GolfTEC Celebrates Year’s Top Achievements at GBOSH Conference
Cleveland Coach, Vancouver Center Earn Top Honors;
PGA Tour Star Charles Howell III Is Guest Speaker At Awards Ceremonies

Denver, Colo. (Nov. 15, 2012) – GolfTEC, the undisputed leader in high-tech golf improvement, honored Ohio’s Nick Paez as “Coach Of The Year” and North Vancouver, B.C., as its “Center of the Year” at this week’s GBOSH (Go Big Or Stay Home) conference and awards celebration, held in downtown Denver.

Paez, who owns two GolfTEC improvement centers in the Cleveland area with one more to open soon and owns the Canton location, gives more than 2,500 golf lessons a year, thanked his staff and family for their support as he accepted the highest individual recognition during the awards banquet.

“This award is not about me,” said Paez, Director of Instruction at the Cleveland-West GolfTEC center in North Olmsted, who recently was named one of “America's Best Young Teachers” by Golf Digest. “There are many people who helped me get to where I am today.”

Paez, 36, joined GolfTEC in 2007, and is a Cleveland native and one of the top-ranked golf instructors in Ohio.

The North Vancouver GolfTEC improvement center produced $1 million in revenue in the past fiscal year. Led by Certified Coach Matt Carrothers, Vice President and Director of
Instruction, the North Vancouver center hit the $1 million mark two years in a row, an unprecedented achievement in GolfTEC’s 17-year history.

“We have a tremendous team of coaches and a fantastic golf community,” said Carrothers, whose staff includes Terry Drever, Andrew Jeffers, Jamie Macintosh, Aaron Moody and Shannon Briggs.

GBOSH drew 200 attendees, including GolfTEC owners, center managers and coaches from throughout the United States, Canada, Mexico, Japan and Korea. They joined GolfTEC co-founders Joe Assell, President and CEO, and Mike Clinton, COO, and presenting sponsor Mizuno, for three days of seminars, meetings and special presentations. Charles Howell III, a 12-year veteran of the PGA Tour, was the guest speaker at Monday’s awards banquet, courtesy of his equipment partner Mizuno.

Also honored were 15 GolfTEC coaches who were recognized as best in their PGA Section of the PGA of America, or among the best in their state by Golf Digest.

GolfTEC, known as the “go-to name in golf instruction” has grown into a $53 million international business that has given more than 3.7 million golf lessons since it was established in 1995.

During GBOSH, Assell announced plans to invigorate the company’s growth with reinvestment in coaches, centers and technology, and growing revenue streams through club fitting and equipment sales.

Adding 22 centers this year, GolfTEC has expanded to 165 locations, with 25 planned to open in 2013. In the past year, GolfTEC gave 580,000 lessons, which is 25 percent of all golf lessons in the United States.

“We’re growing golf more than anyone else in the world,” Assell said, “particularly in the area of retaining golfers. As they improve, core golfer plays more, and in turn spend more on golf, which is healthy for the entire golf industry.”

GolfTEC has a 95 percent success rate among its students, who improve by an average of seven strokes. All GolfTEC lessons are taught one-on-one in private, (we also do playing lessons) indoor bays that maximize the learning experience. GolfTEC utilizes proprietary teaching technology and the skills of its Certified Personal Coaches to help golfers improve their skills and increase enjoyment of the game.

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About GolfTEC
The undisputed leader in high-tech golf improvement, GolfTEC gives more than 25% of all golf lessons in the U.S. annually and has a 95% success rate among its students. The 500 GolfTEC Personal Certified Coaches at 165 centers nationwide have given more than 3.7 million lessons since 1995. All lessons are based on the company’s “Five Factors”: Fact-Based Diagnosis, Sequential Lessons, Video-Based Practice, Advanced
Retention Tools, and Precision-Matched Clubs. GolfTEC Improvement Centers can be found in almost all major U.S. cities, and Canada, with new centers opening this year in Japan and Korea. Call 877-446-5383 or visit www.golftec.com

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