

The Official Monthly
NEWSLETTER
WEDNESDAY, MAY 4, 2011

**DIXON**golf
HIGH-PERFORMANCE | ECO-FRIENDLY



IN THIS ISSUE

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**DIXON** news

Dixon at the Go Green Expo

Dixon Golf went green at the Go Green Expo in L.A. last month. We got some great footage with Don Cheadle for use in a viral video. We also participated in the Go Green Expo where we were able to tell the more than 5,000 people who attended the three day event about Dixon Golf.



Featured: DON CHEADLE, PACE JORDAN, and JASON SUGARS

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▶ Dixon News

Covering Dixon Golf News/Headlines for April, 2011

▶ Find Dixon Online

Access Articles from Various Online Sources

▶ Corporate Spotlight

Avnet: *The Greening of Avnet – It Takes a Village to Go Eco-Friendly*

▶ Golf Tips

Chris Fry Offers His Expertise -- *7 is the Magic Number*

QUICK LINKS

▶ SPONSORED TOURNAMENT SCHEDULE

See What's Happening in May, 2011

Earth Ball / Earth Day Promotion

Dixon offered a buy one get one free Earth ball Earth Day promotion with success. We took some orders as well as got some media attention. A success all around. See ['Links'](#)



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Earth and Fire Receive Rave Reviews

The Earth and the Fire ball received rave reviews from The Golf Equipment Buyer's Guide, which is produced by Golf Tips Magazine. See the ['Links'](#) section for more information.

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Golf Fest Arizona

Dixon Golf will participate in Golf Fest Arizona on May 20 & 21 at ASU Karsten. The event time is 9 am to 6 pm both days. All ages are encouraged to attend and have their pictures taken with the Dixon Vixons.

The Human Calculator

Another Dixon sponsored player, Scott Flansburg (or The Human Calculator) is playing in the [National Left Handed Golf Championships](#) in North Carolina the week of May 8.

Jeff Ritter Free iPhone App

Dixon Golf sponsored pro, Jeff Ritter, has released a free iPhone app. The app focuses on instruction, and marrying his teaching concepts with new media. He is a pro at ASU Karsten where he gives lessons. To download the free app, just search 'Jeff Ritter' in the iPhone app store.

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Don Cheadle On The Air

Don Cheadle was interviewed by Peter Tilden of KABC in Los Angeles earlier this month. The link to the entire conversation is on the Dixon Golf homepage, at dixongolf.com.

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7 is the Magic Number by Chris Fry, PGA

Are you a golfer that ever says, “I am thinking too much”? Then you need to use the 7 second drill. This is a drill that makes playing golf more DO-able.

Step One: Make your practice swings, I like two. Get a feel for the shot, see the ball flight and even replay in your head how it feels to hit the sweetspot. Now that you have a game-plan, walk to the ball.

Step Two: You have 7 seconds from the last practice swing to hit the golf ball. Do not rush yourself, just feel in control and clear your mind.

Many mistakes happen when waiting over 7 seconds, your muscles lose muscle memory of your practice swings, your brain begins to have negative thoughts and you can become uncomfortable. This is the best on course drill, PERIOD.

For more golf tips from Chris Fry, PGA, visit:
youtube.com/chrisfrygolf.com



CORPORATE SPOTLIGHT

Avnet, one of the largest distributors of electronic components that connect the world’s leading technology manufacturers, with more than 100,000 customers in more than 70 countries, was one of the first companies to embrace and promote Dixon Golf. As an Arizona-based and global company, Avnet has become a leader in sustainability with its *The Greening of Avnet – It Takes a Village to Go Eco-Friendly*. We were delighted that Avnet featured the Dixon Earth during the Avnet Global Conference for its partners and suppliers in Phoenix in 2010 and added the Dixon brand to the Avnet Company Store.

Al Maag, Chief Communications Officer at Avnet and President of the Business Marketing Association that includes advertising, marketing and communication companies might have said it best:

“Sustainability and Fun? Golf balls are a commodity and few brands stick out...when the Dixon balls and their green foundation were introduced to Avnet we knew the balls would be noticed and appreciated enhancing our position on sustainability.”

The partnership between Avnet and Dixon Golf has expanded in 2011. After meeting Dixon Golf CEO, William Carey, at a sustainability forum in February, Steve Schultz, Avnet’s Director of Strategic Planning and Communications for Logistics, recommended that Avnet feature Dixon Golf in its global newsletter, as one of its promotional partners that embraces Avnet’s commitment to sustainability. The interview, which is being finalized, will be featured in an upcoming issue of the Dixon Golf monthly newsletter.

For additional examples of partnerships or to learn how your company can leverage the Dixon Golf story, please contact Alden Ulrich, Director of Corporate Partnerships at alden@dixongolf.com.





SHAREHOLDER SPOTLIGHT - JEFF LEVINE

Jeff Levine is a shareholder in Dixon Golf who is from the Albany, New York-area. Prior to becoming involved with Dixon, he was a frequent golfer who regularly shot in the high 90s. When Jeff moved to the Phoenix-area, he met Dr. Ron Mann, a fellow Dixon shareholder, who gives lessons on the mental approach to golf. Dr. Mann got Jeff to start shooting in the high 80s-low 90s range, but Jeff wanted more consistency - and a lower score.

Prior to using Dixon Golf products, Jeff was a devotee of another golf ball brand. Once he began using the Fire ball, he began to believe all the marketing material that he had read. The ball really did explode off the clubface, it really did grip, check and roll true. Jeff now shoots consistently below 80, even dipping below 70 a few times.

"I owe it all to the Fire ball. I would have never thought a ball would make such a difference in someone's golf game. I was obviously mistaken," he says.

FIND DIXON ONLINE

- [Click to follow link](#)

► Dixon Golf Balls Now Available at Torrey Pines

- [The Golf Wire](#)
- [Silo Breaker](#)
- [Golf Gear Newswire](#)
- [Scottsdale](#)
- [Tempe](#)
- [Mesa](#)
- [Chandler](#)
- [Apache Junction](#)
- [Fountain Hills](#)

► Enjoy Golf and Go Green

- [Denver CBS](#)

► Dixon Golf - Various News Stories

- [Golfer's Mag](#)

► Earth Day - Buy One Get One Free

- [Midwest Golf Blog](#)
- [Golf Club Business](#)

We appreciate your interest in Dixon Golf and hope you're enjoying the Official Dixon Newsletter.

Stay tuned each month for updates on all Dixon Golf News, Corporate Spotlight, Golf Tip of the Month and Sponsored Tournament Events. We look forward to hearing your feedback on how we can improve our Newsletter -- please email us at info@dixongolf.com.

SPONSORED TOURNAMENT SCHEDULE

DATE	TOURNAMENT NAME	GOLF COURSE	BENEFITTING CHARITY
May 2	Queen of Peace High School Annual Golf Tournament	Forest Hills Field Club	Borgess Queensmen Fund
May 4	Fine Arts Nite	AUCTION	Saint John the Baptist Catholic School
May 6	Gary S. Clancy Memorial Golf Classic	Arizona Grand Resort	Gary S. Clancy Memorial
May 6	United Latino Business Coalition 4th Annual Golf Tournament	Vistal Golf Club	United Latino Business Coalition
May 6	14th Annual Athletic Golf Tournament	Flatbush	Annunciation BVM School
May 7	Holy Ta Tas Golf Outing for the Cure	--	Susan G. Komen
May 7	4th Annual Vicki's Cure	Raven at South Mountain	Vicki's Cure
May 7	Arizona Magic Golf Tournament	Silverado	--
May 7	The Greater Miami Chapter of NIGP, Inc.	Normandy Golf Club	--
May 7	Golf Aitana	San Marcos Country Club	Aitana Curtin
May 7	St. Thomas Aquinals Wildcat Club Golf Tournament	Eagles Nest Golf Course at Pebblecreek, Goodyear AZ	Construction Fund
May 9	St. Francis of Assisi School Braintree	Wollaston Golf Club	St. Francis of Assisi School Braintree
May 10	Sports Reporters Against ALS Charity	Mountain Valley Golf Course	ALS Association Philly Chapter
May 13	5th Annual Brian Putman Memorial K-9 Classic Golf Tournament	--	Brian Putman Charity
May 14	Rick Elliot Memorial Golf Classic	Superstition Springs Golf Club	Child Crisis Center
May 14	4th Annual Give a Smile to a Child Foundation	Palm Beach Gardens Municipal Golf Course	Amanda J. Buckley Give a Smile to a Child Foundation
May 14	Shadow Ridge Football Boosters Club 1st Annual Golf Tournament	Sun City Country Club	Shadow Ridge Football Boosters Club

[QUICK LINKS](#) | [Dixon News](#) • [Corporate Spotlight](#) • [Find Dixon Online](#) • [Golf Tips](#) • [Sponsored Tournament Schedule](#) • [Back to Top](#)

SPONSORED TOURNAMENT SCHEDULE: continued

DATE	TOURNAMENT NAME	GOLF COURSE	BENEFITTING CHARITY
May 14	8th Annual Spring Gala "Drivers, Denim and Diamonds"	Rio Verde Country Club	FHPTO Fountain Hills Unified School District
May 14	Make A Wish Arizona Chapter Annual Wish Ball - Auction	Westin Kierland	Make A Wish Foundation - Arizona Chapter
May 14	4th Annual Golf Tournament & Luncheon Golf Scramble	Ocotillo	About Care Support Services for the Homebound
May 14	5th Annual Phoenix PD Crime Lab Charity Golf Tournament	Westin Kierland	Various PD Charities
May 15	Dorados Golf Classic	El Conquistador Golf Club	Benefitting Pee Wee Football
May 16	Annual Athletic Association Golf Tournament	Flatbush Golf Course	Annuciation BVM School
May 16	Morris Museum Golf Outing	Canoe Brook Country Club	Morris Museum
May 19	3rd Annual Burn Camp Golf Tournament	Stone Creek	--
May 19	2nd Annual Chuckie Tartaglia Scholarship Tournament	Easton Country Club	Chuckie Tartaglia
May 21	Invest in Education Golf Classic	Point Tapito Golf Club at Lookout Mountain	Invest in Education
May 21	Hecklers Tournament	Westin Kierland	--
May 22	Singleton Moms Golf Tournament	ASU Karsten	Singleton Moms
May 28	Take a Swing at Breast Cancer	Western Skies Golf Course	Breast Cancer Awareness