Benefits of U.S. Golf Manufacturers Council-SGMA Membership

The U.S. Golf Manufacturers Council was founded in Fall 2009 to bring golf equipment manufacturers together to work on common issues. Over the past year, USGMC has grown to include twelve member companies with three standing committees: Equipment Rules, Public Policy and Tour Committee.

 '! Tackling Major Industry Issues With You
- USGMC Members compiled a “Statement of Principles” in advance of the Equipment Rules Forum in Vancouver for the USGA and R&A to better understand the position of golf equipment manufacturers
- The USGMC enabled members to represent the industry as well as their respective companies at several manufacturers’ events including the Equipment Rules Forum held last year in Vancouver
- Hosted meeting with Senior Members of the R&A to discuss future rules changes and improve relationships between manufacturers and the international rules body
- Formation of an anti-counterfeiting task force and subsequent collaboration on an anti-counterfeiting label used by several manufacturers to help stop the propagation of counterfeit products

 '! Your Voice on Public Policy in Washington
- USGMC acts as the industry voice for We Are Golf, an industry wide effort to change the perception of golf in Washington, DC
- USGMC will push for duty relief for certain imported golf clubs, specifically drivers in 2011
- Through partnering with the SGMA, USGMC members will increase golf industry involvement in National Health Through Fitness Day which brings industry executives, PE teachers and celebrity athletes to Washington, DC to advocate for getting Americans more active
- The Public Policy Committee provided guidance to USGMC members regarding the Consumer Product Safety Improvement Act (CPSIA) and how the law affects their businesses.

 '! Reducing Your Costs, Improving Your Bottom Line
- Increased communication between manufacturers and rules & standards bodies has led to a more unified voice on USGA and R&A rules issues
- By continuing to build relationships with USGA and R&A, potential benefits could include discontinuation of “sell by” dates on products, more transparent rules changes and a more open process for discussion of the rules of golf
- Worked with manufacturers to extend duty relief on golf bags for two years, saving hundreds of thousands of dollars in potential customs and duty fees