

WE ARE GOLF

Dear PGA Exhibitor,

Thank you for your support of **WE ARE GOLF**. We are writing because the initiative is working, and we need your continued backing to ensure its success moving forward.

The bottom line is, as a result of our work these past two years, Members of Congress, Congressional staff, and the Administration know who we are and why they should care about the golf industry. They almost universally agree with the premise that golf's previous exclusions from important government programs made no sense. And they are beginning to say so, in public. That is significant progress in a relatively short amount of time.

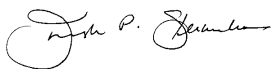
We have revamped National Golf Day, so that golf's profound impact on the economy is being illustrated in a more compelling and relatable way, through first-person story-telling. We have generated positive news coverage of our efforts, from the Wall Street Journal to the Washington Post to CBS News. We have introduced **WE ARE GOLF** to all Members of Congress, particularly the more than 100 freshmen, educating them on the coalition and the industry's profound economic impact, in their districts and around the country. We contributed to the effort leading to the repeal of the 1099 legislation.

But that's not all. **WE ARE GOLF** is becoming increasingly active in support of government initiatives to improve fitness and fight obesity. We joined forces with Labor Secretary Hilda Solis in support of her call for a renewed private sector commitment to providing summer jobs and internship opportunities to America's youth. We are working to influence proposed regulations out of the Department of Justice that would mandate single-rider golf carts at all golf courses. We are partnering with the Department of Commerce as it seeks to increase golf tourism from foreign markets into the US. We are giving members of Congress behind-the-scenes look at tournaments, so they can see firsthand the impact golf has on local economies.

But clearly our biggest win this year has been turning expressions of support into action, and remedying past wrongs. **We now have legislation in both the House and Senate that fixes the golf industry's previous exclusion from disaster tax relief. Members of Congress support the fix and have been willing to say so publicly.** That's a huge step forward. It's clear from our meetings and calls and emails that we have a strong bench of supporters in the Congress who want to see this exclusion put to rest. The message we have been aggressively spreading about golf's job-generating economic impact across the country is having an impact.

We have an aggressive agenda for 2012 aimed at building on the momentum we have created. Can you continue helping **WE ARE GOLF** change the narrative about our industry in Washington, DC? We need to sustain this effort.

Sincerely,



Joseph P. Steranka
Chief Executive Officer, PGA of America
Chairman, WE ARE GOLF