



REGISTRATION FORM

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Business Phone _____

E-Mail _____

Club Affiliation DMCNY MFSANY HVDMA

Foursome (Special - Save \$50) \$1100
Includes 1 foursome and Golf Hole Sign

Golf Registration \$225
Golf, Cart, Breakfast, Lunch, Cocktail Reception (& Dinner)

All Day \$85
Includes Lunch, Pool, Cocktail Reception

Cocktail Reception & Dinner \$100

Type of Credit Card: Amex MC Visa

Card # _____

Security Code _____ Exp. Date _____

Name on Card _____

Card Billing Address _____

Signature _____

NAMES OF GOLFERS & GUESTS FOR DAY OR DINNER

1 _____
Company Name

2 _____
Company Name

3 _____
Company Name

4 _____
Company Name



DIRECTIONS

FROM NYC & LOWER WESTCHESTER

Hutchinson River Parkway North, in White Plains area stay in left lane and merge into Interstate 684. Take I-684 to Exit 3 North (Bedford Road). Take a right onto Bedford Rd. The Brynwood Golf Club is on the left, approximately 2-1/2 miles from the exit.

FROM LONG ISLAND

Take either the Whitestone or Throg's Neck Bridge to the Hutchinson River Parkway North, in White Plains area stay in left lane and merge into Interstate 684. Take I-684 to Exit 3 North (Bedford Road). Follow right, the Brynwood Golf Club is on Bedford Road approximately 2-1/2 miles from the exit on the left.



THE COMMITTEE

CO-CHAIRS

Jim Prendergast 212-217-6824 jwpdirect@gmail.com

Cyndi Lee 203-825-4620 clee@rmdirect.com

MFSANY

Carmen Ocello 732-469-5900 cocello@directmaildepot.com

Joe Gomez 516-429-6143 jgomez@fmidm.com

Tim Kennon 718-937-2940 tim@mcvh.com

DMCNY

Stu Boysen 516-746-6700 stuboyesen@earthlink.net

Peter Malamas 201-735-7082 peter@awaydirect.com

Jeff Kobil 646-390-3701 jkobil@ldsgroupinc.com

HVDMA

John LaGreca 845-201-8829 jlagreca@feddirect.com

Debbie LaGreca 845-664-0004 dlagreca@thedmnetwork.com

Margaret O'Halloran 203-653-6268 mohalloran@staywell.com

The 6th Annual DIRECT CLASSIC

Sponsored by the

**DMCNY, MFSANY
& the HVDMA**



**THURSDAY
JULY 21, 2011**

**Brynwood Golf & Country Club
Armonk, NY**

6TH ANNUAL DIRECT CLASSIC

THURSDAY, JULY 21, 2011 • BRYNWOOD GOLF CLUB • 12:00^{NOON}



THE MISSION

Three organizations are again joining to make this a bigger and better outing. All of the proceeds will go to the educational projects and grants that these clubs support. Corporate and individual sponsors will be recognized on the course and with Web, Email, and Dining room announcements. All sponsors will also be recognized in Clubs' Newsletters this fall. Again this year we will have the golf, the pool, and just hanging out that leads up to a great evening.



SCHEDULE OF EVENTS

- 10:30AM - 11:45AM** Registration, Driving Range, Putting Green, Snacks to go
- 12:00PM - 4:30PM** Golf Scramble Tournament
- 12:00PM - 3:00PM** Grill Lunch at 10th Hole
- 5:00PM - 6:00PM** Cocktail Reception - open bar
- 6:00PM - 8:00PM** Dinner, Raffles Prizes, Golf Awards
- 11:00AM - 6:00PM** Pool, Putting



SPONSORSHIPS

The *DIRECT CLASSIC* Committee is looking for sponsors for the following programs:

- | | |
|--|---|
| <input type="checkbox"/> Golf Carts.....\$1000 | <input type="checkbox"/> Golf Awards\$400 |
| <input type="checkbox"/> Cocktail Reception\$500 | <input type="checkbox"/> Breakfast\$350 |
| <input type="checkbox"/> Driving Range\$400 | <input type="checkbox"/> Lunch.....\$400 |
| <input type="checkbox"/> Putting Green.....\$400 | <input type="checkbox"/> Sign-In Table\$250 |
| <input type="checkbox"/> On Course Beverages ..\$400 | <input type="checkbox"/> Raffle Prizes.....\$300 |
| <input type="checkbox"/> Hole in One Insurance..\$350 | <input type="checkbox"/> Golf Hole\$250 |

Choose one or more here. Indicate on Registration Form or separately.

We greatly appreciate all of our sponsors and will acknowledge our special friends throughout the day!

All donations are tax deductible to the full extent allowed by law.

Can't Attend? - Make a cash donation of \$50 or give a gift for the Prize Raffles, Golf Gifts, Balls, Clubs, Towels, Shirts, Jackets, Electronics. Or any item that might be appropriate.



RESERVATIONS

Fill in the registration form. Enclose registration form along with credit card information or check to: Jim Prendergast or your Club Registration person. Stu Boysen - DMCNY stuboyesen@earthlink.net
Make check payable to your clubs, not the Direct Classic.

DMCNY 54 Adams St., Garden City, NY 11530
MFSANY 411 East 53st., 20B, New York, NY 10022
HVDMA jlagreca@feddirect.com
Federal Direct
One Blue Hill Plaza, Ste. 1504
Pearl River, NY 10965

*A sunny summer afternoon
A friendly, yet challenging golf course
A hundred and more Direct Marketing friends
A chance of winning huge prizes
A cocktail reception (Open bar) & full buffet dinner
A fun way to give to your Club's Educational efforts*

Dear Direct Marketing Friends,

All of this can be yours, at our DIRECT CLASSIC; the golf and summer outing sponsored by three Direct Marketing & Mail organizations in the NY area. We've put this fun day together to make it bigger and better, and to benefit each group's Educational Programs.

Colleges like NYU, Mercy, FIT, and Pace look to us for funds for materials, books, seminars, conferences, and DM luncheons. We try to fund them so that these bright, energetic, interested young people may soon be ready to join the DM industry.

On **Thursday, July 21st**, at the Brynwood Golf Club, we'll tee off at noon, and finish with an open bar reception, prizes & an awards program and a full dinner. You'll also receive a Golfer's gift and a giveaway bag of fun items. There will be team & individual awards. Everyone will go home a winner from this one! Don't golf? Come to the reception dinner anyway.

All it takes is your signing up for golf, a hole sponsorship or any of the other items shown ... or being a SUPER SPONSOR with a major Sponsorship or gift - \$500 or more. Also, we always welcome those great raffle prizes - balls, clubs, a golf shirt or two, electronic items, gift cards in golf retailers, and a favorite of many, a restaurant gift certificate.

Remember, this is a "win-win" situation. A great day, good friends, and helping young direct marketing students move toward success. Sign up now, or call Jim Prendergast, Cyndi Lee, or John LaGreca with questions, gift ideas, and other college programs we might help.

Sincerely,
The Three Clubs' Committee

PLEASE RESPOND NO LATER THAN JULY 15, 2011