

The Official Monthly
NEWSLETTER
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DIXONgolf
HIGH-PERFORMANCE | ECO-FRIENDLY



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DIXONnews



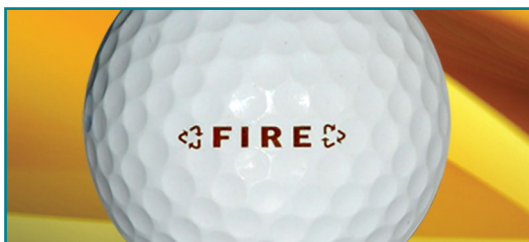
Dixon Golf Balls to be Sold in the Caribbean

Dixon Golf gets distribution in the Caribbean with BosSports. BosSports is headquartered in San Juan, Puerto Rico, and have been in the local golf industry since 1989. They have been exclusive distributors for Cleveland Golf, Srixon, Never Compromise, Adams, US Kids, Ogio, Califame headwear, and Monterey Club. Dixon Golf's entry into the Caribbean market marks the third expansion into foreign soil this year.



Dixon Golf Signs Multi-Year Deal with Blake Sports Group

Dixon Golf has signed a multi-year deal with Blake Sports Group to help in national branding and expansion into new sales markets. BSG represents PGA Tour players Ricky Barnes, Matt Bettencourt, Jeff Quinney, Michael Bradley and Jim Herman. They also represent pro athlete legends George Brett and Wayne Gretzky. For more information on BSG, go to blakesportsgroup.com.



Fire ball Scores Hole-In-One at Lavell Edwards Charity Golf Tournament

Teegan Clark, 35 of Provo, UT, sank a hole-in-one at the Lavell Edwards Charity Golf Tournament last week. The ace scored him \$5,000 cash, as well as \$5,000 for the Boys and Girls Club of Utah. Teegan is officially a Fire ball convert. "I used to play only the Titleist Pro V1, but I'll only play the Dixon Fire ball from now on. How could I not?"



Golf Fest

Dixon Golf participated in Golf Fest Phoenix, held at ASU Karsten on May 20-21. The Dixon Challenge was run successfully, introducing many people to the Dixon brand. More than 3,000 people showed up during the two day event.



Flansburg Rides Fire to Top Ten Finish

Dixon Golf sponsored player Scott Flansburg took home 8th place at the National Left-Handed Golf Championship in Myrtle Beach, S.C.

Costa Rica Picks Dixon Golf as Sponsor of EcoWeek's Charity Golf Tournament



The Dixon Golf Green Golf Charity Tournament Presented by Hacienda Pinilla will take place August 18-20 in Guanacaste, Costa Rica during EcoWeek in that country. This year's EcoWeek will feature a Green Living Fair in San Jose, Costa Rica where the public is invited to visit exhibits featuring Green Living, Green Communities, EcoTravel and more. National Geographic is sponsoring an eco photo shoot, with other outdoor activities including SCUBA, snorkeling, volcano tours and kayaking in addition to the Green Golf Tournament. Spaces are available. For more information, visit ecoweekcostarica.com.

GOLF TIP
OF THE MONTH
BY CHRIS FRY

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

You know what... Yes You Can! by Chris Fry, PGA

I recently had a student who I thought spent an exorbitant amount of time around the golf ball doing practice swings trying to 'feel' the perfect swing. After about 5 to 6 swings and over a minute later, he was ready. He walked up to the ball, waggled a bit, went through his check list and finally swung the club only to have a poor result. He was stumped as to why he cannot take his range game to the course and once I saw this, I knew exactly why.

So, I implemented what I call Mental Practice Swings and we achieved a great result.

First of all, what are mental practice swings? Simple, they are swings in your head where you are picturing yourself hit the perfect shot... picture yourself as a flawless golfer. The key is to release any doubt from your mind; you can shape the shot, spin it and hit your exact target when you are swinging in your head.

Do these mental practice swings in your head... behind the golf ball... looking at your target. Then, walk up to the ball and execute. NO REAL PRACTICE swings allowed. Do it the entire round and access your results after.

CORPORATE SPOTLIGHT



After learning that Dixon Golf was selected for the ACG Arizona / Southwest M & A Conference Golf Tournament at the Arizona Biltmore resort in mid-April, Clifton Gunderson, one of the nation's largest certified public accounting and consulting firms selected the Dixon brand to celebrate its 50th anniversary. Choosing Dixon Golf, the world's leading high-performance eco-friendly golf ball was the perfect match, as Clifton Gunderson has targeted "clean tech" as a dynamic driver of economic and environmental change.

"At Clifton Gunderson, we value the contribution local businesses make to our community. We selected Dixon Golf to help us celebrate our 50th anniversary because of their innovative approach to helping our environment and the quality of their products. We are glad to partner with them." Doug Diehl, Regional Director of Business Development

To learn how your company might leverage Dixon Golf's mission and products, contact Alden Ulrich, Director of Corporate Partnerships at alden@dixongolf.com.



FIND DIXON ONLINE 

• Click to follow link

► Take a Swing at Cancer
• [East Valley Tribune](#)

► Dixon Fire Ball Provides Hot Performance, Wins Man \$10,000 Cash
• [The Golf Wire](#)

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SPONSORED TOURNAMENT SCHEDULE

DATE	TOURNAMENT NAME	GOLF COURSE	BENEFITTING CHARITY
June 3	26th Annual Driving Dream	San Clemente Golf Club CA	Boys and Girls Club
June 4	3rd Annual PAR-TEE for the Cure NIGHT GOLF	Kokopeli	3 Day
June 4	James F. Zacher	Allegheny Hills golf Club NY	James F. Zacher Fund
June 4	Northwest Middle School	TBD	Northwest Middle School
June 4	65th Annual Pitcairn Camp	Totteridge Golf Course PA	Camp B
June 4	2011 Festival of Lights Charity Golf Tournament	Foothills	Festival of Lights Ahwatukee
June 4	Chandler Rangers 13U Baseball Golf Tournament	Biltmore	Chandler Rangers 13U Baseball
June 4	McDermott Memorial	Whirlwind Golf Club	Multiple Sclerosis
June 4	Knights of Columbus 6th Annual Charity Golf Tournament	Lone Tree Golf Course	St. Peters Indian School Mission
June 6	2011 CMN Golf Classic	Hidden Valley Country Club - Salem, VA	Children's Miracle Network
June 6	19th Annual Matthew Mehr Golf Classic	Crystal Lake Golf Course in Lakeville, MN	Minneapolis Childrens Hospital and other charities
June 6	Paradise Valley Rotary Charity Golf Tournament	McCormick Ranch	Boys & Girls Clubs
June 6	"Care for Kids" Golf Tournament	FireRock Country Club	Youth Evaluation and Treatment Centers
June 7	Judge Kenneth Lae Charity	Pelican Hill Golf Club	Orange County Bar Charitable Fund
June 7	Bridgeway Golf Classic	Cedar Hill Golf & Country Club, Livingston NJ	Bridgeway Rehabilitation Services
June 7	CPCU's 4th Annual Charity Golf Tournament	Troon North	AZ CPCU College Scholarship
June 8	Inaugural Stepping Stones of Hope Charity Golf Tournament	Talking Stick Resort	Stepping Stones of Hope

SPONSORED TOURNAMENT SCHEDULE: continued

DATE	TOURNAMENT NAME	GOLF COURSE	BENEFITTING CHARITY
June 8	Saints Anargyroi Golf Tournament	Juniper Hill Golf Course in Northboro, MA	Saints Anargyroi Greek Orthodox
June 9	Tee One for Hope Golf Tournament	Stonybrooke Golf Club	Saints Healthcare Foundation
June 9	XTreme Golf Outing	Ballyowen Golf Club NJ	AGX and LLL Organizations
June 10	Day along the Shenandoah	Virginia National Golf Course	Santa with a Badge
June 10	ADJC 3rd Annual Memorial Golf Tournament	Falcon Dunes @ LFB	AZ Department of Juvenile Corrections
June 10	Basket Boogie Gift Auction	Auction	Cecil S. Collins School
June 11	Executive Women's International 6th - Tucson	Arizona National Golf Club	Battered Women's Fund
June 11	2nd Annual Northern AZ Fallen Fire Fighters	JW Marriot Starr Pass Resort - Tucson, AZ	NFFF (National Fall FireFighters)
June 11	Enterprise Invitational	Foothills	The Real Gift Foundation
June 13	Foxboro's Founders Day	Foxboro Country Club	Foxboro Lions Club
June 13	Cancer Hope Network Golf	Cedar Hill Golf & CC	Cancer Hope Network
June 13	Tee it Up for Troops	TBD	Tee it Up for Troops
June 15	Annual Lafayette Boys Golf Tournament	TBD	Lafayette Boys Golf Boosters
June 16	Skis to Tees	TBD	Leukemia Research Foundation
June 16	The Emerging Leaders Charity	Maderas Golf Club	Jewish Family Service
June 17	KCI Charity Golf Tournament	TBD	Convoy of Hope
June 17	Putting in the Pines	Continental Country Club	Meals on Wheels, Flagstaff
June 18	Breath of Hope	Legacy Golf Resort	Lung Transplant Support Association
June 18	Jocori Rufus Memorial Golf Tournament	Maryvale Golf Course	Scholarship Fund

SPONSORED TOURNAMENT SCHEDULE: continued

DATE	TOURNAMENT NAME	GOLF COURSE	BENEFITTING CHARITY
June 18	2nd Annual Breath of Hope	Legacy	Lung Transplant
June 18	Warren Youth Soccer	TBD	Warren Youth Soccer
June 18	Justin Winkler Memorial Golf Classic	TBD	Children of Justin Winkler
June 18	3rd Annual Golf Tournament and Barbeque	Willowdale Golf Course in Mansfield, MA	Post 93 American Legion Baseball
June 21	11th Annual Heritage Christian Services Foundation Golf Classic	Glen Oak Golf Course	Heritage Christian Services
June 23	American Legion Convention	Rancho Manana Golf Course	American Legion Post 117
June 23	Skis to Tees	TBD	Leukemia Research Foundation
June 25	PGA Tour Superstore Customer Appreciation Golf Tournament	Sun Ridge Canyon	First Tee
June 25	AZ Water for People Charity Golf Tournament	Troon North	AZ Water Association
June 26	Habitat for Humanity 2nd Annual Charity Golf Outing	Chaparral Pines Golf Club	Habitat for Humanity - Payson, AZ
June 26	1st BYOB Eco Open	Ladota Canyon	First Tee of Denver and Dixon World Charities
June 27	Notre Dame of West Haven 2	Woodbridge Country Club	ND West Haven High School Scholarships
June 27	Rocking Horse Community Health Center 9th Annual Golf Classic	Windy Knoll	Rocking Horse Community Health
June 30	Middle Eastern Festival	Minnesota Auction	Benefitting St. George Orthodox Church