



## **Executive Biographies**

### **Joe Assell**

#### ***Co-Founder, President & CEO***

Since the company's inception, Joe Assell has provided the leadership and skill necessary to grow GolfTEC to its current level, often at rates eclipsing 50% annually. GolfTEC began with one employee and \$90,000 in sales in 1995, and now operates with 400 employees and over \$50 million in sales in fiscal 2008. Mr. Assell oversees multiple divisions within the company including franchising, technology and finance. Mr. Assell has been recognized with numerous awards including the Denver Business Journal Top 40 under 40, Golfweek Magazine Top 40 under 40, Colorado PGA Teacher of the Year and being named a finalist for the Ernst and Young Entrepreneur of the Year. Mr. Assell serves on the Board of Directors of the Colorado PGA and is on the Associate Board of the Boys and Girls Clubs of Metro Denver. Mr. Assell graduated cum laude with B.B.A. in Marketing from the Professional Golf Management Program at Mississippi State University and won their Young Alumni of the Year award in 2002. In addition, Mr. Assell is one of 350 PGA Professionals currently employed by GolfTEC.

### **Mike Clinton**

#### ***Co-Founder, COO***

After serving as assistant golf professional at Cherry Hills C.C. in Denver, Mike Clinton joined the company shortly after inception and has been at the forefront of overseeing GolfTEC's expansion efforts. Mr. Clinton has overall operational responsibility for GolfTEC's core Improvement Center business, including identifying new market opportunities, hiring staff, marketing and training. His work earned him recognition as a Finalist for Ernst & Young's 2004 Entrepreneur of the Year award. He is also a member of the Ferris State University PGA/PGM Advisory Board and a PGA of America Merchandise Show panelist. Holding a B.B.A. from the Professional Golf Management Program at Mississippi State University and PGA Member, Mr. Clinton brings a solid combination of instructional knowledge and operational experience to GolfTEC.

### **Steve Atherton**

#### ***Vice President of Instruction***

Steve Atherton has served as GolfTEC Vice President of Instruction since December 2001. Mr. Atherton oversees all training, teaching quality control and continuing education for GolfTEC Improvement Centers nationwide. Steve is an expert in swing biomechanics and is considered to be one of the emerging teaching leaders in the nation. In 2005, Mr. Atherton joined the elite group of PGA Master Professionals with specialization in Instruction, for both Golf Magazine's Top 100 teachers list and Colorado PGA Teacher of the Year in addition to being named to Golf Digest's list of Top-20 Teachers Under 40. Steve has written articles for several golf publications including Golf Magazine and Golf Tips magazine in addition to being a featured speaker at the Better Golf Through Technology Conference at Boston's famed Massachusetts Institute of Technology in 2006 and 2007. During his time at GolfTEC, Steve has personally trained over 250 teaching professionals at the company's rigorous GolfTEC University – a nine-day, PGA accredited training program. Mr. Atherton is a graduate of the Mississippi State University Professional Golf Management Program where he earned his Bachelor's Degree in Business Administration. Mr. Atherton has also worked at prestigious clubs such as Sankaty Head GC, Olympia Fields CC, and Merion GC prior to joining GolfTEC.

