



Attendee List
Alphabetically **(by Company)**

Ahead	Broholm, Anne	CEO
Aldila Golf	Oldenburg, John	VP, Engineering and New Product Development
Association of Golf Merchandisers	Blaney, Desane	Executive Director/CEO
BASF	Vannoy, Jeffery	Sr. Product Manager
Bayer	Wells, David	Golf Market Manager
Ben Hogan Golf Equipment	Koehler, Terry	President & CEO
Billy Casper Golf	Gohlmann, Joel	SVP
Billy Casper Golf	Hill, Peter	Chairman & CEO
Bionic/H&B	Fink, Cheryl	Director of Marketing
Bridgestone Golf	Dammann, Katja	Golf Ball Marketing
Buffalo BIG	Steranka, Joe	Chief Global Strategy
Callaway Golf	Brewer, Chip	President & CEO
Cleveland Golf/Srixon	Powell, Mike	President, Sales and Marketing
Cleveland Golf/Srixon	Prange, Mason	VP, Sales
Club Benchmarking	Cronin, Ray	Co-Founder & CEO
Club Car	Cotter, Mike	Director, Global Strategic Marketing
ClubCorp	Bennison, Tom	SVP, Business Development
CMAA	Morgan, Jeff	CEO
Cobra Puma Golf	Bybee, Doug	Regional Sales Manager, Central
Concert Golf Partners	Nanula, Peter	Managing Partner
Creative Golf Marketing	Graves, Steve	President
Ewing Irrigation	Sakurai, Steve	National Golf Products Sales Manager
Executive Women's Golf Association	Swensen, Pam	CEO
EZLinks Golf	Cohen, Gary	CEO
EZLinks Golf	Dihel, Laura	CMO
EZLinks Golf	Kemp, Brian	SVP Client Relations
Forrest Richardson & Associates	Richardson, Forrest	President
FST Shafts	Bodle, Larry	VP, Operations
Global Golf Advisors	DeLozier, Henry	Principal & Partner
Global Value Commerce	Bader, Leigh	Executive VP, Product
Golf Channel	Kass, Jim	Director of Research
Golf Digest	Robertson, Dan	Publisher
Golf Genius Software	Zisman, Mike	CEO
GOLF Magazine	Felenstein, Brad	Associate Publisher
Golf Pride	Ledford, Jamie	President
Golfdom Media Group	Jones, Seth	Associate Publisher
Golfdom Media Group	Roberts, Patrick	VP, Sales
GolfNet/StrackaLine	Stracka, Jim	CEO
Golfsmith International	Getson, Eli	EVP, Merchandising
Golfsmith International	Roussy, David	CEO
GolfTEC	Assell, Joe	President & CEO, Co-Founder
GolfTEC	Wise, Paul	Sr. VP, Revenue & Marketing
GolfThere	Hale, Alan	President
GolfThere	Rysedorph, Ken	Sr. VP, Sales
Golfweek	Miceli, Alex	Group Publisher

Golfzon	Lee, JK	EU & America Business Manager
Golfzon	Lim, Tommy	VP
GPS Industries	Carpenter, Kevin	VP, Business Development
GPS Industries	Saslow, David	VP
Greg Norman Collection	Elliott, Mike	President
HJ Glove	Jung, Sam	President
Hunter Industries	Wagner, Dennis	Golf Sales Manager, Central US
IBS Club Software	Newell, Paul	Executive VP
IBS Club Software	Smyth, Robb	VP, Sales
IBS Club Software	Strange, Anthony	Founder & CEO
IMG/The Honda Classic	Kennerly, Ken	Executive Director
Imperial Headwear	Shaffer, David	Director of Marketing
Innovation Strategy Group	Rogers, Garth	Senior Managing Partner
Jacobsen, A Textron Company	Murray, Troy	Director of Sales, North America
John Deere	Arthur, John	Golf Segment Manager
Jonas Software	Fedigan, Jim	President
Jonas Software	Gillard, Paul	VP, Club Sales & Marketing
KemperSports	Skinner, Steve	CEO
Kinloch Golf Club	Ireland, Jonathan	General Manager
Lamkin Grips	Lamkin, Bob	President & CEO
LINKS Magazine	Frank, Jim	Content Consultant
LINKS Magazine	Purcell, Jack	President and Publisher
Longitudes Group	Killeen, Sara	President
Marriott Golf	Nault, William	VP
Medicus Kick X	Way, Kim	VP, Sales & Marketing
MG Golf	Card, Rich	President
Mizuno, USA, Inc	Lyons, Dick	VP, GM, Golf Division
Moblyt	Bosworth, Jamie	CEO, EVP Sports/Hospitality
Montgomery County Revenue Authority	Edwards, Stephen	Board Chair
Montgomery County Revenue Authority	Miller, Keith	CEO
Myrtle Beach Golf Holiday	Golden, Bill	President
National Club Association	Wallmeyer, Henry	President & CEO
NGCOA	Karen, Jay	CEO
National Golf Foundation	Beditz, Joe	President & CEO
National Golf Foundation	Hart, Sandi	Client Services Administrator
National Golf Foundation	Isom, Kim	CFO
National Golf Foundation	Lorentz, Dave	Market Research Manager
National Golf Foundation	Nathan, Greg	Chief Business Officer
National Golf Foundation	Stark, Brad	Sr. Director of Industry Research
New England Publishing Group	Branco, Timothy	President
Nike	Jahnke, Nick	Marketplace Director, Midwest
Par Aide Products	Brown, Dan	Sales & Marketing Manager
Par Aide Products	Hilliard, Mike	President
PGA of Canada	Bernard, Gary	CEO
PGA of America	Chowdri, Arjun	Sr. Director, Global & Corporate Strategy
PGA of America	Fowler, Ben	Analyst, Player Development
PGA of America	Metzler, Paul	Sr. Director, Global & Corporate Insights
PGA of Canada	Court, Morgan	Managing Director of Education
PGA TOUR	Lovell, Ken	Sr. VP, Media Development
PGA TOUR Superstore	Sullivan, Dick	President & CEO
PGA Worldwide Golf Exhibitions	Goodman, Alex	Sales Director
PGA Worldwide Golf Exhibitions	Reed, Elizabeth	Sr. Director, Industry Development
PGA Worldwide Golf Exhibitions	Simon, Marc	Event Director
Pinehurst Resorts	Kuester, Eric	Director of Group Sales & Business Development
PING	Loftus, Pat	VP, Sales & Marketing

PNC Equipment Finance	Schauerman, Chris	VP, Sports and Entertainment
PrideSports	Gajewski, Jon	Director, Sales
PrideSports	Zeller, Joe	President/CEO
PrimeraTurf, Inc	Maravich, Michael	Sourcing Director
Rain Bird	Floyd, Nathan	Global Marketing Manager, Golf
Signature Group	Lucker, Bruce	CEO
SkyTrak Golf	Allen, Andy	VP, Managing Director
Standard Golf	Pauli, Matt	Director of Marketing
Summit Golf Brands	Martinelli, Sandy	COO
Sunbelt Rentals	Grieder, Kevin	National Strategic Accounts Mgr.
TaylorMade-adidas Golf	Fessler, Heather	Senior Business Analyst, Consumer Insights
TaylorMade-adidas Golf	Johnson, Robert	Executive Vice President, Product
TaylorMade-adidas Golf	Maggiore, Bob	Chief Marketing Officer
Teesnap	Lord, Bryan	CEO
The First Tee	Barrow, Joe	CEO
The Futures Company	Medina, Erik	VP, TRU Youth MONITOR
The Toro Company	Brown, Bill	Group VP
The Toro Company	Harris, Randy	Director of Marketing
Toll Brothers	Darbyshire, Maurice	Sr. VP
Topgolf	Harrington, Dennis	National Director Golf Instruction
Toro	Hoffman, Mike	Chairman & CEO
Troon	Schantz, Tim	Executive VP Global Development Officer
True Temper Sports	Hall, Chad	VP, Global Golf Sales
USGA	Hirshland, Sarah	Senior Managing Director, Business Affairs
UST Mamiya	Schikner, Robb	VP, Sales & Marketing
Volvik USA	Shin, Don	President
Wilson Sporting Goods	Thiel, Doug	Director of Marketing
Wilson Sporting Goods Co.	Vrska, Michael	Global Director of Innovation
Wittek Golf Supply	Pruban, Gene	Co-Owner
World Golf Foundation	Mona, Steve	Chief Executive Officer
Yamaha Golf-Car	McDonald, Tom	President
YouGov	Mount, Chandler	Director
Zero Friction	Iacono, John	President