

## For Immediate Release

Contact: Mike Jamison  
[mike@jamisongolf.com](mailto:mike@jamisongolf.com)  
407-328-0500, ext. 1

# International Network Of Golf Begins 20th Anniversary Celebration At PGA Show

LAKE MARY, FL – The non-profit International Network of Golf is recognizing its 20<sup>th</sup> birthday in 2010, and the celebration begins at the PGA Merchandise Show in Orlando Jan. 28-20.

*ClubING*, the ING Hospitality Room, will be open in room 309-A throughout the three-day gathering of the golf industry at the Orange County Convention Center. The golf industry is invited to drop in and see what all of the ING buzz is about.

ING has been networking the golf industry since 1990. ING's mission is to enhance and promote communication and education in the golf industry. Media members of all types and sizes comprise approximately 35 percent of the membership. The remaining members are people from every aspect of the golf industry.

And since every aspect of the golf industry is represented at the PGA Merchandise Show, it is appropriate that the ING celebration kicks off there.

"PGA Golf Exhibitions has played an important role in many of our 20 years, so we really wanted this historic celebration to be launched at the PGA Show," said ING President John Glozek, Publisher of *Golfing Magazine*.

Included in a busy ING schedule at the PGA Show will be two awards presentations. The 17<sup>th</sup> ING Media Awards will be announced at 12:30 p.m. on Thursday, January 30. Todd Lewis of The Golf Channel will serve as master of ceremonies. The 17<sup>th</sup> Annual ING Industry Honors will recognize achievement in a dozen categories at 12:30 p.m. on Friday, with golf commentator Mary Bryan at the microphone.

Also slated for *ClubING* will be two presentations by Jim Koppenhaver of Pellucid. His annual 2009 State of the Industry discussion will take place Friday, January 29 at 10:30-11:30 a.m. and again at 2:00-3:00 p.m. The Pellucid team will cover the basic metrics in the consumer base, rounds demand, supply absorption, weather impact and revenue for the golf industry, plus more.

Also on tap will be product displays, a Happy Hour Media Reception at 5:30 p.m. on Thursday, and a fun walk through 20 years of ING, with contests and prizes along the way.

ING will also unveil plans for its 20<sup>th</sup> ING Spring Conference, set for historic Pinehurst Resort May 9-13. The announcement was made at the 19<sup>th</sup> ING Spring Conference at French Lick Resort by Beverly Stewart, Director of Marketing for the Village of Pinehurst, Southern Pines Aberdeen Area CVB.

"We are delighted to welcome back ING, and especially to host you at Pinehurst Resort," said Stewart. "We have always been happy with our very special relationship with ING, and look forward to putting on a great show in 2010."

This will be the fifth time in 20 years that the ING Spring Conference has taken place in the Sandhills

of North Carolina, but the first at the world-class Pinehurst Resort.

"What better place to conduct such a historically important conference than at a place where all of the greats of golf have stayed, played and left their marks," said ING Executive Director Mike Jamison. "We have always had large turnouts for our Pinehurst-area conferences. And now that we are staying at the Pinehurst Resort itself, we expect our best conference ever."

Approximately 200 people are expected at this annual gathering of media and golf industry leaders, conducted by the non-profit International Network Of Golf. The four-day conference is full of educational events, networking opportunities, product displays and tests, and lots of golf. The very popular ING One-On-One Appointment Show will return to the itinerary in an expanded format. The appointment show provides attendees a platform for private meetings to encourage business relationships. Also on the diverse ING itinerary will be workshops, speakers, the Demo Lab, the Food For Thought Breakfast, and the ING Fashion Show.

For registration details, or for general information, call 407-328-0500, ext. 1.

### **ABOUT PINEHURST RESORT**

Located in the North Carolina heartland, world-renowned Pinehurst Resort is a 2,000-acre historic property featuring spa, golf, tennis, family, events and leisure recreation. Widely known as the cradle of American golf, it has hosted more single golf championships than any other site in America, including the U.S. Open, PGA Championship, Ryder Cup Matches, PGA Tour Championship and many others. In 2008 it became the only resort to top the coveted Travel +Leisure Golf Best Golf Resort list for an unprecedented third time, as chosen by its readers.

### **ABOUT INTERNATIONAL NETWORK OF GOLF**

Simply put, if you are in the golf or media business, at any level and in any segment, then you should be a member of the International Network Of Golf. ING is a media-based, non-profit association that since 1990 has been networking the golf industry. ING's stated mission is to enhance and promote communication and education in the golf industry. But the group's vision and energies are aimed well above those already lofty objectives.

ING brings people together and encourages them to learn about – and conduct business with - each other.

**MEDIA MEMBERS** from publications and shows will meet prospective advertisers, gain access to terrific story material, and have dialogue with and learn from each other.

**BUSINESS MEMBERS** from companies large and small gain personal access to influential media members, have a platform to launch and test new products and services, and a place to network with their peers, gaining valuable information about the golf industry that can help them grow their own businesses.