

Sporting Woman

November/December

Polo | Golf | Tennis | Health & Fitness

Golf Apparel & Equipment Leaderboard Preview

Morgan Pressel tees off at Wykagyl Country Club

**Be the
Biggest
Loser!!**

6 Tips for
Weight Loss

**Sporting Gear
Holiday Gift Picks**

Nicole Vaidisova

The Next Tennis Player to Watch?

\$3.95 U.S./\$4.95 Canada

**Polo's New
Circle of Players**

From Collegiate Athletes & Pro Teams
To Moms, Socialites & Club Pros

Display until December 31
sportingwoman.com

Sporting Woman's

GOLF
EQUIPMENT
& APPAREL
LEADERBOARD

Preview

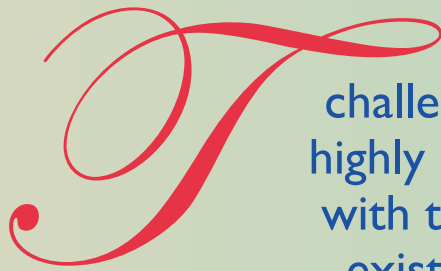
BY BOB SELIGMAN

They've worked alongside and closely with Arnold Palmer, Greg Norman, Clint Eastwood, and Tiger Woods and have either successfully started their own companies – in one case more than once – or occupy high-ranking positions within the companies they for which they have worked. They are known to start their day before Helios has hit the horizon and burn the midnight oil to get their day's missions completed.

In their spare time they race cars, sky dive, run marathons, snowboard,



Jamie Sadock

 These women are passionate, stimulated by challenges, determined, demanding of themselves, and highly creative. They want to be able to do something with their lives and try to get the most out of their existence, both personally and professionally.

carry respectable golf handicaps, bike through exotic countries and raise racehorses. While others dream of it, they're just out there simply doing it, and doing it well.

Collectively, Jamie Sadock, Cindy Davis, Nancy Haley and Suzy Biszantz are some of the most interesting leading businesswomen in the golf equipment and apparel section of the golf industry.

Here are their intriguing stories and backgrounds which have earned them top rankings on our golf industry leaderboard (see an actual industry ranking and countdown by number in our January issue).

JAMIE SADOCK

“I don't ever rest.”

That's how Jamie Sadock began the interview for this story, and in four words she summarized the non-stop existence of a free spirit who takes life to its fullest and says she has always lived by the rules that there are no rules and no boundaries.

“I don't ever rest.”

How can you rest when...

- You've motorcycled cross country and own two bikes with more than just some “putt-putt” under the seat: a Harley Davidson Sportster Deluxe and a Honda Rebel. (“I love bikes. I love bikes. Love. Love. Love. It's the freedom of the feeling,” she says.)
- You're learning to drive Formula 1 racecars and want to drive them competitively. (“I have always loved race cars. It's the cars themselves. The design of the cars. The speed.”)
- You have sky dived from 14,500 feet with the Army Golden Knights. (“I did it once so far. It was for the experience of it. I have no objections to doing it again.”)
- You've been an accomplished equestrian rider who once showed every weekend for 12 years, was able to jump three, 5-foot jumps in a row and still rides occasionally.
- You're an accomplished photographer and painter who has morphed your love of horses into your photography, which was featured this summer at a gallery show in the artsy town of Woodstock, NY and is scheduled to be displayed in New Hope, PA. this September and in Louisville, KY. next May, the week before the Kentucky Derby.

“People accept me as an artist, a businesswoman and trust my taste level, my creativity and my ability to know how to balance and harmonize. It’s a credibility as an artist that’s been established over many years.”

And that’s just in her “down” time — not that Sadock ever appears to be down.

She is also the founder and president of the cutting edge resort wear/sportswear company that bears her name and is one of the leaders in the golf industry with some 2,500 accounts. Like its founder, the apparel is uncommon and easily recognized by sight as being a “Jamie Sadock.” Sadock defines her “children” as elegant, contemporary and artistic and very diversified with a very consistent taste level. The line, currently for women but possibly including men at a later date, includes footwear, accessories, purses, gloves and belts.

“Somebody once asked me how do you define the essence of the Jamie Sadock resort wear collection. It’s elegant unbridled creativity,” says Sadock, who prefers to give her age as 21 plus but is actually a Baby Boomer who has been married for 25 years. “People accept me as an artist, a businesswoman and trust my taste level, my creativity and my ability to know how to balance and harmonize. It’s a credibility as an artist that’s been established over many years.”

It’s also homage to Sadock’s company motto — “The Corrosion of Conformity” — which is just like the woman herself. “Battle Boredom” and “Fear No Art” are other mottos that have driven the company upwards, but “Corrosion of Conformity” is the foundation.

“I never believed in being a lemming, not on any level. I’ve never been a follower. I’ve always been a leader from probably grade school,” says Sadock. “I think that if I didn’t have that motto I don’t know if my business would be where it is today. The amount of space given to women’s clothing is very limited. If you’re not going to make your — mark — if you’re just going to be another lemming with another basic shirt, how could you build your business? It’s all about individualism; uniqueness. I couldn’t outmarket a \$15 billion company such as NIKE. I had to create my own niche.”

Sadock has been taking the road less traveled since she, as she says, stuck her head out during birth and began looking around and taking it all in. She has remained that way throughout her life. She may occasionally miss something, but she’s still always looking around. From her perspective, the road less traveled is more interesting. When others were turning right, she turned left. She likes the creative process and keeping her mind going.

“The problem is if I ever finish one project, I am invariably on to 10 others,” says Sadock. “The reason that I don’t sleep, even if I had everything 100 percent





done, I would be working on the next 10 projects because I'm constantly thinking of something else I could do in terms of a project.

"I'm constantly looking at everything and anything and figuring out another way to do it," she adds.

Sadock, who was raised in Pittsburgh and lives in New York City, didn't specify what her next adventure will be, but she says she'll come up with something. The only thing she ruled out is climbing mountains. You won't see her on top of Mt. Everest. But remember this: Sadock is a person who regards life as a big challenge. It's about the stimulation, the creativity, the experience, the exposure.

Even when talking about her height, she's looking for that little bit extra. She admits to being 4-feet, 11 ½-inches tall and says "I was trying to squeeze out that extra ½ inch by taking a deep breath."

There is no typical day for me," says Sadock.

"I am blessed in that every day for the most part is different and has its own inspiration and challenges. Solving problems is a challenge and stimulating. Between that aspect, which is more of the business aspect, to the creative aspect – the art aspect – my every day is filled. There's the communication between the staff and the industry and the Far East and the manufacturers agents.

There's never, ever a dull moment."

**When life is that good,
why would you ever want to rest?**