

January 22, 2009

**Via Federal Express (203-761-5374)**  
Mr. Matt Ginella, Senior Editor (Travel)  
*Golf Digest Magazine*  
c/o Golf Digest Publications  
20 Westport Road  
Wilton, Connecticut 06897

**Re: Ambush**

Dear Mr. Ginella:

The Golf Trip embodies all of the finest elements of golf tripdom. I previously sent you an e-mail entitled "Not Your Father's Golf Trip" for your consideration of The Golf Trip as an Ambush candidate. I enclose herewith a hard copy of that tome, along with the most recent edition of the "Dimpled Orb Digest." Also enclosed is a CD containing the 2008 player profiles and the documentary featurette, "Not Everyone Gets a Turtle."

This year's event is from April 23 through 26 at the Mid Pines Inn and Golf Club in Southern Pines, North Carolina. Tee times are Thursday, 12:31 at Mid Pines; Friday, 8:50, Pine Needles; Saturday, 8:50, Pine Needles; Sunday, 8:08, Mid Pines. Diner is at 8:00 p.m. Thursday, Friday, and Saturday, Mid Pines Inn. Brunch on Sunday follows the round. We stay at the Long Leaf and Short Leaf Villas on the 10<sup>th</sup> hole at Mid Pines.

Thanks for reading.

Sincerely,

  
Daniel J. Moore

DJM:ar

## NOT YOUR FATHER'S GOLF TRIP

### THE TOP TEN REASONS FOR AN AMBUSH

10. History. Face it; this is not your father's golf trip. From its humble beginnings in 1991, when it sprang from the foreheads of Greg Logue and Monty Walton and took root in Myrtle Beach, The Golf Trip has grown exponentially. It is no longer a friendly little match played in late February for chump change. With an expanded field for 2009, The Golf Trip has blossomed into a prestigious event of major proportions.
9. Location. The Golf Trip is now an annual pilgrimage to the beautiful Mid Pines Inn and Golf Club in the heart of North Carolina Golf Country, where it is known among the locals as "The Golf Trip." There is no finer locale for an event of its ilk.
8. Players. The Golf Trip features an eclectic cast of characters that would have made Walt Disney envious. From Depot Stove to Big Boy Jr., the variety of personalities over the years has been both wide and deep. And Woody is likely to utter an amusing remark during the event.
7. Player Profiles. The Golf Trip's Player Profiles are state-of-the art. Replete with each player's photograph and cutting-edge performance statistics, the Player Profiles are both entertaining and instructive, especially when it's Calcutta time.
6. Golf Trip Creed. Recited annually before the first Calcutta, the Golf Trip Creed symbolizes the camaraderie and sportsmanship that are evident in every aspect of The Golf Trip. Whether you're waving your partner's cash in his face, or hitting the ATM's at Pinehurst for the fourth time, the Creed says it all.
5. Real Time Leader Board. No other amateur golf outing has the advanced technology of the Golf Trip Real Time Leader Board. Replacing the poster boards and markers of yesteryear, the computer generated Real Time Leader Board allows players to see exactly where they stand at every phase of the tournament.
4. Medallions. Introduced by Monty Walton in 2008 to make sure he would be invited back, the Golf Trip Medallions have become an instant classic. Whether you're on the course, or in the dining room challenging some sons of bitches to a match "mano a mano," people know you're a player to be reckoned with when they see that Medallion around your neck.
3. Calcutta. Michael Wood introduced the Calcutta some years ago during one of his more prescient moments. A professional auctioneer, Chairman Wood conducts the Calcutta prior to each competitive round. In his inimitable way, it is common to see Woody coax large wads of cash into the pot for the next day's competition.
2. Dimpled Orb Digest. The chronicle of The Golf Trip, readers breathlessly await the annual publication of the *Dimpled Orb Digest* to follow the exploits of their favorite players (themselves).

And the number one reason to Ambush The Golf Trip is.....

1. *The Turtle*. The Terrapin Travelin' Trophy, commonly known as *The Turtle*, is emblematic of all The Golf Trip has to offer. Since its rediscovery by former notions salesman Carl Trantham, *The Turtle* has become simply the most desired trophy in sport.

Well, there you have it. An event like The Golf Trip is difficult to encapsulate in ten short headings. There are other reasons too numerous to mention why The Golf Trip is worthy of an Ambush. But you get the idea. We believe that any right-thinking Ambusher would find The Golf Trip to be both rich and nuanced. We would consider it an honor and privilege if you would attend.

This year's event is from April 23 through 26 at the Mid Pines Inn and Golf Club in Southern Pines, North Carolina. Tee times are Thursday, 12:31 at Mid Pines; Friday, 8:50, Pine Needles; Saturday, 8:50, Pine Needles; Sunday, 8:08, Mid Pines. Diner is at 8:00 p.m. Thursday, Friday, and Saturday, Mid Pines Inn. Brunch on Sunday follows the round. We stay at the Long Leaf and Short Leaf Villas on the 10<sup>th</sup> hole at Mid Pines.

Enclosed with the hard copy of this memo will be the latest issue of the *Dimpled Orb Digest*, and a CD from last year's event. Those will follow via express mail. The CD contains the 2008 Player Profiles and a featurette on the history of *The Turtle*. Thanks for your consideration, and we hope to see you in Southern Pines.