

Golf Traveler

OFFICIAL MEMBER NEWSLETTER OF GOLF CARD INTERNATIONAL

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THE GOLF CARD

EMPTY CONDOS IN FLORIDA. PAGES OF ADVERTISEMENTS FOR NEW GOLF COURSES IN *GOLF DIGEST* AND *GOLF MAGAZINE*. That's what stuck in Jim Allen's head one snowy night in Utah as he was trying to figure out the best way he could return to his former home of Florida and play more golf. Ever the risk-taker and salesman, Allen moved to Utah in late 1973 to get in on a big real estate deal with his friend Joe Libin. However, that deal fell through, and Jim was stuck in Utah selling commodities for an upstart firm.

Golf was booming, and he was sinking in Utah. All those golf developments in the ads, and all the courses built around those empty condos — they need golfers, Allen convinced himself. His good friend Donald Brown, an advertising sales rep in West Palm Beach, Florida, concurred. So did Allen's boss at the commodities firm Burke Maxfield, his brother, Brent, and their accountant, York Chandler.

Agreed. *(continued on page 9)*



1970

Economy sags and golf course developments go unoccupied



Jim Allen conceives of The Golf Card to help fill tee times and condos

1974

The Golf Card is incorporated in Utah



INTRODUCING GOLF CARD INTERNATIONAL

As part of The Golf Card's 30th anniversary, we are unwrapping a new logo and corporate identity. Starting in May, The Golf Card will be known by its incorporated name, Golf Card International, and sport a multi-colored, contemporary logo with a graphic depicting a golfer.

The name and logo update is intended to reflect the broader scope of Golf Card International. More than just a discount card that offers savings on greens fees, Golf Card International is a membership club that entitles members to additional benefits including car

rentals and hotel rooms, group insurance plans, the annual Directory of courses, exclusive member tournaments, product testing and personalized customer service. Also, the global reach of Golf Card International now extends to Canada, Mexico, the Caribbean, Costa Rica and beyond. The current Golf Card logo is the original logo designed in 1974 by Royce Emley of West Palm Beach, Florida. The unique letter positioning and the catchy gold and black colors quickly identified The Golf Card to a national audience. ♪



Golf Card[®]
INTERNATIONAL



HIGH HAMPTON

Men & Lady Golfers Are Invited To Play In Our 13th Annual Seniors Golf Classic: June 13-18

*A different event each day – Monday, Tuesday, Wednesday, Thursday
Arrive Sunday (practice round) – Depart Friday after a “hole-in-one” contest*

There are 3 age divisions and awards for men and ladies.

- 50-64 65-74 75 +

Each day is a different event with daily individual prizes and team awards.

Two days are mixed foursomes of men & lady golfers.

Non-golfing spouses always enjoy the fellowship and account for about 10 percent of attendees. *Spouses under age 50 can play for team prizes but not age bracket awards.*

High Hampton Inn & Country Club is an historic inn on a 1400-acre scenic estate. There's an 18-hole golf course, a private lake for boating and fishing, clay tennis courts, and beautiful gardens.

The par 71 golf course was designed by George W. Cobb, A.S.L.A., & A.S.G.S.A. Each hole has multiple tees and offers mountain views. The greens are bent grass.

All-inclusive tournament rates include accommodations, and three meals daily at the Inn, all greens fees, golf carts, practice balls, banquet, reception, and taxes.

No service charge. *No tipping.*

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Rates are per person

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One Golfer in Dbl. Room . . . **\$905**

 with non-golfer **\$614**

Single Golfer/Single Room . . **\$946**

Accommodations

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Party of Four: Golfer **\$939**

 Non-golfer **\$654**

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Come early on Sunday and play a complimentary practice round. The get-acquainted cocktail reception is Sunday at 6:20 p.m.

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Please give full name, age, address, telephone, and handicap.

\$100 deposit via check, VISA, MasterCard, or American Express.

JUST IN...

WORLD-CLASS COEUR D'ALENE JOINS THE GOLF CARD



If you miss the 14th green at Coeur d'Alene Resort, maybe it moved — as floating greens are prone to do!

cars with heated seats and it's no surprise *Golf Digest* describes Coeur d'Alene as "What every resort should be."

Located just 30 minutes east of Spokane, Washington in Idaho, Coeur D'Alene is now welcoming Golf Card members with an incredible 2 for 1 offer, anytime. For more information, call 800-688-5253 or visit www.cdaresort.com

—MEMBER MEMO—

Coeur d'Alene will host a Golf Card Member-Guest tournament August 15-17. You can be treated to two rounds of golf, three nights lodging, a welcome reception/dinner, final night awards banquet, tournament gift bags and awards... all for the incredible price of only \$625 per couple! Call our tournament hotline at 877-288-4802 to reserve your spot now!

SADDLE UP!

New Virginia affiliate is one of 2004's Best New Courses

Just two years after opening, PACKSADDLE RIDGE in Keezletown, Virginia, is making quite an impression with its 200-mile views, rural landscape and folksy service. When *Golf Digest* arrived last fall to check out the course, they were floored by the beauty, variety and challenge presented — so much so, they immediately designated Packsaddle Ridge one of the top-five Best New Public Courses in America. That's high praise for a relatively understated, off-the-beaten-path layout built by a local developer.

"We were pleasantly surprised [by the *Golf Digest* ranking]," said head professional George Dodson. "But when you go to the top of the property and look for hundreds of miles into the Allegheny Mountains, it's truly breathtaking."

Actually, what won over *Golf Digest* raters was the collection of par-three holes at Packsaddle. Not only are they eye-catching — the 15th drops 80 feet in elevation and crosses a creek — but exceedingly challenging. In fact, the course record of 68 included playing the par-threes in two over par!



New to the Golf Card, Packsaddle Ridge is regarded as one of the Best New Courses in America by *Golf Digest*.

Packsaddle was built on 500 acres in the heart of the Shenandoah Valley, about two hours from Richmond to the east and Washington, D.C., to the north. In addition to the elevation changes and panoramic views, the course incorporates a beautiful mix of doglegs, creeks and bunkering. The Golf Card fee is \$25. For more information, call 540-269-8188 or visit Packsaddle's Web site, www.packsaddle.net.



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PRESIDENT'S MESSAGE

Bruce Hoster

Celebrating 30 Years of Golf Card

Golf Card turns 30 in May, and this issue commemorates our anniversary. *Golf Traveler* editor Ken Cohen has researched and written a fascinating history of Golf Card that begins on the cover page. The story takes some unusual twists and turns that were unknown even to many of us. Also in this issue, we unveil a new logo and new membership-card design for Golf Card. According to Ken's research, it's the first logo change in 30 years! This new logo is one that you, our members, had a chance to pick through an online survey at the end of 2003. We are proud of our redesigned look and hope you enjoy it as well.

We keep looking for ways to make Golf Card better each year. To that end, here are some suggestions for getting the most out of your Golf Card membership in 2004.

Play in a Golf Card Tournament

Does playing in a golf tournament, trying a new golf course and meeting other golfers in your area sound like fun to you? If so, then make plans to play in one of our Golf Card Member-Guest golf tournaments. Golf Card has a full schedule of tournaments this year, with events located in every region of the country. Tournaments are being held at top-rated golf courses and resorts such as the Otsego Golf and Country Club in Gaylord, Michigan, and Coeur d'Alene Resort in Idaho. So make plans to join us for some fun tournament golf. You can find a list of upcoming tournaments on page 6 of this issue or by visiting www.golfcard.com/calendar and clicking on the link "Click Here for Tournaments." For more information or to sign up to play, just call our Tournament Hotline at 877-288-4802.

And the Grand Prize Winner Is...

We would like to congratulate Roger Metzger of Decatur, Illinois, for winning the grand prize in our 2003 Driving for Member's Sweepstakes — a Buick Rendezvous valued at \$20,000! Roger's name was randomly drawn from all entries submitted.

Win a Dream Golf Vacation in Hawaii

Our 2004 member referral promotion is in full swing and it's your chance to win a dream golf vacation in Hawaii. Imagine spending seven days at the world-class J.W. Marriott Ihilani Resort and Spa in Ko Olina, playing three rounds of golf on championship courses, taking a catamaran cruise, and enjoying the scrumptious Paradise Cove Luau. This and more (roundtrip airfare for two and \$2,500 spending

Lush Luana Hills is one of the courses you'll play as part of our Hawaiian Golf Vacation Sweepstakes.



money) can be yours simply for having your friends or family join Golf Card. For every new paid membership you refer to Golf Card, you receive an entry into our Hawaiian Golf Vacation Sweepstakes. And as our special thanks, you will also receive a dozen free Nike golf balls with every paid referral. To be eligible, use the special referral forms in the back of your *Golf Traveler 2004 Course & Resort Directory* or go online at www.golfcard.com/refer. Be sure the member(s) you refer use your name and Golf Card member number when they join. If you need more referral certificates, call our Member Services group at 877-680-6148. For complete contest details and rules see the back cover. ♪



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CLIPPINGS

Golf Card affiliates recently reviewed in the media



Women won't feel robbed at Hilton Head's Robber's Row where fast rounds and two sets of tees rated for women are very accommodating.

SOUTHEAST

GOLF FOR WOMEN MAGAZINE

Port Royal GC – Robber's Row (Hilton Head, South Carolina)

"With lush new Bermuda-grass greens and two sets of tees rated for women, the layout is the most popular of Port Royal's three courses among female players, in part because it provides a fast, relatively easy round.... But it's around the staunchly guarded greens that Robber's Row — built on grounds formerly occupied by a Civil War fort — shows some real spunk."

SOUTH

TRAVEL & LEISURE GOLF

Woodlands Resort & Conference Center (The Woodlands, Texas)

"Last year the resort reworked its formerly private Pines course into a new daily-fee spread called Panther Trail. With 10 reconfigured holes and eight new ones on a rolling landscape framed by trees, mounds and water, the refashioned layout offers a stimulating test."

EAST

WASHINGTON GOLF MONTHLY

Hidden Valley Resort (Hidden Valley, Pennsylvania)

"Hidden Valley is 6,589 yards of the most beautifully designed course in the region... Don't let the yardage fool you. It packs a slope rating of 142, serving up one of the most difficult mountaintop challenges in the East."

WEST

LINKS MAGAZINE (NOVEMBER/DECEMBER 2003)

Wildhorse Resort and Casino (Pendleton, Oregon)

"Wildhorse really isn't a gamble if one opts to pay the low green fees rather than bet two pair against three-of-a-kind at the tables. This underrated and largely unknown track stretches to 7,112 yards at the base of the Blue Mountains."

GOLF FOR WOMEN MAGAZINE

Luana Hills CC (Kailua, Hawaii)

"I was knocked out by the first south-shore-area course I played, Luana Hills Country Club, with a jungle layout so beautiful and dramatic I felt as if I'd stepped into a James Michener novel."

MEDAL PLAY

Every two years *Golf Magazine's* readers select the top 100 golf resorts in America. The elite 25 are recognized as gold medalists, while the next 75 are silver medalists. In the 2004–2005 list, eight Golf Card affiliates earned "medalist" honors, including one gold medalist — new affiliate, Coeur d'Alene Resort.

In making their selections, the readers rate resorts on golf (60 percent of the ranking), accommodations, meals, service and other amenities (40 percent). Here are the Golf Card courses taking home gold and silver (with reader and *Golf Magazine* editor comments):

Gold Medalists

COEUR D'ALENE RESORT • Coeur d'Alene, Idaho • cdaresort.com; 800-688-5253

"World-class service.... One of the most beautiful views one could imagine."

Silver Medalists

THE BALSAMS • Dixville Notch, New Hampshire • thebalsams.com; 800-255-0600

"One of Donald Ross' most spectacular layouts."

CHATEAU ELAN RESORT • Braselton, Georgia • chateauelanatlanta.com; 800-233-9463

"Start with a lush vineyard estate, add 54 championship holes... and you have a chateau élan."

HYATT REGENCY HILL COUNTRY RESORT • San Antonio, Texas • hyatt.com; 800-233-1234

"Arthur Hills designed the fabulous Hill Country Golf Course here."

HYATT TAMAYA/TWIN WARRIORS • Santa Ana Pueblo, New Mexico • hyatt.com; 800-233-1234

"Twin Warriors Golf Course embraces Native American cultural sites near the Sandia Mountains."

THE LODGE AT VENTANA CANYON • Tucson, Arizona • thelodgeatventanacanyon.com; 800-828-5701

"Two Tom Fazio-designed courses draw golfers to the intimate 50-suite lodge."

SEAVIEW MARRIOTT RESORT • Gallaway Township, New Jersey • seaviewmarriott.com; 800-932-8000

"Donald Ross built tricky greens on the Bay course; the challenging Pines course weaves through the woods."

SHANTY CREEK RESORT & CLUB • Bellaire, Michigan • shantycreek.com; 800-678-4111

"Arnold Palmer and Tom Weiskopf designed two of the four courses at this northern Michigan retreat."

Golf Magazine rates Michigan's Shanty Creek Resort and Club as one of the top 100 resort courses in America.



STARTER

GRAND MARSH

Myrtlebeachgolf.com — the ultimate reference source for golf on Myrtle Beach — recently named its Best Marsh Courses and Best Marsh Holes in a clever “Marsh Madness” report. As defined by the Web site, a true marsh course “must possess a few key ingredients. First, it must be in proximity to a naturally occurring body of water. In this case, the Intracoastal Waterway, Waccamaw River or any offshoot of the Atlantic Ocean. Second, said body of water must make its way into or prominently border the layout.”

Several Golf Card affiliates cracked the “Marsh Madness” list:

Best Marsh Courses

• **PEARL EAST** — The Pearl complex (East and West courses) was plunked down in a 900-acre marsh — definition met, thank you. Of the two 18-hole layouts, the East Course has chosen to embrace its “bogish” setting. The course’s finishing stretch along the Calabash River is the main marsh attraction of this Dan Maples design. But plenty of the interior holes feature reed-choked water hazards and other constant reminders of the nearby Intracoastal Waterway.



With memorable holes bordering the Intracoastal Waterway, Glen Dornoch is a “Marsh Madness” favorite in Myrtle Beach.

- **WILLBROOK PLANTATION** — Dan Maples design is “home to one of the beach’s true marsh meccas — holes five through seven.” Only three holes at Willbrook are free of water.
- **GLEN DORNOCH** — Donald Ross-inspired course is a classic Grand Strand layout hugging the Intracoastal Waterway, masterfully mixing inland parkland holes with spectacular waterfront holes.

PLAY IN A MEMBER TOURNAMENT

2004 schedule includes events at Coeur d’Alene and Otsego Club

Ask members who have played in a member tournament, and they’ll say the same thing: lots of fun, great way to meet people. Every year, Golf Card’s member-operations staff lines up these tournaments around the country exclusively for members and their guests. It is one of the most enjoyable and rewarding benefits of Golf Card membership — which more than 1,000 participants in 2003 can attest to. The schedule for 2004 is the best we’ve ever arranged — including events at world-class Coeur d’Alene Resort (with the famous floating green, see page 3 for more details) and Otsego Club, one of northern Michigan’s top-ranked courses.

The member tournaments run anywhere from cozy one-day outings to three-day extravaganzas complete with room accommodations, dinners, entertainment, giveaways and more. Formats vary from individual low net to scrambles, best ball and mixed pinehursts. All tournaments are handicapped, and teams will be assigned if you do not have a complete team in the best-ball or four-person scrambles events. The cost varies from site to site but typically rewards participants with a significant discount off regular rates.

So call our Tournament Hotline at 877-288-4802, e-mail us at events@golfcard.com or visit golfcard.com to get more information on our member tournaments.

2004 Member Tournament Schedule

- | | |
|-------------|--|
| May 18 | Indiana Member-Guest (Danville, IL) @ Twin Bridges GC. Four-person scramble. 877-288-4802 or e-mail events@golfcard.com . |
| May 20 | Illinois Member-Guest (Rantoul, IL) @ Brookhill GC. Four-person scramble. Call Gery Maury at 217-694-4161. |
| June 4 | Greater Miami Grasshopper (Versailles, OH) @ Stillwater Valley GC. Couples event only. 937-253-3764. |
| June 13-15 | Nevada Reunion (Carson City, NV) @ Eagle Valley East GC/Empire Ranch. Two days of golf, three nights lodging. Call Bob Persinger at 209-772-9184 or Bob Mariani at 209-772-1863. |
| June 21 | Great North American RV Rally (Hutchison, KS) @ the Highlands GC. 877-749-7122. |
| July 27-29 | Northern Michigan Member-Guest (Gaylord, MI) @ Otsego GC & Resort. Best two-day best-ball scramble. 877-288-4802 or e-mail events@golfcard.com . |
| Aug. 15-17 | Coeur d’Alene Member-Guest (Coeur d’Alene, ID) @ Coeur d’Alene Resort. Two-day event including lodging. 877-288-4802 or e-mail events@golfcard.com . |
| Sept. 19-24 | High Hampton Inn Senior Week (Cashiers, NC) @ High Hampton Inn & CC. All-inclusive package includes week of golf and accommodations. 800-334-2551, ext. 116 or visit www.highhamptoninn.com |
| Sept. 26-27 | Mason-Dixon Golf Classic (McHenry MD) @ the Wisp at Deep Creek Mountain Resort. Charity event for Leukemia Foundation. 877-288-4802 or email events@golfcard.com . |
| Nov. 11-12 | Southern Arizona Tournament (Nogales, AZ) @ TBD. Call Art Levin at 623-584-9410 or e-mail arthlev1@aol.com . |
| Nov. 14-16 | Buss Williams Invitational (Loma Linda, CA) @ Mojave GC and Needles Municipal GC. Two-day event benefits Loma Linda Pediatric Center. 877-288-4802 or email events@golfcard.com . |

GOLFERS! PROTECT YOUR EYES – SHARPEN YOUR SIGHT– LOWER YOUR SCORE!

Sunglasses and golf don't mix. Normal sunglasses are too heavy, slip off your nose, make it hard to putt, let the sun, wind and dust enter from the sides, strain your eyes in a couple hours and surely cost you strokes.

But Heaven help your eyes, if you don't wear sunglasses. (See box)

Our new GOLF SPECIFIC Condor Sportsman sunglasses are scientifically designed to protect your eyes and improve your game. Here's why...

- Their wrap-around design keeps *all* of the sun's glare out, not just direct sun. It keeps out dust and wind, too.
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- They're slip-proof. You can custom fit them to your forehead with their adjustable temple bars.
- They are rimless across the bottom of the lenses so they won't interfere with your line of sight when addressing the ball.
- They enhance your depth perception by giving you sharper contrast. You can track your shots and judge distances better.
- Their wrap-around lenses keep the sun off your temples and protect you from crow's feet.
- They screen out harmful UVA, UVB and UVC light.
- They exceed FDA impact standards.
- Their special lens material – developed by NASA – lets you see a golf ball more clearly in the air and on the ground.
- They increase your lateral vision. It is completely unobstructed throughout your swing.
- They block out high-intensity light and damaging blue light.
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A GOLF COURSE IS A DANGEROUS PLACE FOR YOUR EYES

Frightening things are at play on a sunny golf course that you may not know about. Long rays within beams of sunlight are actually sunburning the retinas in the rear of your eyes. And "blue" light is constantly damaging your eyes. A young pro we know was told by an optometrist that her eyes had developed calluses from playing in the sun without glasses. According to the Journal of Ophthalmology too much sunny golf can cause cataracts. And playing without sunglasses can reduce your night vision by 50%. Very bright sun can reduce it by up to 90%.

Two-or-more pair offer not available to dealers.

Course News

Three worthy Golf Card affiliates will host U.S. Open local qualifying in May: **Twin Warriors GC** in Santa Ana Pueblo, New Mexico; **Rams Hill CC** in Borrego Springs, California; and **Old Works GC** in Anaconda, Montana. All three are four-star courses that meet the USGA's stringent requirements to host a qualifier.... Another four-star course, **Tot Hill Farm** in Asheboro, North Carolina, recently reopened its original 18 holes after repairing damage caused by last summer's flooding. During the reconstruction, two new par-threes and a unique par-seven finishing hole were added.... Another Mid-Atlantic course, **Lee's Hill Golfers Club** in Fredricksburg, Virginia, has reopened after closing last July. Extreme weather over the last few years took its toll on fairway and rough conditions, and the owners decided to attack the problems right away rather than proceed with a gradual renovation plan. The improvements include new Tifton A-10 Bermuda grass, an expanded irrigation system and restored sand traps.... Spectacular **Hartefeld National** in Avondale, Pennsylvania, has gone private and will no longer accept the Golf Card.... Of the nine courses in Georgia with four-and-a-half-star ratings or better, two are Golf Card affiliates: **Southern Hills Golf Course** in Hawkinsville and **the Frog at the Georgian Resort**, in Villa Rica. ♪

Southern Hills Golf Course should be on your mind when playing in Georgia.



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Round Tip: Through the Ball

by Vince Cali, Master PGA Golf Professional



Incorrect

- Legs, arms, hips and hands quit at impact
- Body stops

Hitting consistent shots results from keeping your swing flowing toward the target, not stopping at impact.



Correct

- Legs turn toward the target
- Full extension through the ball

Look at the top photo. Regretfully, this is what I see on the lesson tee too many times. This is a picture of a player who hits poor shot after poor shot on the course. Inconsistency is the best word to describe his play. Tops, chunks, shanks and slices are his common shots. It is hard for him to be consistent because there is no flow through the ball. As you can see, everything stopped at the point of impact. The legs, hips, body, arms and hands got to the ball and just quit. Many times this happens because the golfer has been told to keep his head down so often that he decides if the body stops the head will not come up. This was a bad decision.

Now look at the bottom photo. This is more like it. He is through the ball. Here is a picture of a golfer who will be more consistent. Long, straight and solid are used to describe his shots. Notice the legs have already turned toward the target with the body, hands, arms and club following. Also notice that the head is still down. This is what you want to look like. You can keep your head down but make sure the body turns and goes through the ball.

Vince Cali is a PGA Master professional and owner-director of the Vince Cali Golf Schools in Orlando, Florida. He has been recognized by the North Florida PGA as Teacher of the Year and by Golf Magazine as one of the top teachers in the country. For more information call Cali Golf Schools at 800-749-0072/407-857-4653, or visit www.caligolf.com. ♪

(continued from cover)

The five would throw in some money and start a company that essentially produced golfers for courses. How? By selling a card to golfers that entitled them to free rounds. The card would cost \$35 annually. Why that number? Seemed reasonable. The courses would go for it because they were hurting from a down economy, and the empty condos/developments were not generating rounds. The golfers heading south for the winter wouldn't pass up free rounds at new courses. It was a salesman's perfect pitch, not to mention a golfer's dream.

The Golf Card was born. Actually other names, such as GolfAmericard were preferred, but trademark barriers forced Allen and company to settle on The Golf Card, which was officially incorporated in Salt Lake City, Utah, on May 22, 1974. The original officers were Allen, Maxfield, Brown and Chandler, though there's some discrepancy as to their official titles. However, in an annual report filed with the Utah State Division of Corporations in 1975, the officers were listed as follows: Jim Allen, president; Donald Brown, vice president; York Chandler, secretary/treasurer. Burke Maxfield and his brother, Brent, were listed as directors. This is important, because there was a clause in the incorporation guidelines that allowed the president to make all decisions regarding the sale of assets. We'll get back to that.

With the Golf Card now a living concept, Allen and Burke Maxfield headed to Florida to start building a business. They visited those suffering courses and presented their idea. Within a few months, they had more than 30 courses signed, including many new development courses such as the President in West Palm Beach and Sun-N Lake in Sebring.

What they needed now were golfers — they had to start marketing to the masses. That meant creating a logo, brochures, point-of-purchase displays and advertising. That's when Royce Emley joined the original Golf Card team. He was a friend of Don Brown's from the advertising business and went right to work creating the Golf Card logo. He worked for free, with an agreement that he would get stock and

royalties at a later time. As the story turns out, Emley never received a dime, and his original logo has been used for 30 years. (In May

2004, the Golf Card will finally unveil a new logo.)

With a logo and member's cards in hand, Allen, Brown, Maxfield and Emley knew what the next step was but were unable to take it. "We had to advertise in the big golf magazines and elsewhere, but we didn't have the money," says Maxfield. Not only did they not have money for adver-

tising, they were running up some debt by traveling around and signing up courses. There was some interest in the fledgling program from the likes of Jack Nicklaus' Golden Bear company, Tom Fazio and the owner of S&H Green Stamps, but nothing materialized — mainly because none of the principals had any experience in the golf business. Somehow Maxfield, Allen and the boys mustered up enough money for an ad in an airline magazine. Talk about an ad that generated response. Not necessarily members, but an investor who would turn out to be the Golf Card's savior.

"Joe Libin saw the ad while traveling, and he called me up in Florida," remembers Allen. "He asked how my golf venture was going. I said 'we're struggling a bit, but it wasn't something \$500,000 couldn't cure.' He had me fly out to Salt Lake

City, and essentially I made a deal with Joe that practically handed him the company and kept me on to run it." Libin didn't invest the half million Allen joked about, but he did provide money for Allen to return to Florida to continue signing up courses and start running ads in *Golf Digest* and *Golf Magazine*.

The Libin deal did not go over very well with Brown, Maxfield and the other board members. In fact, according to both Maxfield and Brown, they didn't know about it until it was already done. Remember that clause in the original incorporation that bestowed the president of the company the power to sell the assets? Well, Allen was the president, and he felt the only way his dream had a chance to flourish was through an influx of money. Even if it meant giving up proprietorship.

"There was no other way to continue," says Allen. "So I sold 80 percent of the company to Libin and stayed on to help sell the card and run the company." That didn't last long, though — the Libins and Allen had some philosophical differences, and eventually Allen was completely bought out — the price wasn't much, because the company wasn't worth much at that time.

"One day I was an officer, and the next day I'm out of the company," remembers Brown. "I still had shares and could have



The Golf Card's original incorporation documents are still filed with the Utah Department of Corporations.

**the
Golf
card**

The Golf Card logo was originally designed by Royce Emley — and never changed for 30 years.



Some of the first marketing materials for the Golf Card promote the same benefits as today — a lot of golf for little cost.



The Golf Card runs its first ads in Golf Digest



The Golf Card reaches 7,500 members and 500 courses



First Grasshopper club formed

Membership tops 25,000 with access to 1,300 affiliated courses

1975

Utah businessmen Joe and Brad Libin acquire controlling interest in the Golf Card

1976

First issue of Golf Traveler published

1977

1978

1981

In May, Golf Card will introduce a new four-color logo and membership card — the final designs selected through a member survey.



fought it, but I decided with all the legal fees involved and given Libin's strong financial situation that it wasn't worth it. Do I have regrets? What do you think? I was out a lot of effort and dollars." Brown made a point to say that "Libin and his son were super nice guys" who were probably just what the company needed at the time.

Says Maxfield: "We had a board meeting scheduled, and I arrived at the meeting only to find out that Jim had sold the company. I was basically out. I was told I would get 'taken care of' if it ever took off in the future, but that never happened." With Libin and his son Brad in control, the Golf Card did take off. The Libins were successful businessmen, profiting from ventures into real estate, reclining chairs, aluminum siding, imported wigs (one of Libin's customers was the San Francisco Opera Company, which bought his real-hair wigs for \$1,500 to \$2,000 per wig). Needless to say, the Golf Card was in good hands.

Soon Golf Card ads were running in all the major golf magazines, as well as in *Time* and other news weeklies. And a beefed-up sales staff was signing courses daily. By 1976, there were 4,500 paying members and 350 affiliate courses. A year later the totals were 7,500 members and 500 courses. That was just the beginning. It's interesting to note that this

sudden success caught the Libins and the Golf Card staff off guard — they were still keeping track of 7,500 members on 3-by-5 index cards! In 1977, a small IBM computer was purchased to handle the ever-growing database of members and courses.

In 1978, the Golf Card merged with a publicly traded corporation Joe Libin headed and essentially began trading over-the-counter as GCI Industries. A penny stock when it was originally offered, GCI sold as high as \$3 per share, according to Brad Libin. With the additional capital raised by the stock

offering, the Golf Card invested heavily in marketing, public relations and advertising. It bought a booth at the PGA Merchandise Show, ran four-color inserts in *Golf Digest* that listed all the affiliate courses and increased its direct-mail campaign. The growth was staggering — by 1981 membership reached 25,000 with more than 1,300 courses in the network.

WHERE ARE THEY NOW?

Here are the current whereabouts of the original founders and principals of Golf Card International:

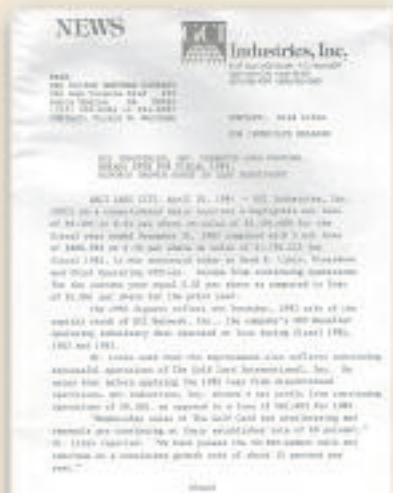


Jim Allen, 65	lives in Arizona and still selling, representing a company involved with creating video e-mails
Burke Maxfield, 57	lives in Utah
Donald Brown, 67	Still runs his own advertising agency in West Palm Beach
Royce Emley, 62	writer of children's books and limousine driver in Florida
York Chandler	lives in Utah
Joe Libin	died in 1993
Brad Libin, 57	owns driving range in Sandy, Utah

With this surge in membership, it became essential to communicate with members in a more frequent, formal way. *Golf Traveler* was first published in 1976 under the guidance of Florida-based Charlie Stine, who at the same time was developing a small weekly golf magazine called *Florida Golfweek*. That magazine would eventually become *Golfweek*, one of the two major nationally circulated weeklies in the golf industry. In the early days, *Golf Traveler* essentially served as a directory with each issue listing all the courses in the network. There were also features on popular Golf Card destinations as well as some instructional tips. It wasn't until 2000 that *Golf Traveler* changed its format, eliminating the course listings from each issue, and began publishing an annual directory.

In 1983, the Stay and Play program was introduced, offering members discounted packages to play golf and stay overnight at participating resorts. Now the Golf Card not only helped courses fill tee times, it helped resorts fill rooms. Still in place today, the Stay and Play plan has grown steadily over the years to include such top resorts as Ventana Canyon in Arizona, Hot Springs Resort in Arkansas, Mission Inn Resort in Florida, Callaway Gardens in Georgia, Samoset Resort in Maine, Treetops Resort in Michigan, High Hampton Inn in North Carolina, Pine Needles Lodge in North Carolina and Woodstock Inn in Vermont.

Through the 1980s the Golf Card — which was reincorporated in 1985 as Golf Card International — continued its steady climb toward



In 1978, the Golf Card traded publicly as GCI Industries. Quarterly reports like these were published in *Golf Traveler*.



The Libins sell Golf Card International to TL Enterprises

Membership reaches 100,000

1983

1990

1992

1999

2000



2004

Stay and Play program introduced

TL Enterprises becomes a subsidiary of Affinity Group

Golf Traveler publishes its first stand-alone Directory — a 240-page edition

The Golf Card turns 30 and introduces a new logo

100,000 members and 2,000 courses. Jim Allen's little golf venture was now a multi-million dollar business, though Allen and the original founders were long gone by this point — with very little to show for their efforts. With the value of the company now well into the millions, the Libins accepted an offer to sell Golf Card International in 1990 to Steve Adams' TL Enterprises, the parent company of the popular Good Sam Club. The purchase price was undisclosed, but reportedly in the several million dollar range. Brad Libin was offered a position with the new ownership, but declined. He has since started Golf in the Round in Sandy, Utah — one of the largest driving-range complexes in the country. Joe Libin passed away in 1993.

In 1992, TL Enterprises would become a subsidiary of Affinity Group Inc. (AGI), an umbrella company Adams formed to hold his existing companies and new acquisitions. In addition to the Good Sam Club, AGI owned Coast to Coast — both membership clubs geared toward the popular RV and motor-home industry. (For more about AGI, refer to the accompanying article.)

Under AGI's direction, Golf Card International has maintained a membership base of nearly 90,000 while expanding its course network to more than 3,800 affiliates in the United States, Canada, Mexico, the Caribbean and Central America. Membership now entitles golfers to more than free or discounted golf — other benefits include car rentals and hotel rooms, group insurance plans, annual directory, exclusive member tournaments, product testing and personalized customer service. And the single membership price is not much higher than the \$35 fee charged 30 years ago.

And now to the next 30 years....!

ABOUT AFFINTY GROUP INC.



GOLF CARD INTERNATIONAL is a subsidiary of Affinity Group Holding Company (AGHC), a privately held umbrella company with interests in recreational activities, retail

and publishing. Affinity Group, Inc. (AGI) handles primary operations for all of AGHC's companies. AGI owns and operates the Camping World chain of retail stores for RV aftermarket parts and camping equipment and operates several clubs for RV owners, including the Good Sam Club, Coast to Coast, Camping World's President's Club and Motorhome America Club. Though not an RV-related business, Golf Card International is also owned and operated by AGI.

AGI utilizes several forms of media to support enjoyment of the outdoor-recreational lifestyle. The company publishes books, such as campground directories and buyer's guides, and consumer magazines, including Trailer Life, Highways, MotorHome, and several regional publications. RV Business serves the recreational vehicle industry. AGI extends the magazine format to several Internet sites and a cable television show, RVtoday. These outlets provide technical and non-technical information to RV enthusiasts and act as forums for RV-related businesses. The company publishes several magazines for other outdoor activities, including Snowmobile, SnowGoer, ATV Sport, Rider, American Rider, Woman Rider, Thunder Press and Golf Traveler.



HOW DO YOU SPELL



G-R-A-S-S-H-O-P-P-E-R-S

Do you like having fun, meeting new people and playing golf? Now you can do all three when you join or form your own **Golf Card Grasshopper Club!**

Grasshoppers are Golf Card members who get together and have fun playing in local and inter-club golf tournaments and outings that are scheduled by a club director. With over 150 clubs across the U.S. and Canada, there's bound to be a club near you!

To learn more about joining a Grasshopper Club, or forming your own club, visit the Golf Card website at www.golfcard.com and click Community; email us at golf@golfcard.com or call our toll-free Grasshopper hotline:

800-522-9201

SPORTS TECH NEWS-2004

New golf club's secret metal may hit too far on some par 4's.

**Metal created by
Department of Defense
for tips of
torpedoes and shells**

**How to win a
long-ball contest**

YALESVILLE, CT—A once-secret metal used to penetrate enemy armor is now helping golfers hit very long shots. The



by **Charlie Allen**

metal-- a combination of ceramic, tungsten and four other materials-- was necessary because steel and titanium are too soft to pierce modern-day armor.

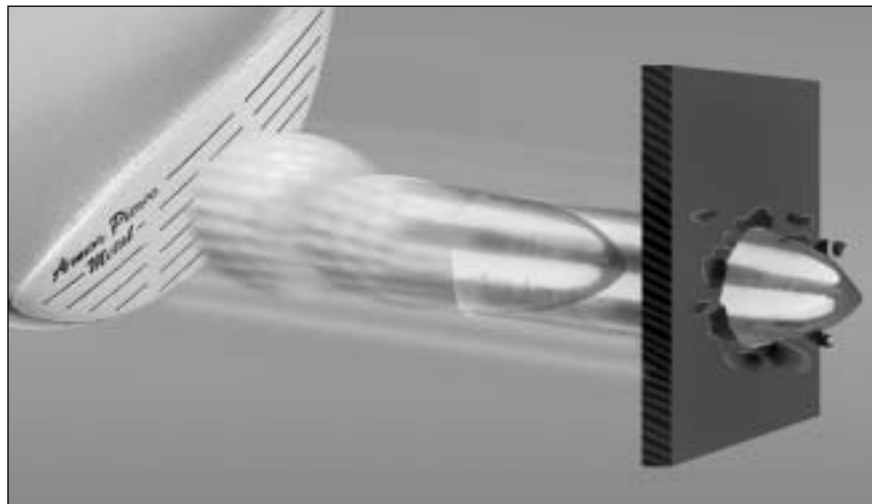
Now, an ex-Navy engineer working with a small golf company in Connecticut has applied the metal to the face of a driver, and some strong golfers are hitting shots so far they have to use the 3-wood on par-4's to avoid over-hitting the green. For instance, a PGA professional who played a round with the new driver told me he had to use the 3-wood on 300 to 330-yard holes to keep the ball from flying over the green. Here are more stories that help illustrate the club's potential power.

A golfer in California, after 40 years of golf, won his first long-ball contest using the club. Another shot his first sub-par round in 20 years. A golfer handicapped with an artificial leg out-hit his pro with a 320-yard drive and cut six strokes off his score.

Two broken balls-- two long-ball wins

At a driving range, a golfer using the new club was hitting the ball so far six others had to try it. All six out-hit their own driver, including a young man who had just bought a new \$400.00 titanium driver. Another golfer, a long hitter surely with some help from the wind, hit a 420-yard tee-shot. That exceeds the average drive on the PGA Tour by over 150 yards.

Another hit shots so hard he split a balata ball and a Surlyn-covered Titleist. He destroyed two balls, but he won two long-ball contests.



Once-secret Armor Pierce Metal was developed by the military for the tips of shells and torpedoes. On the face of a golf club the metal's extreme hardness adds significant yardage to a golf shot.

A Director of the company that markets the new driver told me this.

"Twenty-three years in the business and I have never seen shots hit so far. This new Armor Pierce Metal clobbers balls like a battering ram. There is virtually no loss of energy at impact. All the juice goes into the ball. At high club-head speeds, it can actually break balls! And it's easy to control.

78% Straighter

"A well-known professional we know tested the club for us during a tournament warm-up and was curling 300-yard shots around trees with such accuracy several of his peers wandered over to try it. They were awed. But for their contracts, seven top pros could have been playing our Controller Driver in a national tournament that day. We would have sold thousands.

"The Controller Driver's control comes from probably the biggest, most forgiving sweet spot in golf--and a scientific roll and bulge that tames hooks and slices. A good golfer can draw and fade shots just like our famous friend.

"An independent lab found that these features keep tee shots 78% closer to the centerline than a leading tour driver. We found this so startling we asked an outside consultant to test it among a group of real-life golfers. The results were just as startling. They landed four

times--four times--as many tee shots within ten yards of the centerline with the Controller Driver than with their own drivers.

"The club's dynamite. We know of no other driver that can match its power."

The Controller Driver's head is about the same size as the Great Big Bertha titanium driver and its shaft is 45-inch long for extra club-head speed.

If you want to try it on the course or in a long-ball contest, the maker, NGC Golf, will let you keep the club for 30 days and return it for a refund, if its extra power doesn't help you cut 6 to 8 strokes off your score (if you average 85 or higher).

To order the Controller Driver, call **1-800-285-3900** or click **www.ngc-golf.com** (anytime or day).

Or send your name, address and check (or cc number and exp. date) to NGC Golf (**Dept. OD-49**), 60 Church St., Yalesville, CT 06492. Ask for the Controller Driver and choose from three shaft models: steel at \$149.00, graphite at \$179.00 and their top-of-the-line, big-butt TurboTip graphite at \$195.00. Add \$14.95 s/h. CT add sales tax.

When you buy the driver, the matching 3 and 5-woods are available at a \$20.00 discount off the driver's price. Be sure to specify regular or stiff flex, right or left-handed, men's or ladies'.

Oh, yes. If you swing at 120 MPH, carry some extra balls.

VIRGINIA**KEEZLETOWN****Packsaddle Ridge GC**

(540)269-8188, 3067 Packsaddle Trail, *Web* www.packsaddle.net, *Facility* Daily Fee, *Fee* \$25, *Holes* 18, *Yardage* 7024/4663, *Availability* Wkdays, no hol, #Rounds 2

WASHINGTON**PORT LUDLOW****Port Ludlow GC**

(360)437-0272, 751 Highland Dr, *Web* www.visitportludlow.com, *Facility* Semi-Private, *Fee* 20% off, *Holes* 27, *Yardage* 3166/3166/3083, 2839/2759/2353, *Availability* Mon-Thu, #Rounds 2

RIDGEFIELD**Tri Mountain GC**

(360)887-3004, 1701 N W 299th St, *Web* www.trimountaingolf.com, *Facility* Municipal, *Fee* 20% off, *Holes* 18, *Yardage* 6091/5284, *Availability* Mon-Thu, #Rounds 2

WEST VIRGINIA**KEYSER****Polish Pines GC**

(301)786-4131, US Route 105, *Facility* Semi-Private, *Fee* Wkdays \$16, wknds & hol \$20, *Holes* 9, *Yardage* 2483/2109, *Availability* Wkdays anytime, wknds & hol after 2pm, #Rounds 4

WISCONSIN**MINONG****Black Bear GC**

(715)466-2314, 7677 Nancy Lake Rd, *Web* www.blackbeargolf.com, *Facility* Daily Fee, *Fee* \$33, *Holes* 18, *Yardage* 6300/5100, *Availability* Wkdays, no hol, #Rounds 2

MISHICOT**Fox Hills National GC**

(920)755-2376, 250 W Church St, *Web* www.foxhillsresort.com, *Facility* Resort, *Fee* 2 for 1, *Holes* 18, *Yardage* 7010/5366, *Availability* Wkdays anytime, Fri-Sun & hol after 2pm, #Rounds 2

Fox Hills Rst - Fox Creek

(920)755-2376, 250 W Church St, *Web* www.foxhillsresort.com, *Facility* Resort, *Fee* 2 for 1, *Holes* 27, *Yardage* 3291/2929/2955, 3188/2825/2742, *Availability* Mon-Thu anytime, Fri-Sun & hol after 2pm, #Rounds 2

PARK FALLS**Park Falls CC**

(715)762-4396, 3360 Sanders Ave, *Facility* Daily Fee, *Fee* 2 for 1, *Holes* 9, *Yardage* 3142/2946, *Availability* Mon & Wed-Fri anytime, wknds after 12pm, #Rounds 2

CANADA**NOVA SCOTIA****NEW GLASGOW****Abercrombie CC**

(902)752-6120, 79 Old Abercrombie Loop, *Facility* Semi-Private, *Fee* \$28, *Holes* 18, *Yardage* 6400/5505, *Availability* Anytime, #Rounds 2

STAY & PLAY**MICHIGAN****MILFORD****Mystic Creek GC**

(249)684-3333, 1 Champion Cir, *Web* www.mysticcreekgc.com, *Facility* Stay & Play, *Holes* 27, *Yardage* 6400/5505, *Availability* Anytime, #Rounds 2

PINCKNEY**Timber Trace GC**

(734)878-1800, 1 Champions Cir, *Web* www.timber-trace.com, *Facility* Stay & Play, *Holes* 18, *Yardage* 6400/5505, *Availability* Anytime, #Rounds 2

STAY & PLAY CANADA**BRITISH COLUMBIA****NANOOSE BAY****Schooner's Cove Rst**

(250)468-7691, 3521 Dolphine Dr, *Web* www.fairwinds.ca, *Facility* Stay & Play, *Holes* 18, *Yardage* 6400/5505, *Availability* Anytime, #Rounds 2

COURSE DELETIONS

ARIZONA, Casa Grande, Francisco Grande Rst & GC

Yuma, Mesa Del Sol GC

CALIFORNIA, Novato, Indian Valley GC

Weed, Lake Shastina G & Rst

DELAWARE, Smyrna, Garrisons Lake GC

FLORIDA, Casselberry, Deer Run CC

Homestead, Keys Gate GC

Jacksonville, Golf Club Of Jacksonville

Rotonda West, Rotonda Hills, Rotonda Palms

Saint Augustine, Ponce De Leon G & Rst

Saint Leo, The Abbey Course at St Leo Univ

Titusville, Great Outdoors RV & G Rst

LOUISIANA, Florien, Emerald Hills GC

MASSACHUSETTS, Mashpee, New Seabury CC - Dunes

MICHIGAN, Shelbyville, Hidden Valley GC

MONTANA, Columbia Falls, Meadow Lake G Rst

NEW MEXICO, Elephant Butte, Oasis G & CC

NEW YORK, Sparrow Bush, Eddy Farm GC

NORTH CAROLINA, Sunset Beach, Sandpiper Bay GC

Wilmington, Beau Rivage Rst & GC

OKLAHOMA, Ada, Lakewood GC

Longdale, Fairview Lakeside CC

McAlester, Thundercreek GC

OREGON, Grants Pass, Grants Pass GC

PENNSYLVANIA, Lebanon, Iron Valley GC

SOUTH CAROLINA, Tigerville, Cherokee Valley

TENNESSEE, Jackson, Jones Creek GC

TEXAS, Canyon, Palo Duro Creek GC

Grand Prairie, Riverside GC

Houston, Clear Lake GC

WISCONSIN, West Bend, West Bend Lakes GC

CANADA/INTERNATIONAL**DELETIONS**

BRITISH COLUMBIA, Smithers, Riverside G&RV

COOK ISLANDS, Rarotonga, Rarotonga GC

TAHITI, Papeete, Atimaono GC

VIETNAM, Dalat, Dalat Palace GC

Phan Thiet, Ocean Dunes GC ‡

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2004 Tournament Schedule

May 18	Danville, IL @ Twin Bridges
May 20	Rantoul, IL @ Brookhill GC.
June 4	Versailles, OH @ Stillwater Valley GC.
June 13-15	Carson City, NV @ Eagle Valley East GC/Empire Ranch.
June 21	Hutchison, KS @ the Highlands GC.
July 27-29	Gaylord, MI @ Otsego GC & Resort.
Aug. 15-17	Coeur d'Alene, ID @ Coeur d'Alene Resort.
Sept. 19-24	Cashiers, NC @ High Hampton Inn & CC.
Sept. 26-27	McHenry MD @ the Wisp at Deep Creek Mountain Resort.
Nov. 11-12	Nogales, AZ @ TBD.

• Prizes for everyone •

- One-day and overnight tournaments •
- Scramble formats, most tournaments •

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www.golfcard.com

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1-877-288-4802



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And every golfer can appreciate a little more green. New customers who switch have saved an average of over \$200 a year, so call for a free quote to see how much you can slice off your auto insurance bill.

GMAC Insurance features benefits like 24-hour, toll-free claims service, nationwide towing coverage and flexible payment options – including automatic debits from your checking account. You can count on guaranteed repairs from approved shops with no aftermarket parts used.* We'll even guarantee your satisfaction with the entire claims process, or we'll waive your deductible (up to \$250). All it takes is one quick phone call to find out what we can do for you, so why not take a shot? After all, nobody covers drivers better.

* This guarantee does not extend to routine maintenance parts, such as batteries, spark plugs and oil filters.

Coverage is not currently available to people residing outside the United States, or in HI, MA or NJ. Coverages and discounts vary by state. National General Assurance Company. National General Insurance Company, Reinsurer of Home State County Mutual Insurance (TX). GMAC Insurance Marketing, Inc.

Hawaiian Golf Vacation Sweepstakes

You could win 7 days and 6 nights at the Ko Olina Resort in Hawaii.



Ko Olina Golf Resort
Honolulu, Hawaii



Refer your friends to the Golf Card and you could win an incredible week in paradise at Hawaii's beautiful Ko Olina Golf Resort.

This luxurious 7 day/6 night Hawaiian Vacation includes:

- Accommodations for 2 at the magnificent J.W. Marriott Ihilani Resort & Spa in Ko Olina Resort
- Round of golf for 2 at the Ko Olina Golf Course
- Round of golf for 2 at the Luana Hills Golf Course
- Round of golf for 2 at the exclusive Waialae Country Club
- Passage for 2 on a seafaring Catamaran Cruise
- Dinner for 2 at the scrumptious Paradise Cove Luau
- Roundtrip Airfare for 2
- \$2,500 Spending Money

The beautiful and renown Ko Olina Golf Resort has been host to LPGA and Senior PGA tournaments. Golf Digest designated Ko Olina one of the top 75 resort courses in the U.S.



Get a dozen Nike Power Distance Golf Balls with every new membership you refer.

1. Fill in your name and member number on each Referral Certificate. (Referral Certificates are bound in the Directory to the left of this page.)
2. Give a Certificate to a friend, family member or Golfing partner. You'll receive your FREE dozen Nike Golf Balls and be entered in the drawing for the week at Hawaii's beautiful Ko Olina Golf Resort with each paid single or twosome membership you refer!
3. Send your friends to www.golfcard.com/refer to sign up online. Be sure to give them your name and member number.



If you need more Referral Certificates, call Member Services toll-free at: 1-877-680-6148

NO PURCHASE NECESSARY TO ENTER OR WIN. To enter, follow instructions for submitting referrals or to enter without submitting any referrals, write "2004 Hawaiian Golf Vacation Sweepstakes" on a postcard along with your name, address, and phone and mail it to: Golf Card Hawaiian Golf Vacation Sweepstakes, PO Box 6899, Englewood, CO 80155-6899. All entries must be received between 2/1/04 and 1/31/05. This Sweepstakes is open only to legal residents of the U.S. (excluding Puerto Rico) and Canada (excluding the Province of Quebec) who are 18 years of age or older at the time of entry. Void where prohibited by law. For a complete set of Official Rules, send a request to: Golf Card Hawaiian Golf Vacation Sweepstakes Official Rules, PO Box 6899, Englewood, CO 80155-6899.