



New Orleans

Heidmar Blue & Gray Golf Classic

*English Turn / Lakewood G.C.
Tuesday, December 4, 2012*

Benefiting U.S. Merchant Marine Academy Athletics

IN CONJUNCTION WITH



December 5 - 7 2012
New Orleans, LA
Morial Convention Center | Halls A-D

NEW ORLEANS HEIDMAR BLUE & GRAY GOLF CLASSIC

Prices

*Price includes tax deductible donation, USMMA Jacket, green fees, cart fees, pre and post golf meals and refreshments.

Golf Prices:

Single Golfer Price:	\$250
Twosome Price:	\$500
Foursome Price:	\$1000
Lunch or Dinner Only Price	\$50

Sponsor Opportunities:

Local Dinner Sponsor:	\$5000**
Local Dinner Sponsor:	\$3000*
Local Beverage Sponsor:	\$3000*
Tee Box Sponsor:	\$500

** Includes Two Foursomes

* Includes Foursome

New Orleans Outing

SELECT DESIRED COURSE WHEN REGISTERING

English Turn Country Club
One Clubhouse Drive
New Orleans, Louisiana 70131
<http://www.englishturn.com/>

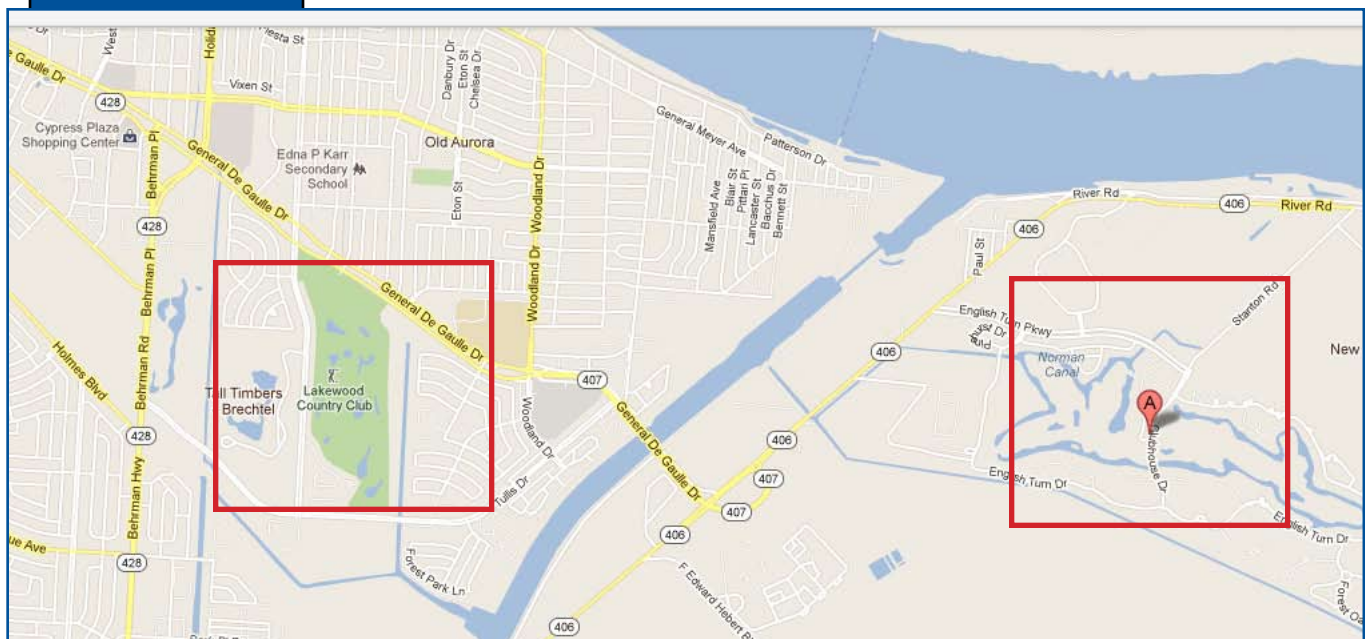
Lakewood Golf Club
4801 General Degaulle Drive
New Orleans, LA 70131
www.lakewoodgolf.com

For Additional Information:
www.blueandgraygolf.com

8:00 a.m. Registration/Breakfast at English Turn (All Golfers)
10:45 a.m. - Shotgun at Lakewood
11:00- Shotgun at English Turn
5:30 p.m. - Cocktails/Dinner/Auction/Awards* (All Golfers)

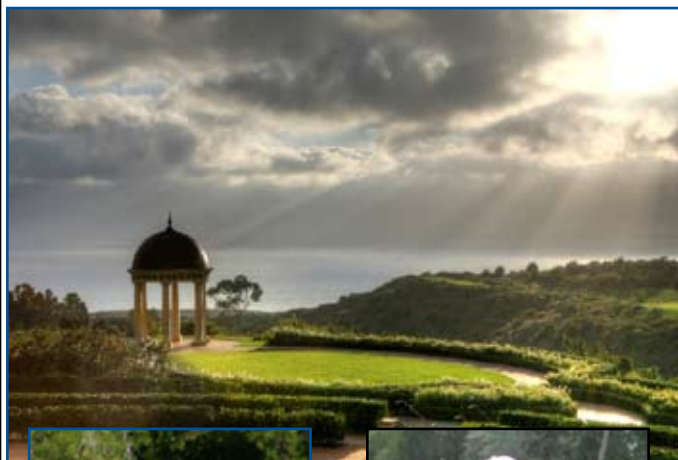
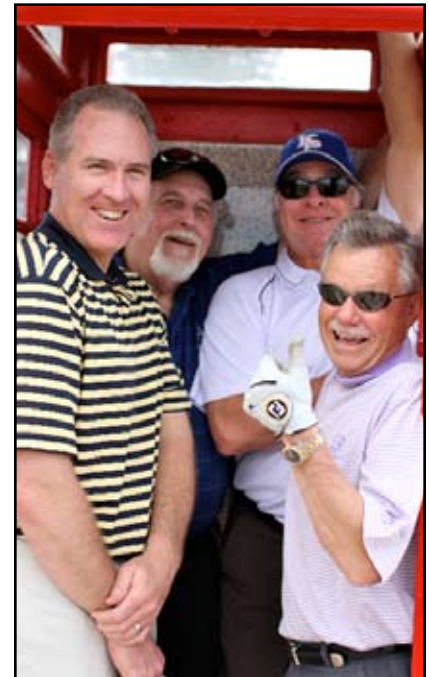
*Registration, Breakfast and Dinner
will take place at English Turn Country Club

Location



HEIDMAR BLUE & GRAY GOLF CLASSICS

- The **Heidmar Blue & Gray Golf Classics** are 12 national maritime golf tournaments that benefit the U.S. Merchant Marine Academy and its Department of Athletics.
- The U.S. Merchant Marine Academy is one of five Federal Service Academies (Army, Navy, Air Force, Coast Guard, Merchant Marine) and is located in Kings Point, N.Y.
- The events are coordinated during the calendar year and serve U.S. Merchant Marine Academy alumni, parents, maritime organizations and friends of the U.S. Merchant Marine Academy.
- Tournaments are produced in nearly every major shipping area and attract over 1,600 attendees annually.
- **Heidmar Inc.** is the National Title Sponsor and located in Norwalk (Conn.). Heidmar is a successful tanker vessel trader, a leading worldwide commercial manager of tankers and a marine services provider to the energy industry. Located in Norwalk (Conn.), Heidmar employs nine Merchant Marine Academy graduates. The organization extended its partnership through 2013.
- The Heidmar Blue & Gray Golf Classics are coordinated by the United States Merchant Marine Academy Alumni Association & Foundation, Inc.
- Portion of sponsorship is tax deductible. The USMMA Alumni Association & Foundation is a 501(c)(3) charitable organization. Your tax deductible amount is the sponsorship less the Fair Market Value of received benefits (i.e. golf foursome value).
- Tournament Website: www.blueandgraygolf.com



In 2011, 1,408 golfers participated in tournaments.

2011 - 1,408 golfers - Tour Record

2010 - 1,180 golfers

2009 - 1,120 golfers

2008 - 1,290 golfers

2007 - 1,160 golfers

2006 - 863 golfers

2005 - 765 golfers

2004 - 692 golfers

2003 - 530 golfers

Of the 1,408 golfers in 2011, we received 694 business cards, of which, there were approximately 80-100 repeat golfers over multiple events. In the end, we had 539 cards that listed the person's title. Below are the percentages of those golfers. The majority of our golfers are high ranking officials in the Maritime Industry.

- 23%** Vice Presidents, Business Development Officers
- 22% Manager Level Executives
- 13%** Owners, Presidents, CEOs, CFOs, COO's
- 12% Maritime Operations (Brokers/Sales/Operations/Logistics)
- 11% Director Level Executives
- 6%** Senior Level Executives (Senior Vice Presidents)
- 6% Regional General Managers, G.M.'s, , District Directors
- 4% Engineering Operations
- 3% Maritime Related / Other (Retired, Military, Maritime Staff)
- 1% Maritime Lawyers



U.S. MERCHANT MARINE ACADEMY

The **United States Merchant Marine Academy** is one of the country's five (5) U.S. Federal Academies. It falls under the direction of the U.S. Department of Transportation and U.S. Maritime Administration.

U.S. Merchant Marine Academy (Kings Point, NY - Long Island)

U.S. Military Academy (West Point, NY)

U.S. Naval Academy (Annapolis, MD)

U.S. Coast Guard Academy (New London, CT)

U.S. Air Force Academy (Colorado Springs, CO)

One of the foremost institutions in the field of maritime education, U.S. Merchant Marine Academy graduates include ship captains, marine engineers, naval architects, lawyers and officers in every branch of the United States armed forces in all 50 states and numerous foreign countries.

USMMA midshipmen must spend one year at sea on U.S. Flag Ships that transit the world. Many midshipmen have trained on several ships connected to U.S. Armed Force Operations.

Graduates must commit five years of service in our country's U.S. Flag Merchant fleet or in our country's Armed Services. On average annually, approximately 1/3 of the Regiment goes active duty while the remaining 2/3 enter the Maritime Industry serving the needs of the United States Maritime Administration.



NEW ORLEANS HEIDMAR BLUE & GRAY GOLF CLASSIC

Instructions

Please complete the following form and submit to the Blue & Gray Office at the U.S. Merchant Marine Academy Alumni Foundation. If you have any questions, please contact Gregg Matalas at 516-773-5544 or gregg.matalas@alumni.usmma.edu.

Mail to: Gregg Matalas, Director of Marketing / Blue & Gray
(Make Check Payable to) USMMA Alumni Foundation, Inc.
300 Steamboat Road, Kings Point, NY 11024
Fax to: Gregg Matalas - 516-482-5308
Online: www.blueandgraygolf.com

Payment Type

*If you are paying with a business credit card or check, please provide the business' contact information, not your personal information. If you are paying via personal methods, please provide your personal information and not your business information.

_____ I am paying with a personal owned credit card
_____ I am paying with a personal check
_____ I am paying with a business owned credit card
_____ I am paying with a business check

Contact

Please provide accurate billing and contact information.

Name: _____ Class Year (If Applicable): _____
Company (*Write Company Name ONLY if company is paying*): _____
BILLING Address: _____
City, State, Zip: _____
E-Mail: _____ Phone: _____

Credit Card

Please provide accurate Credit Card information.

Please Circle: Visa / MasterCard / AmEx

Account Number: _____

Expiration Date: _____

Items

DESIRED COURSE: English Turn / Lakewood (please circle)

Golf Items:	Price:	Qty:
Single Golfer Fee:	\$250	_____
Twosome Fee:	\$500	_____
Foursome Fee:	\$1000	_____
Dinner Only Fee:	\$50	_____

Sponsor Items	Price:	Check Yes
Local Dinner Sponsor:	\$5000	_____
Local Lunch Sponsor:	\$3000	_____
Local Beverage Sponsor:	\$3000	_____
Tee Box Sponsor:	\$500	_____

ANNIKA™ ACADEMY

SKILLS CHALLENGES

ANNIKA Academy

7450 Sparkling Ct. Reunion, Fla. 34747

info@theANNIKAacademy.com | www.theannikaacademy.com

407.662.GOLF | 1.888.ANNIKA2



"We are honored to support the Heidmar Blue & Gray Golf Classics and the men and women of the United States Merchant Marine Academy."

"We are excited to be connected to this unique and special tour and I personally invite the Merchant Marine Academy community and Heidmar Blue & Gray Golf Classics participants to our facility."

"Come share my passion for golf, fitness and nutrition by joining us in Florida for a little fun, golf and instruction."

Annika Sorenstam

Founder and CEO - ANNIKA Academy

SKILLS CHALLENGES

- Longest Drive
- Straightest Drive
- Closest to the Pin (2)
- Longest Putt
- Par 5 Challenge*

**For \$50, your group can decide to hit your second shot from 150 yards from the Pin!*

The **U.S. Merchant Marine Academy Alumni Association and Foundation** is proud that the **ANNIKA Academy**, the renowned golf teaching facility founded by Hall of Fame LPGA golfer **Annika Sorenstam**, is a national sponsor of the Heidmar Blue & Gray Golf Classics and its "Skills Challenges." The tour will feature five on-course contests called the "ANNIKA Academy Skills Challenges" and consist of the Longest Drive, Straightest Drive, Longest Putt, Closest to the Pin (2) and the Par 5 Challenge.

The **Merchant Marine Academy** will benefit through a revenue sharing program with the ANNIKA Academy, which features multiple golf school vacation packages geared toward world-class instruction. The ANNIKA Academy will donate a percentage of proceeds to the Merchant Marine Academy for all three day golf packages booked by USMMA graduates, families and friends.

The ANNIKA Academy, located on the property of Reunion Resort just miles from Disney World, is personally operated under Sorenstam and her team of instructors, personal swing coach **Henri Reis**, personal trainer **Kai Fusser** sister, LPGA winner, **Charlotta Sorenstam**, and **Mark Bereza**. Together, their style and approach to teaching golf has reshaped the skill levels of thousands of golfers.

