

NGF spends to improve golf's image

ORLANDO, Fla. — The National Golf Foundation (NGF) has announced it will initiate a joint-industry awareness and public relations campaign to help grow the game.

During its annual meeting held here in late January, the NGF Board of Directors also approved \$200,000 in seed money to fund the campaign start-up.

"This initiative responds directly to the action recommendations identified during Golf Summit '94 and will work in cooperation with existing promotional programs within the golf industry," said Ed Abrain, chairman of the NGF board and president of PowerBilt, a division of Hillerich & Bradsby.

The public relations firm of Burson-Marsteller will implement the campaign, according to Joe Beditz, president and chief executive officer of Jupiter, Fla.-based NGF.

Beditz explained the campaign will incorporate a wide range of communications disciplines, including media and public relations, advertising, direct mail and educational programming.

It will be driven by the two action steps deemed most critical to the immediate health and growth of the game during the Summit:

- Build greater public understanding of how golf interacts with nature and contributes to

its host communities.

- Position golf as a game that eagerly seeks and nurtures beginners, is family-oriented, fun and open to a diverse group of potential players.

Beditz also said an industry advisory group, with representation from each of the golf industry segments—associations, facilities, manufacturers and media—will be established to provide implementation advice and fund-raising support for the awareness campaign.

"We've already received very good feedback and suggestions," said Beditz, who also noted that the Golf Channel, for example, has pledged air time for 1,000 public service spots for the campaign. In the upcoming months, we will be testing creative concepts, logos and themes with our key audiences.

"One of our initial creative ideas includes a golf tee with a leaf growing out of it, symbolizing golf's connection with nature."

PowerBilt's Abrain elected NGF head

JUPITER, Fla. — Ed Abrain, president of PowerBilt Golf Division of Hillerich & Bradsby, has been elected chairman of the National Golf Foundation's board of directors. Abrain succeeds Past President Ed Van Dyke.

A member of the NGF board since 1991, Abrain joined PowerBilt in July 1994 after serving four years with Wilson Sports Goods.

Also elected to the NGF

board were Vice Chairman Robert Johnson, president and chief operating officer of the International Division of ClubCorp International; and Treasurer Robert Maxon, vice president/group publisher of the Golf Company.

Re-elected to the board were Secretary Patrick O'Grady of Etonic Inc.'s golf division; and National Golf Foundation President Joseph Beditz.

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