfer ("Desert Transplant").

Outstanding Achievers: Tom Bedell, Minnesota Golfer ("South By



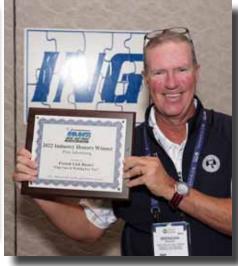


Southwest"); Joe Passov, FORE Magazine ("Scotland Must-Plays, Hidden Gems"); John Steinbreder, Global Golf Post ("Wild, Wonderful - And No Waiting - Ireland"); Gary Van Sickle, SI.Com ("This Course Is A Real Dinosaur").

29th Annual ING Industry Honors

Callaway, Zero Friction, USGA Among Winners





Business Achievement

Winner: Chip Brewer, President & CEO, Topgolf/Callaway-BrandCorp

Other Finalists: Mark Burnett, President, Heritage Golf Group; Jared Solomon, Co-Founder and CEO of Five Iron Golf.

Print Advertising

Winner: French Lick Resort – "This View Is Waiting For You."
Other Finalists: Pinehurst No 4 – "Every Angle;" PING – "Science Friction."

Product Ingenuity – Emerging Companies-Golf Equipment

Winner: Makefield Putters

Other Finalists: Edel SMS Wedges; OnCore Vero X2 Golf Balls

Product Ingenuity - Market Leaders- Golf Equipment

Winner: Callaway Rogue ST Driver

Other Finalists: Mizuno Pro 223 Irons; Wilson D9 Forged Irons

Product Ingenuity –Accessories/ Soft Goods

Winner: Zero Friction's Wheel Pro Pushcart Golf Bag

Other Finalists: The Phone Caddy by Desert

Fox Golf; Towel Tag

Product Ingenuity – Training Products

Winner: Rapsodo Combines

Other Finalists: Divot Board; Short Game Gains

Putting Mirror

TV Commercial

Winner: USGA – "Proud Partner Of The Next

Generation"

Other Finalists: Callaway Rogue— "Think Speed, Go Rogue;" Golf Tec — "Happy Brian"

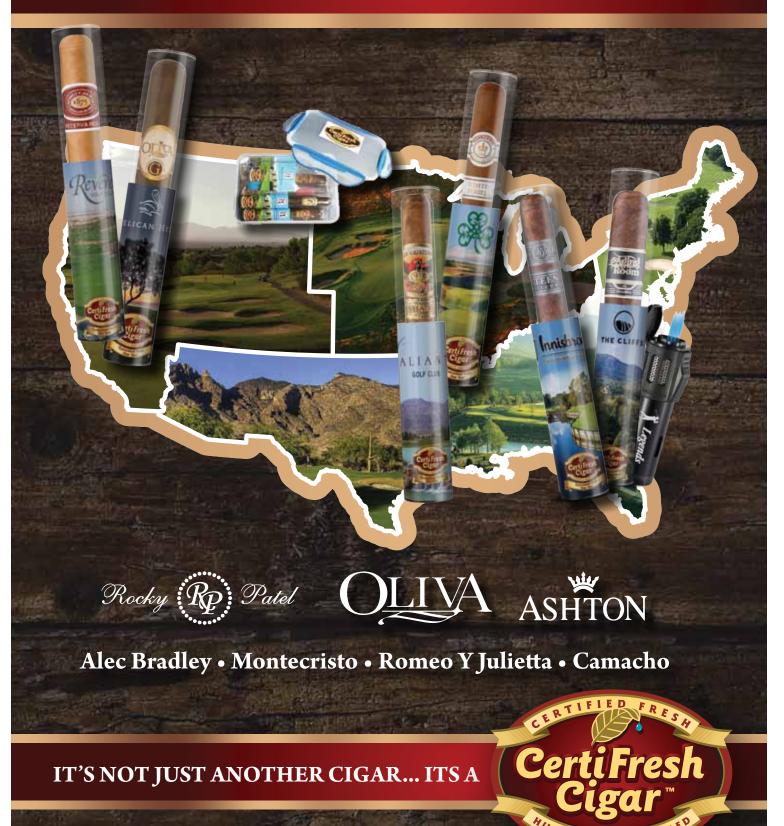








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Best Of Show!

On The Following Pages, 3 ING Members Share Their Picks For Top Finds At The PGA Show

By Gary Van Sickle SI.Com/Morning Read

What did The Ranking learn at last week's PGA Merchandise Show in Orlando, Fla.?

- A fruit smoothie should definitely cost \$12 ...
- You can, indeed, find a golf shirt featuring flamingos, unicorns and toucans as floaty toys; giant frosted donuts; and multi-

hued dinosaurs. It's called "fashion"...

• World long-drive champ Kyle Berkshire hits the bejeezus out of a golf ball

• Five hundred bucks won't buy you a good driver anymore ...

- Tom Watson, after badly injuring a shoulder in a recent go-kart accident, is definitely retired from golf ...
- The PGA Merchandise Show is NOT moving to the PGA of America's new home in Frisco, Texas, next year ...

In other news, here are the 10 most memorable items that The Ranking's crack staff found at the show:

10. La La Land

Is the world waiting for a \$2,500 putter? LA Golf thinks so. The putter is all black, made of elite carbon and supersized like the famed Response putter Jack Nicklaus used to win the 1986 Masters. And

even though a businessman as sharp as the late Ely Callaway once almost bankrupted his company by entering the cutthroat golf ball business, LA Golf has its own new line of golf balls—at \$69 per dozen. If this is a poker game, LA Golf just went all in. Your turn—call or fold?

9. Playing the Trace Card

The simulator industry just keeps getting better

and Amplus's Focus AI club tracer (price TBA) added a new wrinkle. Its software and projector not only display each shot's club data on the hitting mat area at the player's feet, it shows the clubhead's position and path through the impact zone—projected onto the mat—plus the trajectory and path of the ball. It's an easy-to-understand visual, ideal for explaining what went wrong in a golfer's swing (which is usually everything).



Some at The Ranking are suckers for dark-toned golf heads. Mix in wedge-master Bob Vokey, a Titleist wedge and a jet-black finish to create

the Vokey SM9 Jet Black premium wedge (\$249, available March 3) and resistance is futile. Come over to the dark side, Luke, I am your father ...

7. The Wheels of Fortune

Meet two carts from Zero Friction: The innovative Wheel Pro (\$349) was introduced a year ago but supply-chain issues delayed its arrival until late fall.





It weighs only 10 pounds, has two wheels that easily pop on and a handle that cranks up to turn a carry/cart bag into a push cart, perfect for golf coaches who have to load five bags AND five push carts into the team van. The Stride (\$2,199) is the sturdier, self-propelled offspring of the Wheel Pro with Smart Follow Technology for those who like gadgets—which is everybody, right?

6. The Outlaw

Not Josey Wales, the outlaw Mizuno JPX923 Hot Metal cavity-back irons (\$187 per club). They're so hot that the USGA approved them but sent a letter warning Mizuno that the clubs, offered in five different models, were too close to the legal limits of hot-

ness so put your hands in the air, amigo, and don't make any sudden moves.

5. The Iceman Putteth

Maybe Wisconsin-based Caliber Golf should sponsor "Happy Gilmore" on tour with its carbon-fiber, hockey-stick-shaft putter (\$314-\$349). The putter head is a traditional shape, not Happy's goaltender stick, and the flattish, carbon-fiber, rectangular-shaped shaft helps with aim and stroke execution. It is ideal

for blacksmiths who can't make short putts—just split the grip, slide one hand low on the shaft like a hockey player about to fire a slapshot and shoot/stroke. Suddenly, short putts are easy one-timers. Sorry, gotta go—Gretzky is on Line 2 ...

4. The King of Clubs

There's a lot to love about Cobra's King Tour irons (\$1,299,7 clubs). The soft feel. The thinner topline. The clean look. The KBS steel shaft. And it comes in cavity-back for better players, muscle-back for the rest of us mammals. The feel is real. Hey, The Ranking's marketing staff should trademark that phrase.

3. The Rolling Stone

No ball since the Haskell rubber-wound model from 1900 has been more important than the Titleist Pro V1 and Pro V1x (\$55 per dozen). Titleist announced new-and-improved models that feature high-gradient construction with progressive levels

of firmness. That means less spin on long shots but still plenty of spin for short shots—the best of both worlds or, in Titleist World, business as usual.

2. The Big Guns (field entry)

The golden age of golf equipment continues as the big manufacturers deliver what may be the best drivers ever made. Unfortunately, it's therefore harder than ever to make excuses for our most god-awful snipe-hooks and block-rights. The field:

Callaway's Paradym (\$599) driver comes in a nononsense blue shell, launches it high and comes in three models to suit your level of not-good-ness... Titleist's TSR1 (\$599) is a titanium big boy at 460

cc but light in weight, designed specifically for average golfers with moderate swing speeds (75-90 mph) and comes in menacing black ... The Ping G430 (\$600), available in three versions, features a rugged monster-trucktype look and is Ping's most forgiving and longest driver... The Cobra Aerojet (\$549) is offered in three editions, has a small splash of color on the sole plate, a carbon-fiber crown and is streamlined to generate a little more clubhead speed



and a little more distance.

Four sweet new drivers? That's tougher than deciding which supermodel to invite to go bowl a few frames.

1. Stripe Show

The race for the Comeback Player of the Year is over. It's Zebra Golf's AIT1 (\$249), an update of the old Ram Zebra putter. You may remember Raymond Floyd winning the 1976 Masters with the distinctive striped mallet Zebra. Golf Brands Inc. bought the brand from Dick's Sporting Goods, which had ignored it, and reimagined a new Zebra with a slightly larger head and a wider milled face. It is also available in four models. The Zebra ranks among the most iconic and beloved clubs of all time. Just ask Raymond.

Top Products From The PGA Show



Tony's Top 10

By TONY LEODORA The Traveling Golfer

To say the 70th PGA Show at the Orange County Convention Center in Orlando was a departure from the two previous years is an understatement of epic proportions.

In 2021, there wasn't even a PGA Show, due to the COVID pandemic. Golf industry manufacturers and suppliers had to get out their message using whisper-down-thelane tactics.

In 2022, the PGA Show was sparsely attended – by exhibitors, buyers and media – and an aura of fear hung over the entire event.

But in 2023 the energy and numbers were back.

No, not to the levels of the heyday in the early part of the 21st Century. But the Orange County Convention Center was buzzing. More than a few exhibitors reported that the PGA Show was one of the best they attended in recent years.

Across the board, the equipment, apparel and accessories manufacturers responded with a multitude of new products. There was technology and style breakthroughs and, it quickly become obvious, that the pent-up energy of the pandemic era produced some noticeable efforts for the new season.

Here are the eye-catching new products of 2023.

Aero-Swing Training Aid

The idea of air resistance training has been around in golf for a long time but the new Aero-Swing training aid has taken the concept a step further. Using plastic "pineapples" on the end of a shaft, this tool is a variable air resistance product and is designed to pull the most amount of air into the "pineapples" right at the impact point.

The result is a swing that encounters some resistance at the start of the swing, the maximum amount of resistance at ball impact and, as you finish the

swing, the resistance lets up.

Aero-Swing, and President Bill Orosz, won the top training aid award at the 2022 PGA Show, but not that many people noticed due to low attendance. This year, attendees were noticing ... in droves.



Bridgestone e9 Golf Ball

Golfers know the term, "It's like hitting a rock," when talking about distance golf balls. No longer – at least in the world of Bridgestone.

"The distance ball category has gotten softer," says Elliot Mellow, manager of golf ball marketing. "This year we have an all-new product, the

e9 Long Drive. It is all about ball speed and aerodynamics. The core of our new ball gets firmer as it goes toward the outer region, which creates higher initial ball speed. And it has a 330 dimple pattern on it. It helps with minimal drag so the ball doesn't lose velocity and continues the high ball speed as long as possible."

Bridgestone teamed up with the world long drive guys to help design the new e9 Long Drive. On the Tour, Bridgestone teams up with the greatest players, including Tiger Woods, to design its tour balls. That sounds like a winning formula.



Copper Tech's Half-Glove

After a full effort to produce a quality golf glove, interwoven with copper fiber to aid in blood circulation and pain relief for a number of years, Copper Tech is now going halfway. Sort of.

The latest twist is the new half-glove from Copper Tech.

By opening the finger of the Copper Tech glove, to the first knuckle, two goals are achieved.

- 1. The overall cost is reduced.
- 2. The glove can now be used for other applications, such as typing and sleeping.

"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. "Our new product still has all the benefits of copper-infused technology. It supports oxygenation and circulation of muscles and joints. Finally, it helps to prevent straining and fatigue by keeping muscles and joints warm."

Even without the health benefits of a copper-infused golf glove, Copper Tech has proven to be one of the best overall one-size golf glove on the market. Now, the lineup has gotten even better ... by going halfway.

Embraced CBD-Charged Compression System

Since 2018, the company Sycamore BioPharma

has been on the cutting edge of CBD technology. Driven by the success of their Aligned Full-Spectrum CBD topicals, the company partnered with a specialized textile chemistry company to create a dynamic, wearable delivery system of socks and sleeves that has become the foundation of the Embraced



CBD-charged product line.

Not only are the socks and sleeves charged with relief-providing CBD, but they can be washed, then re-charged with a CBD spray. The result is a working

system of pain relief for participants in all sports ... but especially golf.

A growing list of customer testimonials support the claims that the products have helped to alleviate pain, improve sleep and contribute to the enhanced wellness of a loyal and growing customer base.



Makefield Putters

The putter market is one of the most competitive areas of the golf industry. It seems that just about everyone has a different idea about how to get that little white ball in the hole.

Into that fray jumps Makefield Putters ... a new company based in Bucks County, Pennsylvanina.

Not only have they accepted the challenge, they have embraced it. And their line of Makefield Putters rocked the PGA Show by winning the Product Ingenuity Award for Emerging Companies from the International Network of Golf.

"All three of our Makefield Putter models employ parallel weight technology, similar to that used in drivers," stressed Nick Biglasco, director of product development. The weights go through the equator of the clubhead, as opposed to being screwed into the sole. There is a lifted center of gravity that decreases skid and increases roll, to the point where we believe our putter rolls better than any other putter in the market right now."

The biggest development was the introduction of a screw-in hosel pin system, making all of the hosel styles and shafts fully interchangeable.

Skoni Golf Shoes

Not everyone who steps onto the golf course has ambitions of winning the U.S. Open Championship. But, when they step, they want to step in style.

Skoni golf shoes, a new line of golf and casual foot apparel, is keeping that in mind. Their modern blend of comfort and style allowed them to earn rave reviews during PGA Show week.

"We created a casual slip-on golf shoe that has some structure to it and appeals to those people who want to go out and have some fun playing golf," explained Jack Curry, Director of Sales for the lessthan-one-year-old company. "People can put these shoes on, go play, then go out to dinner and it doesn't look like a golf shoe."

The new line of shoes – men's and ladies' – have a gum-rubber sole that is good for grip and comfort. They also have a removable insole for golfers who like to wear orthotics.

And the best part ... all models in the complete line of Skoni golf shoes are available for less than \$100.

Tee M Up by Greenkeepers

Frank Carroll's injection-molded plastics factory in Northeast Philadelphia has long been a haven of innovation and cutting-edge design in many industries. His niche business, in the golf industry, has followed that same successful path.

In the world of performance golf tees, he has made his mark with the Four Yards More Tee and the Survivor Tee. Now there is the Tee M Up.

"The Tee M Up is a tool that's used for the installation of either a standard or a solid polymer performance golf tee," explained Carroll. "What this



does, it ensures that the golf tee will be square to the ground. In addition, it has a height indicator on it that guarantees the exact height, whether you use a $2 \frac{3}{4}$ inch or a $3 \frac{1}{4}$ inch tee."

This is another product in the line of specialized golf tees from Greenkeepers. The constant mantra is



always to hit the longest, straightest drives possible.

Tour Edge 723 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 723 drivers.

This line takes innovation from last year's 722 driver and divides it into two models – C723, E723 – each designed specifically to accommodate the needs of a specific segment of golfers.

"We really brought the tech to the table in 2023," says Jon Claffey, VP of marketing for Tour Edge. "This is the latest step in our Exotics line of ultrapremium tour-played products. What our R & D team did is pretty remarkable. We have the most adjustable driver head on the market. There are so many different settings. If you do the math, there are 4,860 different settings on the head alone. We can fit any swing, any player type into these amazingly high-performance heads.

The new 723 Series still comes in a C723 model, made for players with clubhead speed over 105 mph. Players with slower swing speeds are using the E723.





Stride Follow Me Bag by Zero Friction

Golfers will now be walking down the fairways with the old standard tune, "Me and My Shadow," echoing in their heads – thanks to the new Stride Follow Me Bag by Zero Friction.

Instead of trying to drive a battery-powered golf trolley with the use of a remote device that the golfer has to operate and steer, the Stride Follow Me Cart uses a transponder that just hooks to the back belt or pocket. The cart then follows the golfer wherever they go.

"What we did was took a golf bag and made it into an electric trolley, all in one," says Zero Friction president John Iacono. "We took the components of an electric trolley, with remote control and follow-me action, and we built it into a bag that is basically the size of a cart bag. There are two wheels on the front and a cantilevered wheel on the back. The cantilevered wheel sets down to the ground and gives it the extra stability and balance.

All you have to do is hit follow-me and go down the fairway, and you have your own personal caddie."

360 Bands – Resistance Training

There is no secret to the claim – in any sport – get stronger, get better. But golfers don't always realize it.

David Wolfenden, president of 360 Bands, has taken that mantra to a new level.

Already successful with his line of resistance bands that have applications to any sport, Wolfenden has expanded into the world of grip training.

"Golf was one of the first sports to take bands and resistance training seriously. You'll see them up and down the range, especially at long drive competitions," says, Wolfenden. "We now have added grips, for functionality, and that's where the 360 Bands came from. They're the only bands that allow you to hold onto them better and actually work your grip.

"Now we have a new product, the 360 Grip, which is an extension of the brand and trains the opening and closing of your hands – the only resistance trainer to do that."

The company slogan of 360 Bands says it all: "You're only as strong as your grip."

Top Products From The PGA Show



Joey's Top 5

By Joey Johnson Southern Fairways

Once again, the PGA Merchandise Show was highlighted by companies who lead their respective segments in technological innovation. Here is a look at some of our favorite products from this year's show.

Srixon ZX Mk II Drivers Deliver Big Results

When you think Srixon you probably think about their golf balls and irons, and rightfully so. Both are near the top in their categories and have provided consistent results since Srixon came on the scene.

With the release of the new Mk II line, Srixon has joined the fray for the top driver on the market. The ZX7 Mk II, ZX5 Mk II, and ZX5 LS Mk II all offer

great feel and performance. You just need to find the one that best suits your swing.

What's New?

The composite crown is gone and has been replaced by titanium. More on that later. Let's take a complete look at the construction.

REBOUND FRAME with DUAL FLEX ZONES

Most Drivers have one flex zone. The new Srixon ZX Mk II drivers have two. Think of it as a spring within a spring. The Rebound Frame increases COR across the face for higher ball speeds and increased distance.

All drivers have faces that flex. The Srixon ZX Mk II drivers use Ti51AF Titanium alloy to maximize that flex. The Rebound Frame adds a second flexible zone, which is a ring of thin titanium within the body of the driver. When the two zones flex simultaneously at impact, and snap back into position, the resulting energy transfer creates power.

STAR FRAME CROWN

The new titanium crown is extremely thin and is supported by a series of ridges and latticework the give it structural integrity. The ultralight design allows for mass to be moved to the optimum location for each driver, resulting in ideal launch and spin numbers.

Retail Price: \$499.99

Rapsodo Makes a Big Splash

Rapsodo has introduced its new MLM2Pro launch monitor and simulator. Many of us have been waiting

> patiently for Rapsodo to deliver an Android compatible device. With the MLM2Pro, they have delivered that and much more.

> The original MLM provided launch and distance data and provided a down-the-line video of the swing using an iPhone or iPad.

The MLM2Pro includes two cameras, which record at 240 frames per second. You can pair the unit with a phone or tablet (IOS or Android) to capture multiple swing angles. Even better, spin data can now be captured.

The Rapsodo MLM2Pro can also be paired with numerous golf simulators for game play.

Retail Price: \$699.99





An annual subscription fee of \$199.99 is required, but the first year is included with the purchase of the unit.

Make More Putts with Makefield Putters

Drivers and irons have traditionally led the way when it comes to tech in golf equipment. But putter manufacturers have really stepped up their efforts over the last several years. Just look at the PGA Tour, where just a few years ago traditional blade putters were used by the majority of the players. Now mallet putters with higher MOI lead the way.

Makefield Putters are designed with Path of Inertia, which helps guide your stroke and balances the putter face to the path. The result is more center face strikes, less skidding, and better rolls.

Weighting Systems have long been used in drivers as a way to fine-tune the club based on the individual player's swing. Makefield is integrating that same adjustability into their putters. The Patented X3 Weight System uses Aluminum, Stainless Steel, and Tungsten to create endless options when it comes to weight customization.

Most putters are made with multiple pieces of cast materials. Makefield putters start as a solid piece of Aircraft Grade Alloy that is then CNC milled and assembled robotically. Each putter is anodized and laser engraved to customer specifications.

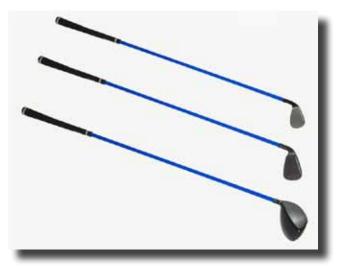
Makefield uses what they call Radial Cusp Face Technology (RCFT). The result is face-to-ball contact with minimal friction, which reduces the tendency for the ball to "stick" to the putter face. The result is a roll that skids less and rolls more quickly.

Makefield was named the 2022 Industry Honors Winner for Product Ingenuity-Emerging Companies: Golf Equipment by the ING.

Learn Effortless Power with Lag Shot

Our favorite training aid at this year's show was the Lag Shot Triple Threat Combo. Lag Shot makes weighted and extremely flexible clubs that help golfers properly load the club, create lag, improve tempo and timing, and hit more powerful shots.

And you aren't just taking practice swings. The clubs are designed to be hit, producing instant feedback.



Lag Shot training clubs come in 7-irons, drivers, and wedges. The Triple Threat Combo includes one of each, so you can increase distance, accuracy, and perfect your short game.

Lag Shot clubs come in Standard, Ladies, Juniors, as well as XL for the stronger player.

Free Shipping is included in the U.S. as well as a 30-day refund guarantee.

Retail Price (Triple Threat Combo): \$299.00, visit the website for individual club pricing.

Ashworth is Back!

Ashworth marks its return to the US Market with a fashionable line full of tech to help keep you playing and feeling great on and off the course. Here's a look at some of the high-tech fibers and processes that are once again making Ashworth a hit with golfers.

Dry Release is designed to look and feel like cotton, while offering classic style with moisture wicking, UV protection, and four-way stretch.

Soft-Tech is a super high-performance poly product, integrating spandex for stretch, and featuring a unique construction to create an extra soft feel.

The Natural Soft-Tech collection is a blend of bamboo and cotton with a touch of spandex. Bamboo is very strong, with natural wicking, UV protection, and anti-microbial qualities.

Pebble Tech is engineered for maximum breathability and a very high level of performance.

Ashworth has reconnected with Fred Couples as brand ambassador. Tom Hoge will be wearing the line on the PGA Tour.

ING MEMBER PROFILE



By Murray Evans

Ken MacLeod didn't want this to be written. He's much more comfortable writing and reporting on those involved in Oklahoma golf than in being the subject of one of those stories.

But what he's accomplished at Golf Oklahoma – which is celebrating its 30th anniversary with this issue – needs to be praised, so that's what is going to be done with this piece, whether MacLeod likes it or not (and this writer can guarantee that it's the latter).

"We need to put Ken up on a pedestal," said Mark Felder, the Oklahoma Golf Association's longtime executive director. "You can't glow enough about him." This from Pat McCrate, the director of golf at LaFortune Park Golf Course in Tulsa: "Ken does such a wonderful job telling our story. He couldn't have picked a more correct career." Added Maggie Roller, the director of instruction at Cedar Ridge Country Club in Broken Arrow: "He puts his heart and soul into it. He is just for Oklahoma golf. His magazine is one of the best things we have."

"Ken is part-author, part-architect, part-superintendent, part-rules official, part-tournament director," said one of his writing contemporaries, John Rohde, who covered golf for years for The Oklahoman and now contributes as a freelance writer for MacLeod's magazine. "He examines every nook and cranny of



the South Central Section and uses Golf Oklahoma as his rangefinder."

Golf Oklahoma – the official publication of the OGA – has been voted as one of the nation's top regional golf magazines for a majority of the years since its inception. It's delivered in bulk to every Oklahoma golf course, has over 5,000 home subscribers and over 34,000 Oklahoma golfers receive its weekly newsletter updates. The accompanying website, www.golfoklahoma.org, has more than 186,000 unique visitors per year. There's also social media channels on Facebook, Twittter and Instagram,

a radio show and a podcast featuring well-known Oklahoma broadcaster Sam Humphreys.

Through the years, Golf Oklahoma produced the Hurricane Tracker (a University of Tulsa fan magazine) from 1996 to 2001, had a graphics and pre-press production side business for 15 years and sold, produced and managed about 35 golf expos in Tulsa, Oklahoma City, Little Rock and Springdale, Ark.

Simply put, Golf Oklahoma is a success story as it celebrates covering the sport in our state for 30 years. But there was no guarantee in 1992, when MacLeod, an Ohio transplant who then was a sports reporter

for the Tulsa Tribune (the city's evening newspaper), developed the idea for a publication that would cover golf in the PGA's South Central Region.

To start the magazine, MacLeod borrowed money from two men, longtime Tribune editor Jenk Jones Jr. and Jim Hays, then a local energy businessman in Tulsa and one of the state's finest amateur golfers.

"At the time, I thought Ken was ahead of his time," said Hays, who's now the president and chief executive officer of ExoStat Medical Inc. "In small

business, about one of 15 is ever commercially successful. What he's done in a tough, competitive business is literally phenomenal. He calls me his funding partner, but I wrote a check to him because I believed in him. ... It wasn't easy. You have to have the connections and an inside track to deal with these (golf) pros. But Ken had the talent to pull that off. He is just a really special man."

Jones had similar concerns: "I didn't know if Ken could find enough material to last six months. But a combination of routine but essential information, features on interesting personalities and exotics (stories

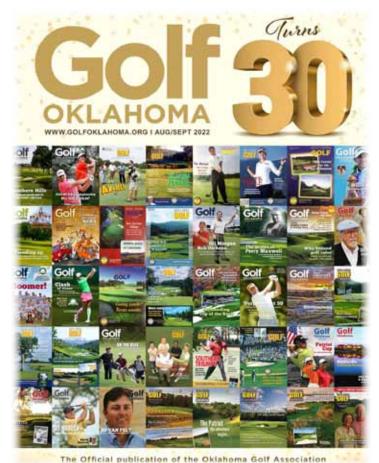
about courses in other states and even abroad) makes the magazine a rich blend. And Ken being such a nice guy has helped sell the package."

The magazine, then known as South Central Golf, first published in August 1993, covering golf not just in Oklahoma but also in Arkansas and Kansas. A casual conversation between MacLeod and Felder in 2011 changed the publication's focus.

"Ken had been doing the South Central (magazine) forever and he was having a hard time selling ads," Felder said. "I said, 'Why don't you and A.G. (Meyers) come to my

office and let's talk about just doing an Oklahoma magazine. You can do all the OGA stuff.' That was where Golf Oklahoma started."

Meyers, a respected businesman who was the former vice president of the Lazy E Arena, general manager at Oak Tree National and Chairman of the 2006 Senior PGA Championship, came on as chief operations officer. The magazine's title switched to Golf Oklahoma with the AprilMay issue in 2011, with Bo Van Pelt on the cover.



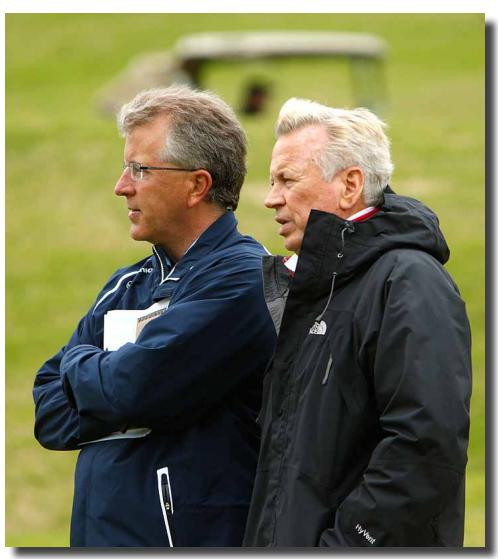
If there ever was any question about whether the state of Oklahoma could produce enough golf news to make possible such a focused magazine and website, that has been answered in the affirmative many times over. In fact, the magazine doubled in size when it narrowed its editorial and advertising focus to promoting and covering golf in Oklahoma. There's a lot of state pride in Oklahoma golf, while the South Central Section is an arbitrary geographic area used by the PGA of America.

Golf Oklahoma covers every level of the sport from competition at all levels (juniors, collegians, professionals) to course construction and renovation, equipment, travel, golf literature, instruction and the job of the unsung heroes, the golf course superintendents. There's really not a part of Oklahoma golf

that the publication doesn't touch, and mostly in real time thanks to MacLeod, a group of freelance correspondents and the many talents of production manager Chris Swafford.

"Ken is willing to cover anything or go anywhere," said Roller, who first met MacLeod during her playing career at TU in the 1980s and whose children, J.P. and Jenni, have received much coverage during the past few years as they've excelled in junior golf. "He's a really good interviewer and a good listener and that makes him a good reporter and a good writer. He's a golf fan, because he loves to play. He has such a passion for it – that's why he's so good at it. He just wants to get good golf stories."

When J.P. Roller had to give a speech at PGA National Resort in Florida after winning an award, MacLeod stayed up into the wee hours helping to edit that speech – which was presented in front of, among others, Jack Nicklaus. Maggie Roller said



the speech was a hit.

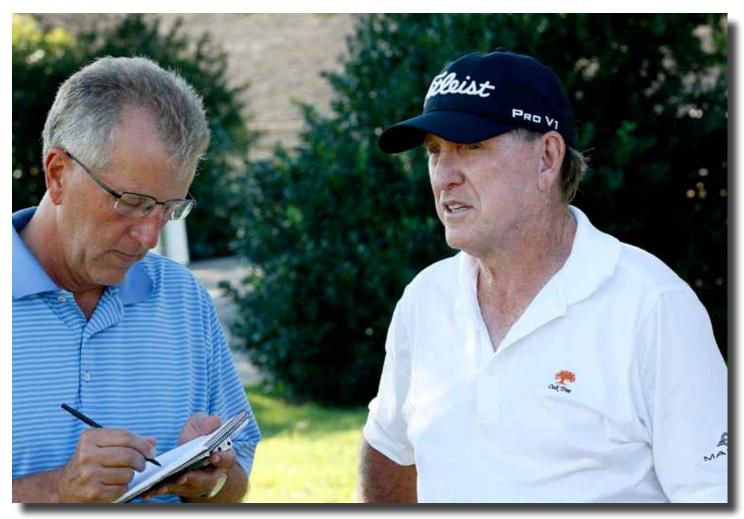
"I really love Ken," Maggie Roller said. "I really respect him and his quality of work. He's been a wonderful advocate for golf."

MacLeod is a champion of the club pros who often toil without much recognition at Oklahoma courses, but who play such a key role at the grassroots level of the sport. Walk into the pro shop at almost any course in Oklahoma and drop MacLeod's name and you'll be treated exceptionally well.

"I don't think there's any bigger fan of the PGA pro in Oklahoma, and no bigger fan of amateur or junior golf in Oklahoma, than Ken," McCrate said. "He genuinely loves it and is absorbed with it from top to bottom. He is just knowledgeable about so much, like course design, and he's on top of PGA and international golf stuff, too."

In addition to its coverage, the company was hired in 2014 to help promote and run the Oklahoma Golf Hall of Fame and works closely with founder





Everett Dobson, current board chairman Tom Jones and the rest of the board. The Hall of Fame presents two annual \$5,000 scholarships and the annual Everett Dobson Award, which provides \$5,000 to help a collegiate golfer embark on a career after graduating from a university. The 2019 recipient was Elizabeth Freeman, a former Oklahoma Christian University player who earlier this year graduated from the Oklahoma City University Law School, with plans to serve as a legal advocate for children.

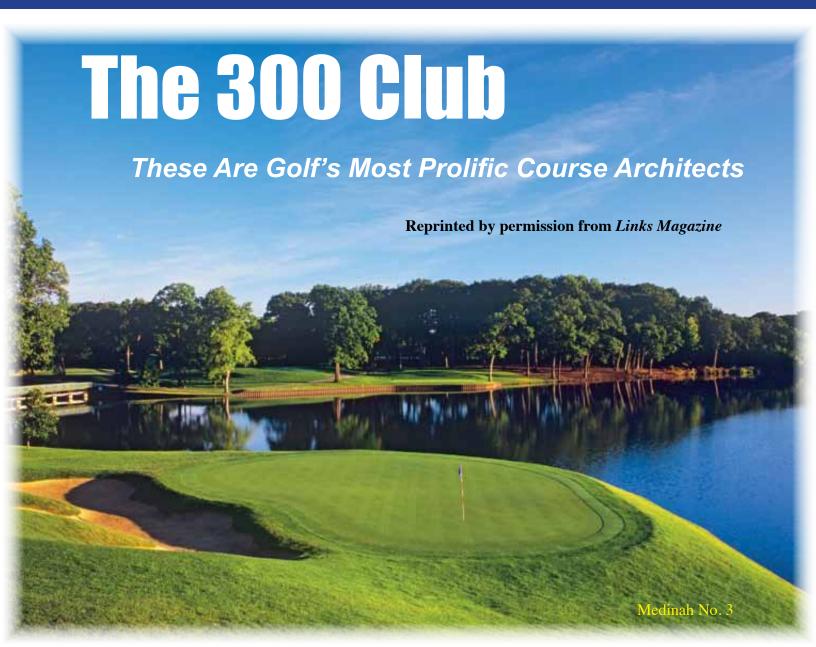
"I am so thankful for the Everett Dobson Award," Freeman said. "The money I received through the award helped ease the burden of paying for casebooks and other materials during my time in law school. It really made a difference for me."

Stories like Freeman's show the far- reaching impact and success of MacLeod's work and warm the heart of Hays, one of the men who provided MacLeod the startup funds in 1992. Hays acknowledges the success of Golf Oklahoma is beyond what he ever could have expected.

"It took him a number of years to get it really rolling," Hays said. "He struggled financially early. But he was going to make it work. Now, the only issue that I can see with Ken's empire is Ken is not going to be here forever."

But, fortunately for golf fans, it's not going anywhere anytime soon. "What he does and how he does it, he's the only one doing it," Felder said. "He's our only vehicle for Oklahoma golf. He's so unobtrusive. He just shows up, does his job and keeps winning awards, year after year. I have been so proud to work with him all of these years. I just wanted the story about all Ken does to be told."

Editor's note: Murray got the lead right, it was only at the insistence of OGA Executive Director Mark Felder that we are running this. That said, it's really nice and I appreicate it Mark and Murray, wish my parents would have had a chance to read it – Ken MacLeod



By Tony Dear

Specifying exactly how many courses certain architects designed is pretty tricky. A number of layouts credited to them might have been redesigns or renovations of existing courses. Or, they might simply have "worked on" the course, whatever that means.

For the purposes of this article, an original course earned the designer a full point, but we also considered redesigns, renovations, restorations, reworkings, recreations, remodels, and re-imaginings. Building a new tee though, or reshaping a couple of greens, got you nothing.

Taking all that into account, we arrived at ten names who we believe designed, or contributed significantly to, 300 courses or more.

Members of the 300 Club are a very select group who somehow found time to eat and sleep as well as create golf holes. Quantity isn't always a sign of quality though, and it's certainly true that not all the courses these architects designed were great or even very good.

But they sure were busy.

Tom Bendelow

Born in Aberdeen in 1868, Bendelow emigrated to America at the age of 24 and would eventually lay



out or design more golf courses than any other architect, alive or dead. In his 2007 biography Thomas "Tom" Bendelow: The Johnny Appleseed of American Golf, Stuart Bendelow wrote that his grandfather was credited with 500 layouts by 1908, and his obituary in the Chicago Tribune says Bendelow may actually have been responsible for over 1,000 by the time of his death in 1936.

It's easy to dismiss Bendelow's considerable impact on golf in America. Rarely do you hear of a club or course at which Bendelow worked making much noise about his involvement there. It's generally held that when working with A.G. Spalding in the years prior to World War I, he did little more than put a few stakes in the ground to indicate the position of tees, bunkers, and greens—legend has it he could stake out three courses a day if the train schedule allowed it. That may or may not be true or fair, but his reputation certainly grew as he kept ringing up those courses.

Design Style: Quick and simple staking early in career to meet rapidly increasing demand for golf. Small, flat greens. More elaborate designs later on though never a big earth-mover—often described his courses as "sporty."

Notable Courses: Medinah No. 3 (Ill.), Olympia Fields South (Ill.), Van Cortlandt Park (N.Y.)

Robert Trent Jones Sr.

After attending Cornell University where he took self-created, golf architectural courses, Jones's attempts at getting his design career off the ground were steadily thwarted by the Great Depression and a somewhat shaky partnership with Canada's Stanley Thompson, which had finally run its course by the late 1930s. He fared better following World War II, partnering with Bobby Jones at Peachtree Golf Club and even going on to rework a few of the holes at Augusta National.

In the 1950s, '60s, and '70s, Jones would design well over 300 courses around the U.S.

and also in 19 foreign countries. He'd also become known as the "U.S. Open Doctor," stiffening a number of venues—Oakland Hills, Baltusrol, Olympic, Southern Hills—to challenge the best players in the world. In the late 1980s, though more or less retired, he agreed to design a network of courses around Alabama with 378 holes at eight sites opening in 1992 (those numbers have since grown to 468 holes at 11 sites). When he died in June 2000 at the age of 93, Jones is said to have completed more than 500 design projects in 45 states and more than 30 countries.

Design Style: Believed holes should be "a difficult par but easy bogey." Promoted "heroic" design—mix of strategic and penal. Huge greens, similarly capacious bunkers, and runway tees. Coined the term "signature hole."

Notable Courses: Peachtree (Ga.), Firestone South (Ohio; redesign), Valderrama (Spain)

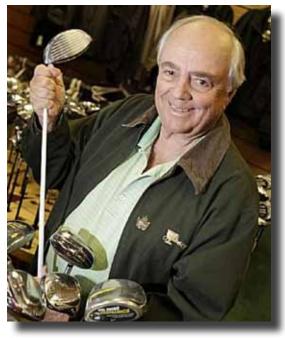
Harry Colt

For decades, the number of courses credited to Colt and his partners—Alister MacKenzie from 1919–23, Charles Alison from 1919–47, and John Morrison from 1923 until Colt's death in 1951—has been around 300. However, a new book authored by Adam Lawrence titled More Enduring than Brass and set to be published sometime in 2023, actually identifies 441 courses where Colt was involved. It isn't exactly clear how many of the 441 Colt—who also contrib-

uted significantly to the design of Pine Valley—designed solo, but few would argue that his place on this list isn't justified.

"Harry Colt was the first man to make his living solely from golf architecture and the most important designer of golf courses in the game's history," says Lawrence. "His legacy is the modern-day spread of golf around the world."

Design Style: Championed the natural, despised the artificial. Typically built an odd number of hazards arranged asymmetrically. Located greens on points of



interest—ridges, plateaus, hog's backs, punchbowls, etc. Preferred smaller bunkers with surrounding terrain that funneled balls towards them.

Notable Courses: Colt's most notable projects may have been redesigns—Sunningdale Old (England – Lawrence notes that Colt always credited the course to its original designer, Willie Park Jr.), Muirfield (Scotland), Royal Portrush (Northern Ireland). Notable original designs include Swinley Forest (England), St. George's Hill (England), and Sunningdale New (England).

James Braid

As is so often the case, no one can be entirely sure how many courses Braid, who grew up 13 miles south of St. Andrews in Earlsferrry, designed during his long and legendary career. Not even John Moreton and Iain Cumming, authors of the comprehensively researched biography James Braid and His 400 Golf Courses, seem absolutely certain. The book identifies 165 original designs (both 9- and 18-hole) plus courses Braid remodeled, those for which he drew extensive bunkering plans, and those where he merely provided a map and advice, but concludes with a request for clubs that have been omitted to contact them so that "Braid's contribution to golf course architecture can be fully documented."

Whatever the right number may be, it's remarkable how many projects Braid was able to complete given his superlative playing record (five Open Championship wins) and the fact he was the club professional at Walton Heath Golf Club from 1904 until his death in 1950.

Design Style: In his 1908 book Advanced Golf, Braid listed six design ideals which can be summed up as 1) Variety, 2) Well-guarded greens, 3) The shorter the hole, the smaller the green, 4) Alternative tees so course can adapt to different conditions, 5) Golfer successfully reaching a desirable position should be rewarded with an easier shot to follow, 6) (similar to #5) Two ways to play each hole—easy and difficult.

Notable Courses: Gleneagles King's (Scotland),

Carnoustie (Scotland; redesign), St. Enodoc (England)

Donald Ross

In 2001's Discovering Donald Ross, author Bradley S. Klein identifies 399 Ross courses—a number he now says has grown marginally in the years since



the book was published. Though almost the entirety of his architectural career unfolded in the U.S., Ross was, of course, a native Scot. Born in Dornoch in 1872, he set sail for the USA in 1899, winding up in Boston where he worked as the club professional, clubmaker, and greenkeeper at Oakley Country Club. There, he also remodeled the existing Willie Campbell course and continued tinkering for the 11 years that he remained at the club.

Shortly after beginning his new life in Massachusetts, Ross met a philanthropist named James Walker Tufts who had purchased 5,800 acres in the sandhills of central North Carolina. Tufts hired Ross in 1900 as the golf professional and to oversee golf operations at his new retreat where a rudimentary 18-hole course had been built. Ross reworked it (Pinehurst No. 1) and then designed No. 2 for which he would gain great acclaim across the country and which precipitated his vocational shift into course design.

Design Style: Though many golfers would be able to recognize a Ross design if they saw one, it's actually a fool's game trying to specify exactly what his style was. And as Donald Ross Society President Brad Becken recently said in an interview with Geoff Shackelford, you soon learn not to use the words "never" and "always" when discussing Ross courses. So, he didn't always used grass-faced bunkers or plateau greens or straightforward opening holes, or build volcano holes and diagonal hazards, and reject straight holes. He did that quite often, but not always.

Notable Courses: Pinehurst No. 2 (N.C.), Oakland Hills (Mich.), Seminole (Fla.)

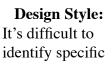


Jack Nicklaus

With seven major championship titles to his name, a 29-year-old Nicklaus brought star appeal to Pete Dye's 1969 design of Harbour Town Golf Links on South Carolina's Hilton Head Island. Though he had expressed a good deal of interest in course design prior to the project, it was the Golden Bear's first design experience. And though just a design consultant whose contribution to the course was estimated at about "one percent" by noted golf writer Charles Price, Dye himself insisted Nicklaus had had a much greater influence. "Working with Jack Nicklaus was a first-class experience," Dye wrote in his 1995 autobiography Bury Me in a Pot Bunker. "He has always been gracious enough to give me most of the credit, but the course would never have been so well accepted if it hadn't been for him."

The pair collaborated twice more before Nicklaus formed his owned design company in 1974, since

when he and his associates have, according to the company's Business Development Manager Tommy Hearden, been involved in over 430 courses in 45 states and more than 40 countries.





Nicklaus traits though it's probably true his earlier courses favored the high fade he hit so well. His style has evolved quite a bit over the last 45 years and, though a very long hitter in his day, Nicklaus does like to reward precision, not just power. He prefers smaller greens as huge greens reduce the need for "finesse shots." Nothing is blind, and greens and fairways tend to collect rather than repel.

Notable Courses: Muirfield Village (Ohio), Valhalla (Ky.), Punta Espada (Dominican Republic)

Arnold Palmer

Palmer's initial foray into course design happened around the same time as Nicklaus, his great rival,

was setting up his company. Palmer had always enjoyed Dick Wilson's 1961 layout at Bay Hill in

Orlando and, in 1974 after acquiring the property, he set about making the changes he felt would make an already good course even better. Other than making a few changes to Bay Hill, Palmer didn't really become serious about design until the mid-1980s when he told reporters he was now more inter-



ested in designing courses than playing them. "Now I just want to make the game as fascinating for others as it is for me," he said.

Palmer was involved in well over 300 projects and worked alongside Frank Duane; Ed Seay with whom he formed his first design company in 1972; and lastly Thad Layton and Brandon Johnson. He always felt enjoyment took precedence over challenge or difficulty, which probably explains why he doesn't have any courses ranked among America's top 100. "I wanted to design courses that were fun and looked pretty," he said in his 2016 autobiography A Life Well Played.

Design Style: Unless you're Layton or Johnson, it's unlikely you could recognize a Palmer design as he didn't really have any signature features. He put the emphasis on playability and the beauty of the site. These 10 tenets he drew up form the basis of who he was as a designer—1) Beauty, 2) Strategy,

- 3) Risk-reward, 4) Fun, 5) Preservation,
- 6) Sustainability, 7) Environmental Stewardship,
- 8) Growth of the Game, 9) Variety, 10) Simplicity.

Notable Courses: Bay Hill (Fla.), Tralee (Ireland), Old Tabby Links (S.C.)

Robert Trent Jones Jr.

RTJ Jr.'s website opens with a banner declaring "More than 300 courses in over 50 countries on six continents"—an astonishingly varied and noteworthy portfolio of work that goes back to the early 1960s when "Bobby" began working with his father at

Spyglass Hill in Monterey, Calif. The elder of Robert Trent Jones's two sons (Rees is two years younger) dealt with the company's clients in the western states and also in Asia where the game was really taking off. Jones Jr. set up his own firm in Palo Alto, Calif., in 1972 and quickly gained a reputation as an adventurous and artistic designer whose intention was always to "listen to the land."

"The very best courses are those where nature has provided the canvas and my job is to discover her secrets and reveal them," says the 83-year-old romantic whose love of poetry and music have no doubt helped shape his designs.

Design Style: Unlike his father, RTJII and his associates have never really built any instantly recognizable features and though the company's greens and bunkers tend toward the large, they certainly aren't the largest in the world. Jones Jr.'s courses have long sought to make a visual impact which seems to be at odds with the environmentalist persona the firm has built in recent years, but his description of his designs as "complex, eclectic, and wide-ranging" is certainly accurate.

Notable Courses: Princeville Makai & Prince (Hawaii; Prince now closed), Moscow C.C. (Russia), Chambers Bay (Wash.)

Michael Hurdzan

Nicklaus, Palmer, and the Trent Joneses certainly weren't the only architects enjoying the fruit of the golf course construction boom that seemingly continued off and on between the 1950s and the economic collapse of 2007–08. West Virginia native Michael Hurdzan took full advantage, too—first in association with Jack Kidwell, then Dana Fry. Hurdzan and Kidwell built 100 or so "modest" courses together, mostly in Ohio and eastern states. When Kidwell retired in the mid-1980s, Hurdzan worked for himself for a while before joining Fry with whom he built courses all over the world. Since 2012, Hurdzan has worked alongside his son Christopher and, in 63 years as a course designer, estimates he has been involved in around 500 projects.

Design Style: In the early days, his courses were fairly basic and built to meet huge post-World War II demand. But as golf and real estate became paired in the '70s and '80s, Hurdzan's courses became far

more visually exciting as the Augusta-Syndrome took effect. Hurdzan encouraged his staff to express themselves, so courses bearing his name rarely look alike. And, as far as he could in the days of conveyor-belt course construction, Hurdzan built environmentally-sound courses that were designed to be affordable to maintain. This environmental stewardship may not be apparent to the golfer while playing a Hurdzan course, though big, bold features and greens might be a clue as to the designer's identity.

Notable Courses: Devil's Paintbrush (Canada), Calusa Pines (Fla.), Erin Hills (Wis.) with Dana Fry



Larry Packard

When Packard died in 2014 at the age of 101, 75 years after beginning his work as a course designer alongside Robert Bruce Harris, it was said he'd worked on over 600 courses, made up of an estimated 350 original designs and 250 redesigns. Despite this extraordinary number, Packard remained relatively little-known throughout his career, his best-known work being the four courses at

Innisbrook Golf Resort in

Palm Harbor, Fla., whose Copperhead course stages the PGA Tour's Valspar Championship.

Design Style: Built courses for golfers who didn't want to pay a lot to play golf that was too hard for them. Consistently good though, perhaps, never great, Packard's calling cards were the double-dogleg par five (14th on Copperhead), elevating bunkers to avoid puddles and making the early holes fairly easy to ease players into the round.

Notable Courses: Innisbrook Copperhead (Fla.), Countryside CC (Fla.), Lick Creek (IL)

These architects came awfully close without quite cresting the 300 mark— Ed Ault, Tom Clark, William Diddel, Tom Fazio, Robert von Hagge, Fred W. Hawtree, Arthur Hills, Rees Jones, William Langford (and Theodore Moreau), Joe Lee, Jerry Matthews, Stanley Thompson, Mike Wolveridge.





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Back In Action

ING Fall Forum In Sebring Featured New Format, Dramatic Golf, And Networking At Its Best

By LEN ZIEHM Len Ziehm On Golf

The International Network of Golf is a fixture at the PGA Merchandise Show and the Myrtle Beach World Amateur Handicap Championship. ING also hosted an annual Spring Conference around the country prior to pandemic concerns.

Still on the brink of celebrating his group's 30th anniversary, ING executive director Mike Jamison moved in another direction. He organized his first Fall Forum, an event that was smaller in number of attendees than other events when ING members got together but its

format may well be the wave of the future.

Attendees got a more close-up look at new golf gear in advance of January's PGA Show as well as an informative social marketing seminar led by Sabrina Andolpho, a former college golfer turned social media whiz.

And all that was in addition to two golf outings – the first at the Citrus Golf Tour Open's pro-am and the second at the return of the Durland Cup scramble. The Citrus Tour is a minor league circuit that offered a \$20,000 first prize at its tournament immediately after the pro-am at Sun 'N Lakes Country Club. The Durland Cup has been a fixture at ING events over the years.



This time, though, the four — more personalized — new gear presentations may have been the event's biggest hit. Here's what they revealed:

ZERO FRICTION'S WHEEL PRO – Illinoisbased Zero Friction has come on like gangbusters, with president John Iacono coming out previously with new tees, gloves, rangefinders and balls. Now comes the much more cutting edge bags and trolleys.

Iacono introduced his first version at last January's PGA Show but the launch of the Wheel Pro, a pushcart bag, didn't go smoothly. It has removable wheels, weighs only 10 pounds and is great for traveling.



"We had a delay in getting them out," Iacono said. "They were supposed to arrive in April but didn't until late August. Supply issues."

That's been an all too frequent problem in many industries in the aftermath of the pandemic, but Iacono is more optimistic about his newest product – The Stride. This is an electric, follow me remote control golf bag that is being developed in England. Golfers can set the speed, and it'll include a 36-hole rechargeable battery.

Weighing 32 pounds, The Stride is not designed for carrying and Iacono anticipates a market price of \$1,899.

PROUD 90 – Want something different in golf apparel? Rick Versace has it, though he isn't sure his famous clothing designer last name is part of

the equation. Versace founded Proud 90 three years ago and is now its chief executive officer.

"Our mission is to make golf as much fun as possible for all skill."

"Our mission is to make golf as much fun as possible for all skill levels," said Versace, who said the company name comes from that fact that "most golfers don't break 90."

He got the idea after watching PGA star Rickie Fowler (on television) playing with no shoes on one of the nicest courses in the country.

"We wanted to create a vacation vibe, no mat-

ter where you're at," said Versace. His polos started with Hawaiian prints and progressed from there to include a variety of eye-catching designs. They're also known for being especially comfortable. The company's logo – a dog standing on a green gazing up at a flagstick – underscores that. That dog is Versace's Great Dane, named Tank.

Versace now has 12 sales reps and his polos are in 250 clubs around the country. They're priced at \$79 retail and \$39 wholesale. They have ING's support.



Jamison declared the Proud 90 "the official ING apparel company for at least six months....We'll see how that goes, but we love it so far."

MAKEFIELD PUTTERS – Pennsylvania-based Everett Farr was browsing through a lot of golf ads during pandemic days, and that encouraged him to take his engineering talents into the creation of a state-of-the-art putter. Its adjustable weighting system makes it stand out and provides its users with a wide variety of customization options.

The Makefield putters are designed with Path of Inertia, which guides your stroke, balances the clubface to the path to the hole and provides centeredness of impact. That encourages an immediate, consistent roll that should lead to lower scores. Five tour players and some Walker Cup players are testing it.

"One of my companies made a prototype," said Farr, who got immediate positive feedback. Three months later the putter was in construction.

Michael Little, a two-time Philadelphia PGA Player of the Year, is a co-founder of Makefield and Michael Brown, who held the amateur titles of New Jersey, Pennsylvania and Delaware at the same time, is part of the Makefield team.

Farr came up with the Makefield name on a drive through Lower Makefield, a Pennsylvania town on the Delaware River.

"Make" is what a putter is designed to do, and

`field' is who you play against in a tournament," said Farr, who still occasionally plays with a Ping putter that his father – a PGA Tour official – gave him in 1968. The Makefield version has captured his heart, however.

"This is all new to me, but it's an absolutely amazing putter," said Farr.

BUCKET GOLF – You've got to have fun with this company's golf balls. Mac Ross certainly has.

"We sell golf balls," said Mac Ross, who launched his company last May. "Buckets is associated with basketball, but it works with golf, too."

Mac's wife is a teaching pro who grew up on a golf course, and he recalls selling balls gathered off a

course near his home when he was 10 years old. Both have full-time jobs now but are having fun with their new business venture.

They've named the apparel company logo "Buckey" and are looking to give their raccoon mascot a marketing personality. The ball packaging is the best part, though. Its round shape—like a coffee can—makes it multi-purpose. It could be converted into putting cup, along with a variety of storage uses. No other golf ball manufacturer showcases its product the way Bucky does.

Apparel and golf accessories will come later, but for now Bucket balls are working out just fine. Ross got off to a promising start at the ING Fall Forum. Though not professing to be a great golfer, he won the long drive contest at one of the Fall Forum outings.

"He hit it at least 350," marveled Jamison. Ross, of course, hit a Bucket ball on his long blast and another player made a hole-in-one with the ball at another of the outings.

Bucket balls so far have been made in China, and Ross is looking for manufacturers in South America and Taiwan. Ross has applied for USGA ball approval and expects no problem getting it. The balls are being sold off the company's website (BucketsGolf-Balls.com) for \$28.99, not including shipping.





Sabrina Andolpho, who played collegiately at Barry in Florida, has become one of golf's best social media influencers. Her presentation was a highlight of ING's first Fall Forum at Inn on the Lakes in Sebring, FL.



ING Fall Forum Golf



Hole-in-one for Joy Sarver in the Durland Cup!



Winners! Winners! - Above, Durland Cup champions Brian Stefan, Mike Kern, Rick Zurak, Mike Ramsay receive trophy from Larry Durland's daughter Marti Ramsay. All four received a Zero Friction Wheel Pro golf bag.

In the Citrus Golf Trail Open Pro-Am, Tony Leodora and Len Ziehm were part of the first-place team at 16-under-par (Scores below).



Citrus Golf Trail Open Pro Am Scores

os.	Foursome	To Baseline Pur Net	Total Net	Purse
	Tony Leodora + Len Zehm + Donnie Trosper	-10	128	\$300.00
	Rich Barney + Bob Bergmann + Michael Kartrude	-12	132	\$200.00
2	Gary Van Sickle + Mac Ross + Geoffrey Flak	-10	134	\$100.00
3	Mike Brown + Charles Humphries + Brant Peaper	-9	135	\$0.00
4	Mike Brown + Charles Tom Gorman + Mike Kern + Danny Daniels	-6	136	\$0.00
5	Fred Fleetwood + Mike Flamsey + Evan Thornton	-7	137	\$0.00
6	Fred Fleetwood + Narver + Chris Wlate Rick Zurak + Joy Sarver + Chris Wlate	-3	141	\$0.00
18	Mike Jamison + Sabrina Andolpho + Patrick Allgeier	-3	141	\$0.00
8	Jeff Ward + Dave Daubert + Dylan Meyer	-3	141	\$0.00
P.	Joey Johnson + Brendan Sweeney + Carr Vernon	4	142	\$0.00
10	Joey Johnson + Brendan Sweenby + Can Trinian	4	143	\$0.00
1	Mike Gilpin + Mike Price + Landon Michelson	- 41	145	\$0.00
2	Tim Branco + Andy Mears + Brad Adamonis	+2	146	\$0.00
3	Bob Denny + Bill Johnston + Dawson Anders	+6	150	\$0.00
8	Bruce Hutchinson + Marti Ramsey + Jimmy Hervol		-	
-	Total Purse Allocated: \$600.00			



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RULES OF GOLF

2023 ANNUAL QUIZ

Think you have a good grasp on the Rules of Golf? Test yourself with our Annual Rules Quiz. Let the NCGA be your guide to the Rules. Learn more on our website (NCGA.org).

BY RYAN GREGG, NCGA Chief Operations Officer

In which one of the following situations will Ryan be penalized for playing from a wrong place?

- A. Ryan properly takes relief from an immovable obstruction near a course boundary. After first coming to rest, the ball rolls out of bounds. Ryan picks up the ball, replaces it where it came to rest when dropped and makes a stroke.
- B. Ryan drops on the putting green in taking relief from an adjacent penalty area. After coming to rest but before Ryan marks it—the ball rolls into a bunker. Ryan retrieves his ball from the bunker and places it on the putting green on the spot where the ball had come to rest. Ryan then holes his putt.
- C. In taking relief from ground under repair in the fairway, Ryan drops a ball which comes to rest in the fairway. After several seconds, the ball rolls into deep rough nearby. Ryan picks up his ball and replaces it on the spot in the fairway where it had come to rest. Ryan then makes a stroke at the ball.
- D. In taking relief from a penalty area, Ryan drops a ball which comes to rest in the fairway. After several seconds, the ball rolls back into the penalty area where it cannot be retrieved. Ryan decides to return to play from where he last played under stroke and distance.

In stroke play, Lance plays his second stroke from the putting green and it accidently hits the foot of another player in the group. Lance plays the ball where it came to rest and makes the putt. Lance tees off on the next hole. What is his score?

A.3

B. 4

C. 5

D. Lance is disqualified

Kristen uses her distance measuring device to shoot the flagstick for her next stroke. She replaces the device in her bag. Before playing, she uses the device again to measure to a nearby bunker. At this time, she realizes she had turned on the slope function of the DMD when she was practicing the day before because the adjustment number is displayed on the screen and she had accidentally left it on. What is the ruling?

- A. No penalty since she did not use the slope information.
- B. Kristen gets two penalty strokes.
- C. Kristen gets four penalty strokes.
- D. Kristen is disqualified.

In stroke play, on a par 3, Karl's tee shot lands on the putting green. Upon reaching the ball, Karl marks, lifts and sticks the ball in his pocket. Karl then takes out his lucky putting ball and places it in front of his ball marker. After lifting his ball marker, Karl takes two putts to finish the hole. What is Karl's score for the hole?

A. 3

B. 4

C. 5

D. 6

Tyler won a net stroke-play event. After the close of the competition, one of his fellow players questions the number of handicap strokes Tyler received because Tyler's net score seems a bit low. In checking, the Committee discovers that they had mistakenly recorded the wrong handicap on Tyler's scorecard. The actual value should have been two handicap strokes less. What is the ruling?

- A. Tyler is the winner due to Committee error.
- **B.** The Committee should cancel the competition and declare the results null and void.
- C. The Committee should correct both the number of handicap strokes Tyler received and his net score and declare another winner if appropriate.
- **D.** Tyler is disqualified for signing for an incorrect score.

In stroke play, after completing the last hole, Gail and Joan give each other their scorecards to review. While Gail is still reviewing her hole scores, Joan places her scorecard next to Gail and leaves before Gail finishes her review. Gail takes both scorecards to the scoring area and explains that Joan failed to certify her scorecard as marker and has left the course. What is the ruling?

- A. Gail is disqualified for not having two signatures on her card.
- B. Joan is disqualified for failing to sign Gail's card.
- **C.** Gail and Joan both get a two-stroke penalty for failing to properly certify the scores.
- D. Joan's failure to carry out her responsibilities was beyond Gail's control; the Committee may accept Gail's card with just one signature, without penalty.



In stroke play, in preparation for his next shot and to assist him with his alignment, Gary lays a club down on the ground and takes his stance. A fellow player informs him he is not allowed to make a stroke with the club in place. Gary picks up his club and makes the stroke. On his next shot, remembering that he cannot lay a club down, Gary simply draws a line in the dew to help with his alignment, takes his stance and makes a stroke. What is the ruling?

- A. Gary is not penalized.
- B. Gary gets two penalty strokes.
- C. Gary gets four penalty strokes.
- D. Gary is disqualified.

In stroke play, Joe plays his tee shot to an adjacent fairway and notices a player from another group hit his ball. He substitutes a ball and drops it within one club-length of the estimated spot from where his ball was played. What is the ruling?

- A. Joe has proceeded correctly.
- **B.** Joe gets a one-stroke penalty.
- C. Joe gets a two-stroke penalty.
- **D.** Joe gets a total of three penalty strokes.

In stroke play, Andi's ball lies in the rough. She picks up the ball to identify it without marking it, cleans it and discovers there is a scratch on the ball. She substitutes a new ball and places it on the original spot. What is the ruling?

- A. Andi proceeded correctly and doesn't get a penalty.
- **B.** Andi gets one penalty stroke.
- C. Andi gets two penalty strokes.
- **D.** Andi gets a total of three penalty strokes.

In a stroke-play event with Model Local Rule E-5 (alternative to stroke and distance) in effect, which one of the following is correct?

- **A.** A player may use this local rule if the ball is lost in a penalty area.
- **B.** A player may drop in the fairway, rough, bunker or penalty area if it is within the limits of the relief area.
- **C.** A player must proceed under this local rule if his or her provisional ball is not found.
- **D.** A ball dropped under this local rule does not need to be dropped again if it rolls more than one club-length further from the hole from where it struck the course if it is still within the limits of the relief area.

In stroke play, Cathy's tee shot comes to rest in a penalty area. She chooses to take back-on-the-line relief under Rule 17.1d(2). The ball when dropped on the line rolls and comes to rest closer to the hole by several inches from where it first struck the course. Cathy picks up the ball and drops it on the line again. The dropped ball then comes to rest on the spot where it struck the course. She plays to the putting green and holes the putt. What was Cathy's score for the hole?

A.4 **B.**5 **C.**6 **D.**7

With Local Rule F-5 in effect (Immovable Obstructions Close to The Putting Green), which one of the following is correct?

- A. Steve may take free relief if the ball is within two club-lengths of the obstruction, the obstruction is within two club-lengths of the putting green and is on his line of play.
- **B.** Steve may take relief under this local rule if his ball lies on the putting green.
- **C.** If Steve is going to chip the ball, he may not use this local rule.
- D. Steve may stand on the obstruction after taking relief on his line of play for the same obstruction.

In stroke play, Tony putts the ball off the putting green and is heading toward a bunker rake lying on the ground. Josh, another player in the group, removes the rake to keep the ball from hitting it. The ball then rolls into the bunker. What is the ruling?

- **A.** No penalty to either player and the ball must be played from the bunker.
- **B.** Josh is penalized two strokes for moving an obstruction to affect a ball in motion and the ball must be played from the bunker.
- **C.** Josh is penalized two strokes for moving an obstruction to affect a ball in motion and the ball must be placed at the estimated spot where it would have come to rest if it would have hit the rake.
- **D.** Tony must replay the stroke from the putting green.



- In stroke play, Mike chips onto the putting green and his ball, while in motion, is picked up and carried off by a dog. What is the ruling?
- **A.** Mike must cancel and replay the stroke from where he last played.
- **B.** Mike must place a ball at the spot where the ball was originally picked up by the dog.
- **C.** Mike must drop a ball within a club-length of the spot where the ball was originally picked up by the dog
- **D.** Mike must estimate where his ball would have come to rest if the ball hadn't been picked up by the dog, and place a ball at that spot, but may not be in the hole.

In stroke play, Dana's second stroke comes to rest on the putting green. She hits her putt too strongly and it strikes the removed flagstick lying on the edge of the green. Thinking she had to replay the stroke, she substitutes a new ball and places it where she just played. She holes the next putt. What is Dana's score for the hole?

A. 5

B.6

C.7

D. Dana is disqualified.

In stroke play, Greg hits his tee shot left on the first hole. He properly announces and plays a provisional ball to the fairway. He finds a ball he believes to be his original and plays it down the fairway. He then walks over and lifts his provisional ball. When he arrives at the ball he had just played he realizes that it was not his original ball. He resumes his search for the original ball but cannot find it within the three-minute search period. What is the ruling?

- **A.** Greg must replace and continue play with the provisional ball, incurring a total of three penalty strokes.
- **B.** Greg must replace and continue play with the provisional ball, incurring a total of four penalty strokes.
- **C.** Greg must put another ball into play from the teeing area, incurring a total of three penalty strokes.
- **D.** Greg must put another ball into play from the teeing area, incurring a total of four penalty strokes.

In stroke play, Patrick hits his tee shot over 200 yards towards a large tree. He searches for two minutes around the tree and sees a ball he believes is his even though he cannot see any identifying marks on the ball. It is beyond where he can retrieve it. He declares the ball unplayable and drops another ball within two club-lengths, no nearer the hole, at a spot on the ground beneath where the ball lies in the tree. He completes the hole with three more strokes with the dropped ball. What is his score?

A. 5

B.6

C.7

D. Patrick is disqualified for a serious breach of playing from a wrong place if he does not correct his mistake by returning to the tee before he tees off on the next hole. Julie's ball moves when she removes a pine cone. She replaces the ball and then realizes she is in a penalty area. She then decides it would be best to take a drop from the penalty area and takes back-on-the-line relief. What is the ruling?

- **A.** Julie gets one penalty stroke.
- B. Julie gets two penalty strokes.
- C. Julie gets three penalty strokes.
- **D.** Julie is disqualified.

Answers:

- C. The fairway and rough are both part of the general area, so Ryan was required to play the ball where it came to rest. Ryan replaced the ball and played from a wrong place. Rule 9.3. Exception (2).
- C. Rule 11.1b(2). The stroke counts and Lance is penalized two strokes, but he has not played from a wrong place. Clarification 11.1b/1
- 3. B. Rule 4.3a(1) prohibits use of a DMD to measure elevation changes. The penalty for the first use is the general penalty. The penalty for the second use is disqualification. However, Rule 1.3c(4) states there is a single penalty if there is no intervening event between the breaches.
- B. Rule 6.3b(3) It is a one-stroke penalty for an unauthorized substitution.
- 5. C. Rule 3.3b(4) and Rule 20.2d(2). Players are not responsible for an incorrect handicap listed on their scorecard. Handicap stroke mistakes made by the Committee are considered administrative mistakes that should be corrected by the Committee, even after the close of the competition.
- 6. D. Rule 3.3b(2) A player is responsible for checking that the score-card has been certified by both the player and the marker. However, the Exception to Rule 3.3b(2) states that there is no penalty to a player if the Committee finds that the player's breach of 3.3b(2) was caused by the marker's failure to certify the score and that this was beyond the player's control.
- C. Rule 10.2b(3) A player may not lay anything down on the ground to help with alignment. Removing the club does not avoid the penalty. The Rule also applies to taking an action for a similar purpose, such as drawing a line in the dew.
- C. Joe was required to place (not drop) a ball at the estimated spot from where the original ball was played from. Failing to do so is a two-stroke penalty. Rule 6.3c(2), 14.2a and 14.7.
- B. Clarification 1.3c(4)/1. There was no intervening event between the breaches of Rules 7.3, 4.2c and 9.4.
- D. Model Local Rule E-5 allows for the ball to roll a considerable distance from where it strikes the ground and does not need to be dropped again.
- 11. C. Three talent strokes and three penalty strokes. One penalty under Rule 17.1, two penalty strokes for picking up the ball in play and not replacing it (Rule 9.4b) before ultimately playing from a wrong place under Rule 14.7a.
- A. Model Local Rule F-5.1. Ball must be in the general area and complete relief must be taken.
- B. Rule 11.3 and Rule 15.2a(1) Exception 2. A player cannot deliberately remove objects to affect a ball in motion.
- 14. B. Clarification 11.1b/3.
- 15. A. Rule 14.6c and Rule 18.1 Dana has 4 talent strokes and 1 penalty stroke. Rule 13.2b(2), Dana should have played the ball where it came to rest after hitting the flagstick, but she played under stroke and distance and is permitted to substitute a new ball.
- B. Clarification 18.3c(2)/4. Greg gets two penalty strokes for playing a wrong ball Rule 6.3c(1), one penalty for a lost ball Rule 18.2a(1) and one penalty for lifting his ball in play Rule 9.4b.
- D. Rule 14.7b. Patrick must be able to identify the ball as his before proceeding under Rule 19.2c. Clarification 19.2/5
- B. Rule 15.1b, Rule 9.4b and Rule 17.1. The penalty under Rule 9.4b doesn't go away.





LPGA Legends Hall of Fame and World Golf Hall of Fame Member **Jan Stephenson** has been diagnosed with stage 3 breast cancer. She will begin a regimen of chemo/radiation therapy in the next two weeks.

"It's impossible to overstate what Jan has meant to golf in not only Australia, but around the world, with all the effort she has put into developing young golfers through her charitable foundations" said Michael Vandiver, Executive Vice President of Jan Stephenson's Crossroads Foundation, a 501(c)3

charitable organization.



Stephenson has won many accolades including some of golf's highest honors in her long career. But being the recipient of an Order of Australia Medal is "probably the most important thing to her."

"It means so much to me for all my friends and family to lend so much support," said Stephenson, Order of Australia Medal

recipient, and winner of 41 Worldwide Titles, "I have had some negative challenges in my career and managed to survive. This is just another tough hole that is Uphill and Against the Wind. See you on my next downhill and downwind hole!"

Stephenson is a three-time Legends Tour champion who has 41 professional wins to her credit, including 16 on the LPGA Tour with three major

championship titles - the U.S. Women's Open, LPGA Championship and Peter Jackson (Canadian Women's Open).

Stephenson has been Ambassador for ISPS Handa for more than 20 years. "I am looking forward to another 20 years," she said.

Stephenson remains active on the LPGA The Legends Tour while focusing on the Jan Stephenson's Crossroads Foundation in support of disabled military veterans and first responders.

Mission Inn Resort & Club in Howey-in-the-Hills, Fla., which hosted the 2015 ING Spring Conference, recently sold for an undisclosed price to Mississippi-based MMI Hospitality Group. Micajah Sturdivant, the president of MMI The group plans an initial round of \$10 million worth of investment in its new property.

The club had been owned by the Beucher family since 1964. According to Sturdivant, the two companies' family-owned nature was part of what brought them together for the deal.

Mission Inn includes two golf courses, El Campeon and Las Colinas, in addition to 176 hotel rooms, three restaurants, a spa, a tennis facility and other recreational amenities and 30,000 sq. ft. of indoor and outdoor event space.

The 40th edition of the **Myrtle Beach World Amateur** taking place August 28 - 31st is open for registration! Early bird entry is just \$599. Register prior to March 23rd and you're eligible to win \$10,000 in random drawing prizes. Join 3,200+ of the most avid golfers for this bucket list experience.



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