



18TH ANNUAL PLA GOLF CLASSIC

Philmont County Club
301 Tomlinson Road, Huntingdon Valley, PA 19006
Columbus Day, Monday, October 11, 2010

Dear Friend of Lacrosse:

On behalf of the Philadelphia Lacrosse Association and US Lacrosse, I would like to invite you to participate in the 2010 PLA Golf Classic to be held on Monday, October 11th at Philmont Country Club in Huntingdon Valley, Pennsylvania. Your participation will support the PLA's mission to promote the game of lacrosse in the region, particularly our New Start Program, which provides technical and financial assistance to new lacrosse programs. The PLA has provided close to \$250,000 in grant support to new lacrosse programs in the area since the outing's inception in 1993.

Last year's PLA Golf Classic at Philmont involved 120 participants, 28 individual and corporate sponsors and raised over \$16,000. The proceeds enabled the PLA to support the first year of PIAA Public Lacrosse League in Philadelphia, which featured twelve high school teams (6 boys/6 girls). Working closely with the Philadelphia School District and the Black Women in Sports Foundation, the PLA was able to fund 95% of the equipment and goals for all of the teams in the City through new purchases and by funneling donated equipment. Golf Classic proceeds also helped the PLA support LEAPS and its mission in the City, conduct high school and youth coaches' clinics, sponsor area tournaments (including the Katie Samson Tournament, the Nick Colleluori Classic, Checking for Cancer and EvanFest), support area travel teams (including teams competing in the US Youth Lacrosse Festivals), and host the US Men's Lacrosse Team in an pre-World Cup exhibition game at Lehigh University against a group of Philadelphia All-Stars (with approximately 1,500 fans in attendees). Finally, the proceeds also helped the PLA maintain our web site as a portal for lacrosse in the region (www.palacrosse.com).

We are excited to return to Philmont's North Course, which is ranked among the great traditional golf courses in the Philadelphia region and is regarded as a "must play" venue. Attached for your reference is a flyer with more information regarding the event and its festive format. We would welcome your and your company's participation and sponsorship to help ensure the outing's success. Among other things, all sponsors and their logos (and websites) will be featured prominently on the PLA home page.

Please reserve your spot in the outing by completing the attached registration form and returning it to me as soon as possible, but in any event before Friday, October 1st. If you are not a golfer or cannot attend the golfing activities, you are welcome to attend the cocktail reception and banquet that begins on Philmont's scenic terrace at 5:45 pm. Space in the outing is limited and registrations will be processed on a first come, first served basis.

As in the past, the PLA Golf Classic promises to be a fully subscribed and memorable one. So please come out, catch up with good friends and join the fun, and, at the same time, help make it possible for even more boys and girls in the City and our larger region to discover the joy of America's native game. Hope to see you there, thanks for your consideration and continuing support.

Kind regards,
Scott Growney
Chair, PLA Golf Classic



**18th ANNUAL
PLA GOLF CLASSIC
DATE**

Monday, October 11, 2010

LOCATION

Philmont Country Club
301 Tomlinson Road
Huntingdon Valley, PA 19006
Golf Pro Shop: (215) 947-1271 x110 (directions are attached)

THE COURSE

Philmont's North Course is ranked among the great traditional golf courses in the Philadelphia region. The course was designed in 1924 by noted golf course architect William Flynn, whose portfolio of outstanding Philadelphia area courses includes Huntingdon Valley, Rolling Green, Lancaster Country Club, Philadelphia Country Club and Manufacturers. Flynn also designed a number of championship courses nationwide, including Cherry Hills in Denver (1960 US Opens, 1993 U.S. Senior Open), The Country Club in Boston (1999 Ryder Cup) and Shinnocock Hills in Southampton, Long Island (1995 and 2004 U.S. Opens). Philmont's charming South Course was completed in 1919 by Willy Park Jr. (designer of Berkshire in Reading and Maidstone in Long Island).

SCHEDULE OF EVENTS

Registration, Practice, Skills Contest and Lunch -- 10:30 am to 12:15 pm
Tee-Off (Shotgun Start) -- 12:30 pm
Cocktail Reception/Hors D'oeuvres/Banquet/Raffle, Auction and Awards -- 5:45 to 8:00 pm

CONTRIBUTION

Individual -- \$225*; Foursome -- \$900*
Corporate/Individual Sponsorships: Major Sponsor -- \$500; Co-Sponsor -- \$250
Cocktail Reception, Banquet and Awards Ceremony (only) -- \$50

*Contribution per person includes buffet lunch; catered hors d'oeuvres, roast beef and pasta stations and cru d'ete (with assorted dips) during cocktail reception and awards banquet; greens fees, golf cart, bag handling/loading, use of practice and locker room facilities; on-course refreshments and snacks at courtesy stations; eligibility for individual and team awards; and a 2010 PLA Golf Classic Gift Pack.

TOURNAMENT FORMAT, PRIZES AND AWARDS

The event will be a "modified scramble" (all players drive; foursome selects a drive; players play their own ball from there). Individual prizes will be awarded for longest drive, straightest drive, closest-to-the-pin (all par threes), and the traditional "Double-Flag Birdie Challenge." Team prizes will be awarded for low gross and low net. Hole-in-one prizes apply on all par threes (car, travel packages, and/or cash prize).

2010 PLA GOLF CLASSIC COMMITTEE

Dan Altschuler, Past President
Bob Aitken, Past President
Mark Aitken, Raffle Chair
Bruce Cox, Oversight
Jenny Duckenfield, Outreach
Shelly Erwine, Treasurer
Tim Filler, Sponsorship
Chris Flynn, Networking

Mike French, Legends
Ron Forster, Officials
Scott Gabrielsen, Networking
Chris Goldberg, Publicity
Scott Growney, Chair
Chris Hupfeldt, Rules Czar
Laurie Markle, President
Chris McNichol, Club

Mary Fran Riffel, Outreach
Kevin Ryan, Emeritus
Meg Ryan, Sponsorship
Evan Scott, City Initiative
Peter Scott, Polos/Prizes
John Strang, Communications
Lee Stevens, Auction Chair
Tim Udinski, Networking



**18th ANNUAL
PLA GOLF CLASSIC
Monday, October 11, 2010**
Philmont County Club
301 Tomlinson Road
Huntingdon Valley, PA 19006

REGISTRATION FORM
(Registration Deadline: Friday, October 1, 2010)

YES! I would like to participate in the 2010 PLA Golf Classic in the following way:

- _____ Foursome.....\$900
- _____ Twosome..... \$450
- _____ Individual.....\$225
- _____ Cocktail Reception and Awards Ceremony Only -- \$50

SPONSORSHIP -- I would (also) like to sponsor the 2010 PLA Golf Classic and support the PLA and its effort to promote the growth and popularity of the great game of lacrosse. *Please remember, we rely entirely on your tax deductible sponsorships to make the event a fundraising success!* The PLA is a Chapter of U.S. Lacrosse, a 501(c)(3) organization based in Baltimore (TIN #52-07906050, Group Exemption #3570).

- _____ Major Sponsorship -- \$500 (or more) contribution*
- _____ Co-Sponsorship -- \$250 contribution*

*All Sponsors and their level of support will be recognized with a promotional tee sign to be located on the course on the day of the event. Sponsors will also receive prominent recognition in the event program, in press releases immediately following the event (distributed to media outlets in the five county area), in our communications to over five thousand PLA members, on the PLA web site (along with logos and links to sponsor websites on the PLA home page) and in PLA New Start Program materials. Your sponsorship will also earn our thanks and the gratitude of countless youth lacrosse players and their parents.

Enclosed please find one or more checks for \$_____ made payable to the "Philadelphia Lacrosse Association. "

Name/Address (City, State and Zip Code) _____

Official USGA Handicap (Index) or estimated score for 18 holes (based on last five scores): _____

Phone Number: _____

Fax Number: _____

Email Address: _____

Please register the following member(s) of my foursome/twosome (names, addresses, phone numbers, email addresses and Official USGA Handicaps (Indexes) or estimated scores for 18 holes):

Please mail this registration form (with full payment) to: 2010 PLA Golf Classic, c/o Scott Growney, 235 Keller Road, Berwyn, PA 19312

MAJOR SPONSORS – 2009 PLA GOLF CLASSIC

Ashbee Lacrosse Club
Baggatway Tavern (courtesy of Stew Keener and Mike French)
Boathouse Sports (courtesy of Peter Scott)
Bryn Mawr Trust Company (courtesy of Jim Bruder and Ted Peters)
Conestoga Youth Lacrosse
Credit Suisse (courtesy of Bryan G. Rogers)
Mr. and Mrs. Sheldon Erwine (courtesy of Shelly and Lydia and in Memory of Jack Aitken)
Evolve IP (courtesy of Thomas Gravina)
Intech Construction, Inc. (courtesy of Craig J. Sabatino)
KPMG (courtesy of Ron Forster)
Janney Montgomery Scott LLC (courtesy of Marty Bowers)
John Ritzenthaler Company (courtesy of the Steidle Family)
Montgomery, McCracken, Walker & Rhoads (courtesy of Kevin Ryan)
The Paddock (courtesy of Steve Finley)
Philadelphia Wings – NLL Champions '89, '90, '94, '95, '98, '01 (courtesy of Mike French)
Saltz Mongeluzzi Barrett & Bendesky (courtesy of Robert Mongeluzzi)
The Scott Dealerships: Chevrolet – Saab/Hummer/Chrysler/Mazda/Volvo/Allentown, PA (courtesy of Andy Scott)
United Sports Training Center (courtesy of Kim Basner)
Yearbook/Competive Edge (courtesy of Huppy)

CO-SPONSORS -- 2009 PLA GOLF CLASSIC

141 Lacrosse (courtesy of John Christmas)
Abington Lacrosse Club (courtesy of Bruce Cox)
Ameriprise Financial (courtesy of John Chessock)
Brinker Capital (courtesy of William H. Miller)
Cozen O'Connor (courtesy of Jeff Leonard)
Creative Financial Group (courtesy of Kristy Patton/Recruiting and Meg Ryan)
DE Technologies, Inc. (courtesy of George Chou)
Dynamic Team Sports (courtesy of Chris McNichol)
Edward Exler
Edward B. Walsh & Associates, Inc. (courtesy of Barry Walsh)
Great Valley Air, LLC (courtesy of Don Merrill)
Lower Bucks Lacrosse League
Mesa Fresh Lacrosse (courtesy of Bob Aitken)
Mobile Diagnostics (courtesy of Bruce Cox)
Murray, Devine & Company, Inc. (courtesy of Dennis Murray and Frank Devine)
The Powers Family (courtesy of Bob and Claire Powers)
The Putnam Family (courtesy of Sam and Dina Putnam)
Reed Road Associates, LP (courtesy of Thomas A. Bruder, Jr.)
Robin Gordon Real Estate (courtesy of Robin and Michael Gordon)
The Ronon Family (courtesy of Gerald, Jim, Kim and Andrew Ronon)
Rose Tree Optimists (courtesy of Jeff Pettit)
Shipley School (courtesy of Mark Duncan)
Wells Fargo Home Mortgage (courtesy of Chris Flynn)
Guy Wharton
White and Williams (courtesy of Tom Rogers and Peter Samson)



Philmont Country Club
301 Tomlinson Road; Huntingdon Valley, PA 19006
Phone: 215-947-1271

DIRECTIONS

FROM ROOSEVELT BOULEVARD

Take Roosevelt Boulevard North - keep to the inside lane of the Boulevard. At Byberry Road, go left (Kraft/Nabisco factory is on corner). Proceed 2.3 miles to Philmont Avenue (Wawa on corner). Make left and proceed one mile to first traffic light (sign for Philmont CC is on right), go right on Tomlinson Road. Proceed 300 yards on Tomlinson Road - make right into club entrance.

FROM I-95 NORTH or SOUTH

Take I-95 to Woodhaven Exit. Proceed 4 miles to the end of Woodhaven Road. At end of Woodhaven Road, make left through lane divider. Proceed 300 yards and turn right at first light onto Byberry Road. Proceed 2 miles to Philmont Avenue (Wawa on corner). At Philmont Avenue, make left and proceed one mile to first traffic light (sign for Philmont CC is on right), go right on Tomlinson Road. Proceed 300 yards on Tomlinson Road - make right into club entrance.

FROM MONTGOMERY COUNTY

Pennsylvania Turnpike to Exit 27, Willow Grove. Take 611 South 2.3 miles to Welsh Road. At Welsh Road, go left. Welsh Road becomes Route 63 East. Continue on Route 63 East, (cross over the intersection of Route 232) and Route 63 now becomes Philmont Avenue for 1/2 mile. Continue on Philmont Avenue. When Route 63 turns right onto Red Lion Road - Do not turn - Continue straight on Philmont Avenue for 1 traffic light. Make a left at Tomlinson Road (sign for Philmont CC is on left). Proceed 300 yards on Tomlinson Road - make right into club entrance.

FROM DELAWARE COUNTY

Take Route 476 "Blue Route" to the Pennsylvania Turnpike. Proceed East on the Pennsylvania Turnpike to Exit 27, Willow Grove. Take 611 South 2.3 miles to Welsh Road. At Welsh Road, go left. Welsh Road becomes Route 63 East. Continue on Route 63 East, (cross over the intersection of Route 232) and Route 63 now becomes Philmont Avenue for 1/2 mile. Continue on Philmont Avenue. When Route 63 turns right onto Red Lion Road - Do not turn - Continue straight on Philmont Avenue for 1 traffic light. Make a left at Tomlinson Road (sign for Philmont CC is on left). Proceed 300 yards on Tomlinson Road - make right into club entrance.

FROM SOUTH JERSEY

Take Ben Franklin or Walt Whitman Bridge to I-95 North. Take I-95 to Woodhaven Exit. Proceed 4 miles to the end of Woodhaven Road. At end of Woodhaven Road, make left through lane divider. Proceed 300 yards and turn right at first light onto Byberry Road. Proceed 2 miles to Philmont Avenue (Wawa on corner). At Philmont Avenue, make left and proceed one mile to first traffic light (sign for Philmont CC is on right), go right on Tomlinson Road. Proceed 300 yards on Tomlinson Road - make right into club entrance.

FROM NORTH JERSEY

New Jersey Turnpike to Exit 6 - Pennsylvania Turnpike. Take Pennsylvania Turnpike West to Route 1 Philadelphia Exit. Proceed south on Route 1 Roosevelt Boulevard for several miles - stay in right lane. Watch for signs for Woodhaven Road. Do not exit at Woodhaven Road - cross under overpass. At next light, go right on Byberry Road (Nabisco factory is on corner). Proceed 2.3 miles to Philmont Avenue (Wawa on corner). Make left and proceed one mile to first traffic light (sign for Philmont CC is on right), go right on Tomlinson Road. Proceed 300 yards on Tomlinson Road - make right into club entrance.

PLEASE ARRIVE ON TIME, SEE YOU THERE...