The Colorado Section PGA would like to thank the Members and Staff of Lakewood Country Club for their outstanding service and support of the Colorado Section PGA Awards Gala

2010 Special Awards Committee
Chairman
Ty Thompson, PGA, Colorado Springs Country Club

Committee Members
Andy Benson, PGA, Highlands Ranch Golf Club
Barry Milstead, PGA, Valley Country Club
Ben Welsh, PGA, Eagle Vail Golf Club
Sean Mackin, PGA, Country Club at Castle Pines
Troy Sprister, PGA, Lakewood Country Club
Ty Walker, PGA, Golftec—Denver Tech Center
Terra Shehee, PGA, Boulder Country Club

The Colorado Section PGA Special Awards Gala is an annual celebration dedicated to honor those individuals who have made significant contributions to the game of golf and the Colorado Section PGA.

Thank you for joining the Colorado Section PGA as we recognize and honor those individuals who serve the game in extraordinary ways.

15th Annual Colorado Section PGA Special Awards Gala
Saturday, November 13, 2010
Lakewood Country Club
Lakewood, Colorado

Celebrating exceptional service to the game of golf
Tim Lollar, PGA

Tim Lollar, PGA Head Golf Professional at Lakewood Country Club, is the 2010 Golf Professional of the Year. Former major-league pitcher for 7 years, Tim Lollar has successfully made a second career in golf at Lakewood Country Club since becoming a PGA Member in 1996.

Since October 2008, Lollar has served as President of the Colorado Section PGA leading the Section in outstanding accomplishments including hosting the 2010 Senior PGA Championship at the Colorado Golf Club in Parker, Colorado. His individual efforts this year earned the Section the Governor’s Proclamation proclaiming May 2010 as Colorado Golf Month.

Lollar played golf on his Farmington (Missouri) High School team but did not become serious about the game of golf until 1986 spring training with the Boston Red Sox. “A lot of days in spring training, pitchers get their work in by 11 a.m.,” Lollar explained. "So you have two choices. You can play golf or you can go fishing. I spent a lot of time at the golf course." Following his All-America honors at the University of Arkansas in 1978, Lollar was selected by the New York Yankees in the fourth round of the amateur draft.

Baseball Hall of Fame inductee Goose Gossage, who played with Lollar on the 1980 Yankees and 1984 Padres, convinced Tim and Robyn Lollar to move to Breckenridge. Lollar worked in the home-building industry for a couple of years before hanging around Breckenridge Golf Club. Lollar decided to seek a career in golf and enrolled in a golf academy in San Diego. His first golf job was in Breckenridge as an apprentice.

“I feel like I had a great career in baseball,” Lollar said. "But the things I have done after baseball, getting in the golf business, are more rewarding.” For his countless years of service to the game, the Section and fellow professionals, the Colorado PGA is proud to honor Tim Lollar, PGA as the 2010 Golf Professional of the Year.
Noble Chalfant Award Inductees

John Trenck III, PGA
For his career achievements serving as an Ambassador to the Section, his golf facility and the game of golf, John Trenck III, PGA is honored with the 2010 Noble Chalfant Award. John has held PGA positions at Castle Pines Golf Club, Pinehurst Country Club, Cherry Hills Country Club, Los Verdes Country Club, Highlands Ranch Golf Club and The International. He was awarded the Warren Smith Award in 2003. John served as Section President in 1986 and was on the Board of Directors, 1970-1980’s. For 24 years he served on the Colorado Golf Hall of Fame Committee and held the president’s position. The Colorado PGA is pleased to honor John Trenck III, PGA, with the 2010 Noble Chalfant Award.

Charles “Vic” Kline, PGA, Life Member
For his career achievements, the 2010 Noble Chalfant Award goes to PGA Life Member Charles “Vic” Kline. Vic served on the Colorado Section Board of Directors for over 30 years (as president four different times). He was District 9 Director for two different terms, 1985-87 and 1996-99; Board of Control 1994-96, PGA Properties Board 1996-00; and PGA Board of Trustees & PGA Audit Committee. Vic is the recipient of several Colorado Section prestigious awards including Horton Smith ’73; Professional of the Year ’75 & ’93; Player of the Year ’75, ’77, ’78, ’79, & ’81; Bill Strausbaugh Award ’04; Warren Smith Award ’09 and President’s Award ’97 & ’99. He received national recognition as the 2004 PGA Professional of the Year. He was elected to the PGA of America Hall of Fame in 2005 and is retired from the Indian Tree Golf Club.

Paul Ransom, PGA, Life Member
Some of his career achievements include awards for the Colorado Section PGA Professional of the Year & Junior Golf Leader in 1989, Warren Smith Award 1997, and Colorado Golf Hall of Fame in 1999. Paul held PGA positions at Patty Jewett and Valley Hi Golf Clubs in Colorado Springs and Liberal Country Club in Kansas. Paul served on the Section Board of Directors and attended the first PGA Business School in Dallas in 1960 with Horton Smith as an instructor. The Colorado Section PGA is proud to award Paul Ransom the 2010 Noble Chalfant Award.

Harold “Skeeter” Sommers, PGA, Deceased
Skeeter contributed to the game of golf on the Western Slope of Colorado in the early 1930’s as a caddy at Lincoln Park Golf Course. This started his passion for golf. He cad-died and learned to play the game in the ’30’s and ’40’s under the tutelage of Lincoln Park Head Professionals Noble Chalfant and Hayden Newton. Golf was a big part of his life and he made a career of the game when returning from WWII. Skeeter helped many golfers get their start in golf and move on to become PGA Professionals. Carl Faddis and John Benzel started their careers as assistant golf professionals at Lincoln Park Golf Course. Skeeter’s sons, Dan and Jack, are also PGA Members. For all his career achievements, Skeeter Som-mers is posthumously honored as the recipient of the 2010 Noble Chalfant Award.

Ralph Sites, PGA, Deceased
In honor of his career achievement for serving as an Ambassador to the Section, his golf facility and the game of golf, the Colorado Section PGA is proud to posthumously honor Ralph Sites, PGA with the 2010 Noble Chalfant Award for his 20 years as a PGA Professional at the prestigious United States Air Force Academy’s Eisenhower Golf Club.

PGA of America — Junior Golf Leader

Ann Finke, PGA
Ann Finke, PGA Director of Instruction at The Country Club of Colorado in Colorado Springs, Colo., is the recipient of the 2010 PGA Junior Golf Leader Award. Finke is a 27-year member of The PGA of America and is the third member of the Colorado PGA Section to be named recipient of the national PGA Junior Golf Leader Award. Finke will be recognized at The PGA of America Awards, Jan. 27, 2011, during the 58th PGA Merchandise Show at the Orange County Convention Center’s Linda W. Chapin Auditorium, Orlando, Fla.

Born in Scottsbluff, Neb., Finke was introduced to golf by her grand-mother, who guided her through the game’s fundamentals and into becoming a solid amateur player. In 1974, Finke became the first female from her high school to receive an athletic scholarship in any sport, and joined the golf team at the University of New Mexico.

Finke admitted that she reached a moment of truth in the game, which occurred in her first year at the University of New Mexico. She left the game for two years, because she said that she had always played golf “because I loved it. Being told to practice, play, where and when was so dif ferent that I was not very comfortable with it.”

She transferred to the University of Nebraska her senior year, found “a renewed love for golf,” and graduated in 1979. She turned professional that year and began work as an Assistant at Scottsbluff (Neb.) Country Club. Two years later, while working at the Section Championship in Scottsbluff, Finke was offered a position at Riverside Golf Club in Grand Island, Neb. She spent four seasons at Riverside before assuming her current position at The Country Club of Colorado.

Finke’s career includes several membership milestones. She was the first woman PGA Club Professional in the history of the Colorado PGA Section; and in 2008 was the ninth female PGA Professional to gain Quarter Century Club membership.

The Pikes Peak Junior Association (PPJA) began in the 1970s and serves nearly 400 juniors annually. Finke worked within the model of the PPJA, which has become a blueprint for other potential programs in the Section. From 1991 through 2002, Finke served as president of the PPJA, which over time has awarded more than $175,000 in scholarships.

Finke has coordinated the junior golf program over the past quarter century at The Country Club of Colorado, which has always allowed her to teach youngsters who are not club members. Finke gives 1,000 junior lessons each year and nearly 50 hours of golf clinics.

Since 1987, The Country Club of Colorado has employed PGA Professional Golf Management interns. Since the University of Colorado added its PGA PGM curriculum in 2004, Finke has taken an active role in the program by giving guest lectures to students. The relationship has spread to The Country Club of Colorado, where many of those same students have sought Finke for lessons.

Anne is the first female PGA Golf Professional in the Colorado Section PGA to receive a prestigious national award, the 2010 PGA Junior Golf Leader Award.
Teacher of the Year

Erik Billinger, PGA

This year’s Teacher of the Year Award goes to Erik Billinger, PGA Golf Instructor from Highlands Ranch Golf Club. Erik successfully completed the PGA Certified Professional Program in Teaching in March 2007. In 2008 he was awarded the Colorado PGA Player of the Year.

Erik enjoys being able to work with junior, amateur, college and professional players from all over the U.S. Included in his impressive list of students are: celebrity golfers, musician Kenny G and actor James Cann; Denver Nuggets basketball star Chauncey Billups and Matt Zions, currently ranked as 15th in the European Challenge Tour rankings.

His college golfer program includes DVD video lessons as well as email and phone lessons since many of his students are out of state or travel on tour. Recently “Skype” has been a popular way for him to instruct those on tour. Adding a very successful Winter Program and new Junior Program has enabled his students to work on their mechanics. Erik also finds time to contribute instructional articles to the Rocky Mountain News, Colorado AvidGolfer Magazine, and PGA Magazine. The Colorado Section is indeed proud to present this 2010 Teacher of the Year Award to Erik Billinger, PGA.

President’s Award

Rick White

For his efforts and contributions in enhancing the position of PGA Professionals, the Colorado Section PGA, and the game of golf, Rick White is awarded the 2010 Colorado Section PGA President’s Award.

Rick White served for years as the CEO at Imperial Headwear, a major supporter of the Colorado Section PGA. Prior to his position at Imperial Headwear he was President and CEO at Major League Baseball Properties.

Rick was an influential force behind Imperial Headwear, a leading manufacturer and marketer of premium quality, active lifestyle headwear for golf. Rick was instrumental in providing and contributing to the Colorado Section PGA some of the highest quality products made by Imperial. Imperial Headwear was founded in 1916 as a company renowned for its superior customer service and artwork customization capabilities. Rick spearheaded the creation of the Colorado Section Imperial Points List Program.

As a loyal supporter of the Colorado PGA and PGA Professionals, the Colorado PGA is delighted to award the 2010 President’s Award to Rick White.

Todd Phipers Media Award

Jon Rizzi, Editor, Colorado AvidGolfer

The Todd Phipers Media Award, named after the late Denver Post sports writer, is presented to Jon Rizzi. This award is given annually to a member of the media for contributions in the area of promotion and public awareness of the PGA Professional and the Colorado PGA.

Jon Rizzi is the founding editor and co-owner of Colorado AvidGolfer, an award-winning golf lifestyle publication that debuted in 2002. An honors graduate of Vassar College, he worked at Esquire, Town & Country, Woman’s Day and ESPN before moving to Boulder in 1997 to become the first managing editor of Travel & Leisure Golf.

His goal with Colorado AvidGolfer has always been to depict the wonderful world of Colorado golf—its courses, players and PGA Professionals — by employing the same quality level of writing, photography, art direction and production value found in national publications.

In addition to the magazine, Jon last year co-authored The Club Menu: Signature Dishes from America’s Premier Golf Clubs (Pindar Press), which profiles courses and recipes from 50 of the country’s most renowned golf venues, including Colorado’s own Castle Pines Golf Club, Cherry Hills Country Club and Ballyneal Golf & Hunt Club. For his passion for the game of golf and the PGA, the Colorado Section PGA is pleased to honor Jon Rizzi with the 2010 Todd Phipers Media Award.
Apprentice Player of the Year

Geoff Keffer

Geoff Keffer, Assistant Golf Professional at Murphy Creek Golf Course, is named the 2010 Colorado Section PGA Apprentice Player of the Year.

This is the second time Geoff has been named Apprentice Player of the Year. He received this honor in 2007 when he was at Overland Golf Course in Denver.

In 2009, Geoff was Champion of the Colorado PGA Foundation Pro-Am played in July at Eisenhower Golf Club at the prestigious United State Air Force Academy.

This year Geoff Keffer qualified as an Alternate on May 17 to move on to the June 5th sectional qualifying for the 110th U.S. Open which took place at Pebble Beach Golf Links on June 17-20, 2010 in Pebble Beach, California.

For his exceptional playing ability the Section congratulates Geoff Keffer on winning the 2010 Colorado PGA Apprentice Player of the Year Award.

Senior Player of the Year

Dave Arbuckle, PGA

The 2010 Senior Player of the Year belongs to Dave Arbuckle, PGA Teaching Professional at Springs Ranch Golf Club in Colorado Springs. This is Dave’s 4th Senior Player of the Year Award (2006, 2007, 2009 and 2010) since becoming eligible in 2006.

This season Dave won his 1st Senior Match Play Championship in addition to winning the Plum Creek Pro Am as well as the Pro-Lady event at Red Rocks Country Club. Dave was the low Colorado Senior in both the Senior Colorado Open and the Senior National Championship in Palm Springs. Finishing T-28 Dave qualifies for his 3rd Senior PGA Championship next year at Valhalla in Louisville (2008 Oak Hill, 2010 Colorado Golf Club).

Dave has played in all 5 Senior National Professional Championships since becoming eligible and was the Colorado Senior PGA Professional Championship winner in 2006, 2007 and 2009. In 2007 Dave won the Senior Colorado Open by 4 shots, establishing the current tournament scoring record of 13 under par. In 2008 Dave finished 2nd in the Colorado PGA Professional Championship.

Dave took up golf at the age of 21 and turned professional at the age of 32. Dave has 18 aces and 2 double eagles to his credit. Dave arrived in the Colorado Section PGA in 1989. Once again, the Colorado Section PGA honors Dave Arbuckle for his outstanding playing ability by awarding him the 2010 Colorado Section PGA Senior Player of the Year Award.

Bill Strausbaugh Award

Kyle Heyen, PGA

Awarded to a PGA Member who has shown outstanding integrity, commitment to mentoring, and made significant impact on the careers of PGA Professionals, the 2010 Bill Strausbaugh Award is presented to Kyle Heyen, PGA Head Professional since 1985 at Hiwan Golf Club in Evergreen, Colorado.

As a 28-year PGA Member, Kyle received the prestigious 2009 PGA of America President’s Plaque. He is one of the most active members of the Colorado PGA Section serving from 2004-06 as Section President, and from 2006 to 2008 as co-chairman of the PGA National Governance Committee.

He has been a member of the President’s Council since its inception in 2003. He also is a current member of the PGA Board of Control. He was the recipient of the 2005 and 2006 Colorado PGA Professional of the Year award, the 2007 and 2008 Section President’s Plaque and is a four-time Section Horton Smith Award Winner.

While maintaining a heavy schedule of Play Golf America programs at Hiwan Golf Club, Kyle initiated a high school program, junior golf lessons for non-members, and a three-hour program in 2006 for inner-city youth. For giving back through support of his fellow PGA Professionals, the Section is pleased to award Kyle Heyen, PGA, with the Bill Strausbaugh Award for 2010.

Horton Smith Award

Leslie Core-Drevecky, PGA

For the second consecutive year, Leslie Core-Drevecky’s achievements have earned her the 2010 Horton Smith Award. This award is given in recognition of an individual’s contribution to the development and improvement of educational opportunities for the PGA Professional. Leslie is the Certified PGA Head Professional at Murphy Creek Golf Course.

Leslie has served on the Education Committee and as Vice-Chair since November 2007. Since October 2008 she has chaired the Education Committee. She currently serves on the Board of Directors. Under Leslie’s direction, the Education Committee has hosted several very successful Teaching and Coaching Summits, plus programs featuring Jeff Beaudry, PGA Employment Consultant, offering one-on-one employment counseling for PGA Members.

In 2007 Leslie received the PGA Certification for both Golf Operations and General Management. This year she wrote her first article for the PGA Magazine’s “Best Practice” program featured on its online June segment. Her goal this year is to be selected to the National Education Committee. For her selfless dedication to improving educational opportunities, the Colorado Section PGA proudly presents the 2010 Horton Smith Award to Leslie Core-Drevecky, PGA.
President’s Plaque

Keith Soriano, PGA

As the 2010 recipient of the President’s Plaque Award, Keith Soriano, PGA, from City Park Golf Course, is recognized for his extraordinary and exemplary contributions and achievements in the area of player development. This year alone, Keith has volunteered for the PGA Senior Championship & Junior Clinic, PGA Night at the Nuggets, Denver Golf Expo, Women & Golf Day, Mom’s Appreciation Day, YMCA Birdie Ball Event & VA Hospital Visit. Keith participated in other events including the 2009 Fort Carson Welcome Home Troops Event and Colorado PGA Foundation Pro-Am.

Keith has achieved all six Certifications offered by the PGA Certified Professional Program. Having hosted and volunteered at many of the Play Golf American events and personally witnessed the value of these programs, Keith joined the Growth of the Game Committee.

He has volunteered to serve with the Team CPP mentoring program and accepted an invitation to the PGA Magazine National Coaching and Mentoring conference this fall. Recently he was involved in discussions with the PGA Communications office for a new social media communication effort for the PGA of America.

The Colorado Section is very pleased to present this award to Keith Soriano. His efforts and enthusiasm for the game of golf are truly extraordinary and exemplary in every way.

Junior Golf Leader

Ben Welsh, PGA

Ben Welsh, PGA, Head Golf Professional at Eagle Vail Golf Club, is this year’s recipient of the 2010 Colorado PGA Junior Golf Leader of the Year Award. In 2004, Ben received the Assistant Golf Professional of the Year Award from the Colorado Section and currently serves on the Colorado PGA Board of Directors. Since 2001 Ben has participated in every aspect of Teach-a-Thon chair planning, facilitating all aspects of it in 2005-06.

At Eagle Vail Golf Club and the surrounding community, Ben has created and implemented the First Tee of Eagle County. Since 2005, he has worked closely with the Vail Valley Foundation to plan and create programs that provide Junior Golf and life skills education to 1000 children per season regardless of financial or social background. This program now extends to three other courses in Vail Valley. This spring he received his “Certified First Tee Coach” status.

Ben’s high school program extends to First Tee of Eagle County Players, offering weekly practice and tournaments that move around the Vail Valley area for 12 teams each hosted on different courses. His sense of leadership and commitment to children has earned him this prestigious 2010 Junior Golf Leader of the Year Award. His comment sums it up: “I always conduct myself in a manner in which I would want the children to see, even when there are no children present.”

Dow Finsterwald Player of the Year

Chris Johnson, PGA

The 2010 Dow Finsterwald Player of the Year Award goes to PGA Professional Chris Johnson.

Chris has been a PGA Member since 1992. He is a two-time Colorado Assistants Champion, 1999 and 2000. Chris played on 18 Colorado Cup Teams and in 18 Colorado Open Championships.

The 2010 Colorado Section Championship was won by Chris this year at Meridian Golf Club. Following that championship, Chris took home the 2010 Colorado West Chapter Championship as well.

He is a two-time runner-up in the Wyoming State Open and three-time winner of the Colorado Section Four-Ball Championship. Chris has played in four (4) National Club Professional Championships.

For his exceptional playing ability, PGA Professional Chris Johnson is the 2010 Dow Finsterwald Player of the Year. This year’s Player of the Year Award is presented by a valued partner of the Colorado Section PGA for over 30 years, the Colorado Chevy Dealers.

Warren Smith Award

Tom Apple, PGA

Honoring achievements throughout a PGA Professional’s entire career, the 2010 Warren Smith Award goes to PGA Member Tom Apple, Master Golf Professional at Country Club of the Rockies.

Tom began his golf career as a six-year-old youngster, outside of the Philadelphia area. He won the Pennsylvania State High School Championship in 1964 and the Pennsylvania State Jaycee Championship in 1965. He was the 1965 runner-up in the Pennsylvania Junior Championship and won the Philadelphia Junior Championship that same year.

He played #1 man on Penn State's Conference Championship Golf Team in 1969 and began his Colorado professional career as Assistant Professional at Vail Club in 1973.

Tom was named Head Professional at Eagle Vail Golf Club in 1975. He was runner-up in the 1980 Denver Golf Classic and won the Colorado Section PGA Pro-Assistant Championship in 1981. Named Head Professional at Country Club of the Rockies in 1984, Tom attained his PGA Master Professional status in 1992 and served as Colorado PGA West Chapter President.

For his many accomplishments as a PGA Professional, the Section honors Tom Apple, PGA Master Professional with the Warren Smith Award for 2010.
### Merchandiser of the Year - Private

George Kahrhoff, PGA

The Merchandiser of the Year Award for Private Clubs goes to George Kahrhoff, PGA Director of Golf at the Country Club at Castle Pines. George won this prestigious honor for the West Chapter resort category in 2005 and 2006 and for the Section in 2006 when he was Head Golf Professional at Sonnenalp Golf Club.

In his present position, George describes one of his merchandising strategies: “In order to control inventory levels without sacrificing sales, we offer members the opportunity to special order merchandise. Our merchandising plan is composed of small precise collections, ranging from $1000 to $2500 at cost, that arrive frequently throughout the season…promoting rotation of visual displays.”

Visual merchandising is an integral part of his merchandising philosophy. He stresses that the golf staff exercises the 10 foot rule where all members and their guests are greeted with professionalism and a smile within 10 feet. This welcome, he says, is more likely to stimulate purchases.

For George’s leadership and superior skills as a merchandiser in the promotion of golf, the Colorado Section PGA is pleased to honor George Kahrhoff as the Merchandiser of the Year in the Private category.

### Merchandiser of the Year - Resort

Dave Lopez, PGA

David Lopez, PGA Director of Golf at Beaver Creek Golf Club in Avon, Colorado, is the 2010 Resort Merchandiser of the Year Award Winner. As a multiple recipient of this award, David was recognized for the same award for the West Chapter in 2004, 2007, and 2009 and for the Colorado Section in 2008. In 2009 Golf World Magazine listed his golf shop in the Top 100 Golf Shops in the country.

David’s biggest philosophy is “to have a great merchandiser on your staff that you trust will do a great job and is organized. I have been very fortunate to have Katie Storm as my merchandiser for the past 4 years”.

He joined the Eagle County retailers in the Colorado Association of Ski Towns Reusable Bag Challenge to support the community and protect the environment. David offered their customers an incentive for purchasing and using reusable totes for RuMe, a local Denver-based Company.

For his superior skills in dealing with these changing times, David Lopez is Resort Merchandiser of the Year for 2010 that is proudly presented to him by the Colorado Section PGA.

### Merchandiser of the Year - Public

Dale Smigelsky, PGA

Dale Smigelsky, PGA Director of Golf for the Collindale Golf Club in Fort Collins, is this year’s recipient of the Merchandiser of the Year in the Public category.

To summarize his most important principle of merchandising, Dale stresses the following: “Outstanding customer service is my #1 merchandising tool over all other advertising. I work diligently with my staff to ingrain this principle in the way we all do business and we’re known for the level of service we provide. I treat my customers right. I treat them fairly, creating lifelong relationships with them by going above and beyond, not overselling but meeting their genuine needs. They trust me.”

As a private contractor, Dale owns the merchandise concession at Collindale but must also work directly with The City of Fort Collins Director of Parks and the Director of Marketing. He proudly states that “we have created a great working relationship with them and the city has followed our lead to market the City courses in a similar manner….working with us in our cross-marketing efforts.”

The Colorado Section salutes Dale Smigelsky and his outstanding efforts, energy, and skills as this year’s winner of the 2010 Merchandiser of the Year in the Public category.

### Assistant Golf Professional of the Year

Howard Glasser, PGA

The Assistant PGA Golf Professional of the Year Award is one of the highest honors the Association can bestow on a working club professional whose total contributions to the game best exemplify the complete PGA Professional. For embracing such a wide range of services this year, this award goes to Howard Glasser, PGA, from Eagle Springs Golf Club in Wolcott, Colorado.

Howard recently took the reigns as President of the Colorado PGA West Chapter after serving as its Secretary for the past two years. In 2006, Howard won the coveted West Chapter Assistant Golf Professional of the Year. This spring he was involved with the 100 Hole-Challenge; he was one of 60 PGA Professionals who raised money for the Colorado PGA Foundation and the March of Dimes by garnering $2,350 for the cause.

He has grown the game of golf through his Junior Golf program, teaching free golf lessons to the staff, and planning and executing the First Annual Eagle Springs Children’s Charity Classic. Howard has spent four years with First Tee sharing his expertise.

Colorado Section is proud to extend this honor to Howard Glasser as the 2010 Assistant PGA Golf Professional Award Winner presented by TaylorMade-Adidas.