

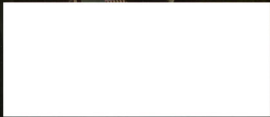
OCTOBER 2011

# Golf BUSINESS

National Golf Course Owners Association

## Running From (Or To) an Angel

Partnering with an outside investor can bolster the balance sheet, but it can also be fraught with peril



**Wiping**  
Is Spreading  
Across The Nation!  
(See pg. 38 for details)



## ◀ Arnie's New Army

**The Hype:** Embodying the classic cool that distinguished Arnold Palmer as a trendsetter and style icon, each piece of the new Quagmire Golf apparel line, Arnie, is designed, crafted and detailed to meet the exceptionally high standards set by the man himself.

**The Skinny:** The design team was granted unprecedented access to Palmer's personal archive of photographs and historic garments to create a collection featuring retro looks from the King's era of dominance.

### Tech Specs:

- Ships in three deliveries for 2012: 1950s, 1960s and 1970s
- 1950s Collection (February): tops distinguished by short plackets, small collars and shorter sleeves; fitted pants; highlighted by the color blue
- 1960s Collection (April): wider-legged pants; wider collars and longer shirt plackets; staple color of red
- 1970s Collection (July): slightly wider collars and long plackets on shirts; pants more closely resemble a modern boot cut; color palette more subdued

**MSRP:** \$25-\$109

**Margins:** Keystone

Contact: [www.arniewear.com](http://www.arniewear.com)

## ▶ Flexing Its Muscle

**The Hype:** Mizuno's MP-59 irons incorporate the company's Ti Muscle technology—something only Mizuno's patented grain flow forging process can deliver—to create a bigger sweet area and more forgiveness without having to increase the size of the clubhead.

**The Skinny:** During the grain flow forging process, 12 grams of pure titanium material is forged into the muscle of the MP-59 to deliver a 5 percent larger sweet area.

### Tech Specs:

- Utilizes patented grain flow forging process
- 12 grams of titanium inserted into the muscle
- Harmonic Impact Technology (HiT) designed to optimize sound and feel at impact
- Double-nickel chrome finish, highlighted with a black chrome stainless steel accent

**MSRP:** \$999

**Margins:** Would not disclose

Contact: (770) 453-7853; [www.mizunousa.com/golf](http://www.mizunousa.com/golf)

