

# The

# 2001

# Merchandise Show<sup>SM</sup>

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# News

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## The Golfweek Fashion Show

By Tom Hallen

This year's Golfweek Fashion Show is a non-stop musical dance and acrobatic presentation that simply wowed the apparel buyers attending. It was an event all its own.

Models danced the old soft shoe in the PING Collection. They swung golf clubs like a cane in a way that would have made Fred Astaire proud. Models moved gracefully in the classic comfort of their new mercerized knits, silk/cotton blends and pima cotton knits.

In the tradition of a good food fight, Ahead Headgear held their own hat fight. Models snagged samples of



Ahead's embroidered hats and Ahead-Lites visors from each other, then tossed them to the laughing crowd.

"It don't mean a thing if you ain't got that (golf) swing" was Gear for Sports lively dance presentation

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## Showcase Gives Snapshot of New Products

By Kit Bradshaw

As the 2001 PGA Merchandise Show a little overwhelming, especially when what you REALLY want to see first are the new products? Well, welcome to the New Products Showcase in

Room 230, a chip shot from the Golfweek Fashion Show venue in the Apparel area of the Show. This is (appropriately) the inaugural of the  
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New Products Showcase at the PGA Merchandise Show, and will be continued during the PGA Fall Expo in Las Vegas.

Approximately 145 new products are on display in a serpentine table arrange-

ment, with a few of the larger items showcased in spaces in the room. Although a good number of products are from new companies, many of the veterans exhibiting at the Show are featuring their new items as well.

There is an oversized stand-alone clock to keep golfers on pace as they tee off at each hole, from Wittek Golf Supply, Inc. (Booth 5429) and a clever—and colorful—new golf game for kids called Snag Golf from 3G Golf Ventures LLC (Booth 2644). Snag Golf uses two plastic oversized golf clubs, balls that look like mini tennis balls, and a lot of hook material so the balls attach to the “Flagstick”.

In addition to these products, others are featured in the showcase. Some of them fall into the “why didn’t I think of that,” category, like the loop and hook attachment for golf gloves called the Golf Glove Caddy (Booth 650). Others bring back nostalgia, such as the solid hardwood putter by Olde Master Originals LLC (Booth 10225).

There are training aids, new clubs, interesting gifts, and accessories—all available for a quick overview before heading out to the Show floor. For instance, Gauge Design Golf/Swing Sensor (Booth 233) has a strap-on wrist device that provides electronic biofeedback so the wrist stays in the correct position—and beeps if it doesn’t. Sub-Par Inc. (Booth 15407) has the G-Cut, a plastic water shield “hat” for the back of golf shoes to keep wet grass from splashing onto socks. There are new golf clubs by Adams Golf (Booth 4829) and others, and new bags or carriers by several manufacturers, including an interesting bag that looks remarkably like a navy blue moose from Exim Royal Golf, Inc. (Booth 1829).

“This is a great idea for attendees at the Show,” comments Paul Kelly, a Life PGA member from Manchester, Vt. “If you are looking for new products you don’t have to spend all day just doing that, and you can see more of the Show.” ●

## Club Car Offers Accessibility

Club Car, based in Augusta, Ga., has entered into an alliance with SoloRider Industries, of Englewood, Colo., to offer 1-PASS, a golf cart designed specifically for people with disabilities.

The single-passenger, adaptive car helps golf courses comply with Americans with Disabilities Act standards, and provides a number of features specific to the disabled golfer’s needs. Some of these features include a front-mounted bag attachment for easy access to clubs, ergonomic hand controls, a low center of gravity and regenerative motor braking and auto speed control. Booth 5422.



## Putting Contest

Mirage Putting Greens is holding a putting contest in their booth. Proceeds go to the First Tee. Visit Booth 24304.

## THE CLUB HOUSE

THE CLUB HOUSE is a retractable, user-friendly golf cart cover that protects your customers and their golf equipment from the elements. THE CLUB HOUSE increases play during unpredictable weather, provides advertising space, and golf cart rental profitability. It attaches easily, requires no maintenance, and nests within itself when not in use. Booth 5546.

