



ONLY
Vegas



2012 Las Vegas Heidmar Blue & Gray Golf Classic
Thursday, March 8, 2012 - Desert Pines Golf Club

2012 LAS VEGAS

Heidmar Blue & Gray Golf Classic



Desert Pines Golf Club

The **U.S. Merchant Marine Academy Alumni Association and Foundation** invites you to Las Vegas to participate in the third-annual Las Vegas Heidmar Blue & Gray Golf Classic being held on Thursday, March 8, 2011. The event is the first of 12 national golf tournaments under the **Heidmar Blue & Gray Golf Classics** tour. The 2011 event saw over 40 golfers. We are expecting about 50-70 in 2012!

The following are details on the event, how to register and schedule for the day. In addition, we have secured discount rates at the New York, New York Hotel and Casino along with discount rates for three courses under the Walter Golf Corporation.

If you have any questions about this event or would like to sponsor the event, please contact Gregg Matalas, Director of Marketing/Blue & Gray at gregg.matalas@alumni.usmma.edu or 516-773-5544.

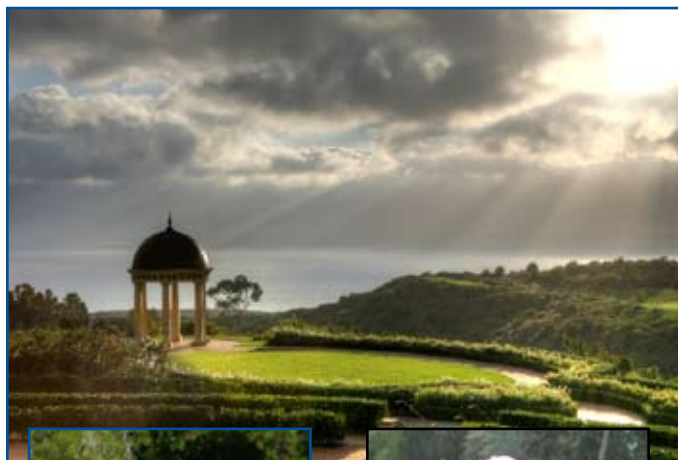
We'll see you and Vegas! (And don't worry, whatever happens there, stays there!)

Gregg Matalas
Director of Marketing / Blue & Gray
USMMA Alumni Association and Foundation
300 Steamboat Road, Kings Point, NY 11024
516-773-5544 (Direct) / 516-482-5308 (Fax)
gregg.matalas@alumni.usmma.edu

Heidmar Blue & Gray Golf Classics: www.blueandgraygolf.com
USMMA Alumni Association and Foundation: www.usmmaaf.com
U.S. Merchant Marine Academy: www.usmma.edu
USMMA Sports: www.usmmasports.com

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.



LAS VEGAS BLUE & GRAY GOLF CLASSIC

Las Vegas Golf Outing

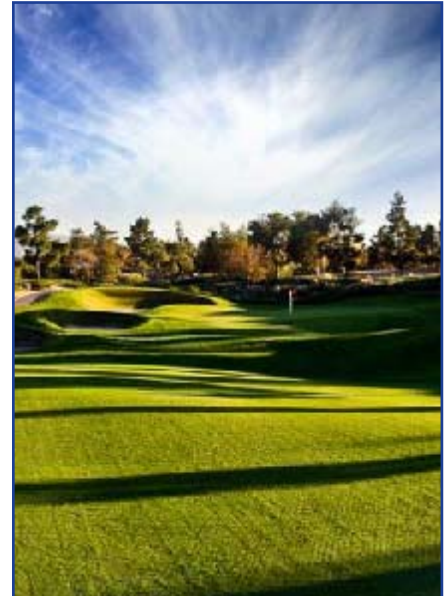


Desert Pines Golf Club
3415 East Bonanza Road
Las Vegas, NV 89101
888-427-6678
www.desertpinesgolfclub.com

Thursday, March 8, 2010

Event Times / Format:
12:30 p.m. Registration (Lunch)
1:30 p.m. Shotgun
Post Golf - Cash Bar (No Dinner)

Local Alumni Contact:
Todd Elwardt '91 - trelwardt@msn.com



Prices

Golf prices include green fees, cart fees, practice facilities, range and lunch.

Golf Prices:

Single Golfer Price	\$200
Twosome Price:	\$400
Foursome Price:	\$800

Sponsor Opportunities:

Local Lunch Sponsor:	\$2000*
Local Beverage Sponsor:	\$2000*
Tee Box Sponsor:	\$400
Prize / Contest Sponsor	\$350

*** Includes Foursome**

Practice Rounds of Golf - Wednesday / Friday

Wednesday

Bali Hai Golf Club: 6:20 am - 8:00 am - \$175 pp
After 1:00 pm - \$175 / After 3:00 pm - \$99
Royal Links G.C.: \$129pp-Anytime / After 3pm-\$69
Desert Pines G.C.: \$79pp-Anytime / After 3pm-\$39

Friday

Bali Hai Golf Club: \$225pp-Anytime / After 3pm-\$125
Royal Links G.C.: \$149pp-Anytime / After 3pm-\$89
Desert Pines G.C.: \$99pp-Anytime / After 3pm-\$59

***Wednesday Night:** There will be a gathering for anyone in town. The site and details have yet to be determined. ***Thursday Post-Golf:** Because of our participants will make their own plans for dinner, after the round of golf, we will only have a small gathering to give away a few prizes, raffle off a few items and give our thanks. There won't be a dinner after the outing, but a cash bar will be available. ***Thursday Lunch:** There will be a full Lunch Buffet prior to the round of golf. Snacks and beverages will be available via cash on the beverage cart.

NEW YORK NEW YORK™

LAS VEGAS HOTEL & CASINO

3790 LAS VEGAS BLVD. SOUTH

LAS VEGAS, NEVADA, 89109

P: 866.815.4365, F: Fax 702.669.6006

www.newyorknewyork.com



SPECIAL RATES FOR THIS EVENT

For this special occasion and with the assistance of Walters Golf, we have reserved a block of rooms at the luxurious NEW YORK, NEW YORK Las Vegas Hotel and Casino just minutes from the Royal Links Golf Club.

NEW YORK, NEW YORK is offering our guests the **PARK AVENUE** room at a rate of **\$69** a night that will be honored both Wednesday, March 7 and Thursday, March 8. Should you wish to stay the weekend, the Friday/Saturday rate is **\$165** a night. The regular prices for this time period is between \$120-\$200 a night. Those regular rates will increase as we near our event. **ALL BOOKINGS MUST BE MADE BY 2/15/12.**



PARK AVENUE ROOM

Go Online:

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=8237659

Telephone Reservations: Reservations will be telephoned directly to Hotel Group Reservations Department at **800-693-6763**. In order to receive the group rate, callers must make their reservations on or before the cut-off date of **2/15/12** and identify their affiliation with the **2012 Las Vegas Blue & Gray Golf Classic**. Rates cannot be changed at check-in or check-out for guests who fail to identify their affiliation at the time the reservation is made.

PLEASE MAKE YOUR RESERVATION ASAP!

Rate: \$69: Dates*: Wednesday, 3/7 & Thursday, 3/8

Rate: \$165: Dates*: Friday, 3/9 & Saturday, 3/10

*you do not have to stay both nights

FAX TO: 516-482-5308

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 (after Feb. 1)

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 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

Please complete to finalize registration. LAS VEGAS

Golf Items:	Price:	Qty:
Single Golfer Fee:	\$200	_____
Twosome Fee:	\$400	_____
Foursome Fee:	\$800	_____

Sponsor Items	Price:	Check Yes
Local Lunch Sponsor:	\$2000	_____
Local Beverage Sponsor:	\$2000	_____
Tee-Box Sponsor	\$400	_____
Prizes / Contest Sponsor:	\$350	_____

2012 HEIDMAR BLUE & GRAY GOLF CLASSICS

LPGA LEGEND ANNIKA SORENSTAM TO PLAY SAN FRANCISCO



Annika Sorenstam

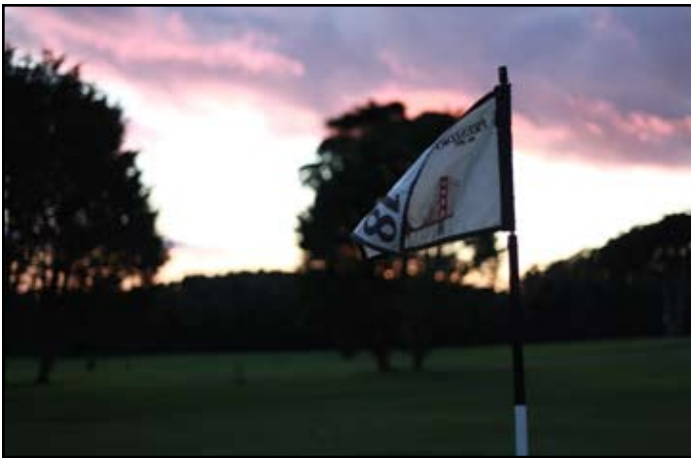
The **Heidmar Blue & Gray Golf Classics**, which is the nation's leading authority in maritime golf/networking events, is coming off its most successful season in history with a record 1,408 golfers. The events also saw a record 40 national sponsors which generated over \$360,000 in needed support. In 2012, the Heidmar Blue & Gray Golf Classics will see six (6) new courses as the events mature and expand.

In addition, the tour welcomes Hall of Fame golfer and LPGA legend, **Annika Sorenstam**, who will participate in the 2012 San Francisco Blue & Gray Golf Classic on Thursday, October 4 at the Presidio Golf Course. Sorenstam, who is the Founder and CEO of the **ANNIKA Academy** training facility in Reunion (FL), will conduct a clinic for all participants and play with Kings Point host, Bob Featherer '68. The Heidmar Blue & Gray Golf Classics will also raffle off an all-expense paid trip to San Francisco to golf in Annika's foursome (TBA in February).

"I am truly excited to see the Heidmar Blue & Gray Golf Classics first hand and help support the men and women of the United States Merchant Marine Academy and its Department of Athletics," said Annika, whose ANNIKA Academy is the tour's National Sponsor of its Skills Challenges. "Come share my passion for golf and join us for a wonderful day!"

The 2012 tour tees off on Thursday, March 8 with the return of **Las Vegas Blue & Gray Golf Classic** held at the Desert Pines Golf Club. Additionally, the tour will secure a discounted hotel rate at the New York-New York Hotel & Casino which is right on Las Vegas Boulevard. **Fort Lauderdale** is the next stop on the schedule with South Florida's annual tournament on Friday, April 6 at the Jacaranda Golf Club. The **Washington D.C. Blue & Gray Golf Classic** changes venues to the prestigious Army Navy Country Club in Arlington. This Mid-Atlantic favorite takes place on Monday, June 4.

The **New York** and **Houston** tournaments, which rank No. 1 and No. 2, respectively, in golfers, will see over 500 attendees between the two events. The New York Blue & Gray Golf Clas-



sic (269 golfers in 2011) will be coordinated on Monday, July 23 at both the Engineers and North Shore Country Clubs, while the Houston Blue & Gray Golf Classic (262 golfers in 2011) will take place on Wednesday, April 25 at the Clubs of Kingwood.

On the “Back Seven,” golfers will experience some of the best courses on the tour. The **Norfolk Blue & Gray Golf Classic** will play at Greenbrier Country Club on Monday, September 24. The **2012 Kings Point/Homecoming Blue & Gray Classic** will move to North Shore Country Club on Friday, September 28 giving reunion attendees an extra day for travel. The true gem on the tour is the **Baltimore Blue & Gray Golf Classic** which takes place at Bulle Rock (October 16), which is a Golf Digest Top 100 Course in the country. The revived **Tampa** tournament will remain at the Tampa Palms Golf & Country Club which was the “Surprise Course of the Year” in 2011.

Pelican Hill will once again highlight the southwest when it hosts the **2012 L.A./Long Beach Blue & Gray Golf Classic** on Monday, November 12. The Tom Fazio designed South Course at Pelican Hill is considered one of the most amazing golf courses in the country. Fazio, a three-time recipient of Golf Digest’s Best Modern Day Golf Course Architect, said he “re-perfected” the South Course less than five years ago.

The outing that will see the biggest change is the **New Orleans Blue & Gray Golf Classic**, which coincides with the 2012 Workboat Show and takes place on Tuesday, December 4 at both English Turn and Lakewood Country Clubs. Over 200 golfers are expected this December, so register early.

The Heidmar Blue & Gray Golf Classics are maritime golf tournaments coordinated by the **USMMA Alumni Association and Foundation** that benefit the **U.S. Merchant Marine Academy** and its **Department of Athletics**. The events take place during the calendar year and serve U.S. Merchant Marine Academy alumni, parents, maritime organizations and friends of the Academy.

Heidmar Inc., the tour’s National Title Sponsor, leads a string of national sponsors that provide critical support to the outings. 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.





Pelican Hill - South Course

MARCH 8, 2012 - LAS VEGAS - DESERT PINES GOLF COURSE

*Ranked #50 in 2009 GolfDigest Readers Choice Top 50 Courses in U.S.
"Best Places to Play" - GolfDigest*

**APRIL 6, 2012 - FORT LAUDERDALE
JACARANDA GOLF CLUB - EAST COURSE**

*\$10 million renovation to East Course
"Best Places to Play" - Golf Digest*

APRIL 25, 2012 - HOUSTON - THE CLUBS OF KINGWOOD

*One of Houston's Premier Private Country Clubs
Forest and Lake Courses Used in the Filming of 'Tin Cup'*



Presidio Golf Course

JUNE 4, 2012 - WASHINGTON, D.C. - ARMY NAVY COUNTRY CLUB

*One of D.C.'s Premier Private Country Clubs
Arlington Course*

**JULY 23, 2012 - NEW YORK
ENGINEERS COUNTRY CLUB / NORTH SHORE COUNTRY CLUB**

Two of Long Island's Premier Private Country Clubs

SEPT. 24, 2012 - NORFOLK (VA) - GREENBRIER COUNTRY CLUB

One of Norfolk's Premier Private Country Clubs

SEPT. 28, 2012 - HOMECOMING - NORTH SHORE COUNTRY CLUB

One of Long Island's Premier Private Country Clubs



Bulle Rock

OCT. 4, 2012 - SAN FRANCISCO - PRESIDIO GOLF COURSE

*Clinic and Appearance by ANNIKA SORENSTAM
"Best Places to Play" - Golf Digest
Fleet Week 2012 - Blue Angels Perform During Tournament*

OCT. 16, 2012 - BALTIMORE - BULLE ROCK

*Former Site of the McDonald's LPGA Championship - LPGA Tour Major
Ranked #36 - Golf Magazine Top 100 Courses You Can Play
Ranked #81 - Golf Digest America's 100 Greatest Public Golf Courses*

NOV. 5, 2012 - TAMPA - TAMPA PALMS GOLF & COUNTRY CLUB

*One of Tampa's Premier Private Country Clubs
Former home of the Senior PGA Tour's GTE Suncoast Classic*

NOV. 12, 2012 - L.A./LONG BEACH - PELICAN HILL - SOUTH COURSE

*2011 - #1 Resort in the United States Conde Nast Traveler
Best Experience - 2010 Southland Golf 2010 Readers Choice Awards
Top Golf Resorts - 2009 Andrew Harper's Readers Choice Awards
"Best Courses You Can Play" - 2009 & 2010 Golfweek*



Lakewood Country Club

**DEC. 4, 2012 - NEW ORLEANS / WORK BOAT SHOW
ENGLISH TURN GOLF & C.C. / LAKEWOOD G.C.**

*Two of New Orleans' Premier Country Clubs
Work Boat Show - 13,000+ Attendees (K.P.'ers and Maritime Executives)*