



Attendee List

Alphabetically by Attendee

Abeles, David	CEO & President	TaylorMade-adidas Golf Company
Ackerberg, Jeff	Director	Rain Bird Corporation
Aisenberg, Jeremy	VP Strategic Initiatives	Octagon
Albertson, Kurt	VP, Sales	EZLinks Golf
Angier, David	Senior Marketing Manager	The Toro Company
Arnett, Harry	SVP Marketing	Callaway Golf Company
Arthur, John	Global Golf Segment Manager	John Deere
Assell, Joe	CEO	GolfTEC
Atcheson, Claye	VP	Marriott Golf
Bader, Leigh	President	3balls.com
Baggett, Dennis	Senior Director	LPGA Properties
Barrow Jr., Joe	CEO & President	The First Tee
Baugh, Jim	Consultant	Jim Baugh Consulting
Beck, Chris	VP Business Development	Cleveland Golf /Srixon
Beditz, Joe	CEO & President	National Golf Foundation
Bennison, Tom	SVP Business Development	ClubCorp
Bernheim, Josh	COO	Kick X
Berson, Ph.D., David	SVP & Chief Economist	Nationwide Insurance
Bilodeau, Andy	SVP	Wasserman Media Group
Blevins, Scott	CEO & Co-Founder	Two by Four Marketing
Brewer, Chip	CEO & President	Callaway Golf Company
Brown, Bill	Group VP	The Toro Company
Brown, Dan	Sales & Marketing Manager	Par Aide Products Co.
Cheng, Rob	CEO	FEMCO Steel / KBS Shafts
Coleman, Nick	CEO	Ship Sticks
Chmiel, George	Executive VP	Lynqs, Inc.
Corey, Matt	CMO	PGA Superstore
Couch, Chuck	VP Product Marketing	Mizuno
Darbyshire, Maurice	SVP	Toll Golf
Day, Jereme	VP, Publisher	Golfweek
DeArmond, Garry	Director of Client Resources	National Golf Foundation
DeHuff, Bo	Sr. Manager, Golf Consulting	Wasserman Media Group
DeLozier, Henry	Principal / Partner	Global Golf Advisors
Dockstader, J.D.	Chief Business Development Officer	GCSAA
Donnelly, John	VP Industry Sales	NBC Sports / Golf Channel
Ekovich, Steven	First VP, Managing Director	Leisure Investment Properties Group
Elmore, Alex	President	Billy Casper Golf
Fazio, Francesco	Principal	Doblin (Monitor Deloitte)
Felenstein, Brad	Associate Publisher	SI Golf Group (GOLF Magazine)
Fessler, Heather	Consumer Insights Manager	TaylorMade-adidas Golf Company
Fleming, Andrew	SVP Strategy and Business Affairs	KemperSports
Foster, Jeff	SVP, New Media Group	Golf Channel/GolfNow
Fromm, Jeff	President	FutureCast
Galvin, Matthew	President	NGCOA
Garmany, Dana	Chairman & CEO	Troon Golf
Gatch, Nikki	Player Development Regional Manager	PGA of America



Getson, Eli	EVP/GMM	Golfsmith International
Golden, Bill	President	Myrtle Beach Golf Holiday
Grum, Jack	EVP & Co-Founder	Weather Trends International
Hale, Alan	President	GolfThere - Fairways Golf
Hall, Chad	VP, Global Golf Sales	True Temper Sports
Hardy, Ted	Western Region OEM Sales Manager	Eaton Golf Pride Grips
Hart, Sandi	Client Services	National Golf Foundation
Heimer, Charla	CFO	Lynqs, Inc.
Henderson, Joe	VP, Global Sales	PrideSports
Hill, Peter	Chairman & CEO	Billy Casper Golf
Hilliard, Mike	President	Par Aide Products Co.
Hinckley, Jerry	Chief Business Dev. & Marketing Officer	Leisure Financial Group, LLC
Hirshland, Sarah	Senior Managing Director, Business Affairs	USGA
Hohman, John	VP - Marketing	PrideSports
Jaekle, Howard	Brand Manager Fungicides	Syngenta
Jonasson, Kris	Executive Director	British Columbia Golf
Jones, Brian	Director of Golf, Factory Direct	E-Z-GO
Jones, Seth	Editor-in-Chief/Associate Publisher	Goldfom
Justine, Matt	VP Sales	GolfNow
Kawaja, John	Past NGF Director	Independent
Keegan, Jim	Managing Principal	Golf Convergence
Kennerly, Ken	SVP, Executive Director	IMG/The Honda Classic
Kuttler, Sage	Senior Manager, Category Management	Callaway Golf Sales Company
Lamkin, Bob	CEO & President	Lamkin Grips
Lasker, Deedee	Key Accounts Rep. - Retail Distribution	Golf Pride Grip Company
Li, Kun	USA Chief Representative	Forward Management Group
Lim, Tommy	Vice President	Golfzon
Lonegan, Steve	Direct Marketing Manager	BASF
Long, Zack	VP, Golf Consulting	Wasserman Media Group
Lord, Bryan	CEO	Teesnap
Lorentz, David	Market Research Manager	National Golf Foundation
Lovell, Ken	SVP, Media Development	PGA TOUR
Lowery, Evan	VP Software Dev. & Sr. Meteorologist	Weather Trends International
Lucker, Bruce	President	Signature Group
Maggiore, Bob	CMO	TaylorMade-adidas Golf Company
Martinelli, Sandy	SVP - Sales & Operations	Summit Golf Brands
McCallister, Benn	VP Marketing	Worldwide Golf Shops
McDonald, Tom	President	Yamaha Golf Car Company
McLoughlin, Jim	Principal	TMG Golf
McNair, John	Vice President	JC Resorts
Metzler, Paul	Senior Director	PGA of America
Mona, Steve	CEO	World Golf Foundation
Morris, Al	President	Worldwide Golf Shops
Munsch, Joe	President	Eagle Golf
Nathan, Greg	Senior Vice President	National Golf Foundation
Nault, William	Vice President	Marriott Golf
Nolz, Ryan	Director of Sales, Golf Division	Pukka Headwear
Parks, Jason	Managing Director	Barkley
Penton, Hugh	Owner/President	Starting Time
Philion, Bob	CEO & President	Cobra Puma Golf



Purcell, Jack
Raskopf, Dick
Richard, Kent
Richey, David
Rigg, Rob
Ripp, Brendan
Roberts, Patrick
Schantz, Timothy
Schikner, Robb
Schnider, David
Schwenke, Stephanie
Seeman, Jason
Sequenzia, Laura
Shaffer, David
Shin, Don
Smith, Ryan
Smyth, Robb
Stegall, Jim
Steranka, Joe
Stracka, Jim
Swensen, Pam
Thiel, Doug
Toulon, Sean
Truttmann, Jon
Vehring, Chris
Villanueva, Pedro
Wada, Yuichi
Walker, David
Wanger, Bill
Watson, John
Weber, John
Wells, David
Whelan, Tony
Yoon, Jason
Zisman, Mike
Zoellner, Lisa

President & Publisher
Managing Partner
Director, New Business Development
President
Director, Global Product Marketing
Publisher
VP Sales, Publisher
VP, Global Development Officer
VP, Sales & Marketing
President & COO
Golf Market Manager
National Sales Manager
Head of Sales, Corporate Partnerships
Director of Marketing
CEO & President
Channel Strategy Analyst
VP, Sales
VP, Operations
Chief Global Strategist
CEO
CEO
Director of Marketing
EVP
Director of Market Development
Sales Representative
General Manager
Vice President
Sr. Director, Golf Sales & Global Tour Ops.
EVP
President - Hallmark Retail
VP OEM Sales
Golf Market Manager
Managing Director
Manager Golfzon Canada
CEO & CMO
CMO

LINKS
Innovation Strategy Group
PrideSports
Toll Golf
TaylorMade-adidas Golf Company
SI Golf Group (GOLF Magazine)
Golfdom Magazine
Troon Golf, L.L.C.
UST Mamiya
Fujikura Composites
Syngenta
Bushnell Golf
Conde Nast Publications
Imperial Headwear
Volvik
BASF
Integrated Business Systems
KemperSports
Buffalo BIG/Billy Casper Golf
GolfNet
Executive Women's Golf Association
Wilson Sporting Goods
TaylorMade-adidas Golf Company
Hunter Industries
Bionic
Warrior Custom Golf
Bridgestone Golf
True Temper Sports
Fox Sports
Hallmark Cards, Inc.
FEMCO Steel / KBS Shafts
Bayer CropScience
Jacobsen, A Textron Company
Golfzon
Golf Genius Software
Golfsmith International