



## **History**

PGA Professionals and GolfTEC co-founders Joe Assell and Mike Clinton possess a passion for golf and a commitment to foster its success. This passion and commitment motivated the birth of GolfTEC, a company offering revolutionary golf instruction using the latest technology paired with the skills of a Certified Personal Coach. The goal of GolfTEC is to help players improve their skills and, ultimately, further enjoy the game of golf.

GolfTEC was officially born in 1997, having previously operated under the name Driving Obsession. In 1995, Assell and Clinton were hired by Clayton Coles, formerly the Head Pro at Cherry Hills Country Club, to operate the business. In 1997, Assell and Clinton bought out the company and officially transitioned to the GolfTEC name.

Since its inception, GolfTEC has given over 2,000,000 golf lessons across the country in PGA-certified indoor teaching facilities. The facilities offer services catered to all levels of abilities from beginners to touring professionals. The company employs over (350) Certified Personal Coaches and offers some of the nation's best lesson programs, practice facilities and custom club fitting services.

## **Philosophy**

GolfTEC works on the philosophy that, "If you have fundamentally sound Technique, properly fit Equipment and are in good physical and mental Condition, you'll play your best golf." This philosophy is reflected in the TEC part of the GolfTEC name. While a comprehensive approach maximizes a golfer's performance, the heaviest emphasis remains on Technique.

All GolfTEC instruction is given by Certified Personal Coaches using the company's proprietary software system, g-SWING. Our g-SWING technology combines digital video, impact analysis, biofeedback technology and motion-analysis computers to evaluate and develop the student's golf swing. Data is collected from a small harness worn by the student that is equipped with a number of sensors monitoring key body movements. Lessons complete with a voice-over by the instructor are uploaded to a client's personalized WebLesson® which they can review anywhere they can access the internet. In addition to golf instruction, GolfTEC facilities offer custom club fitting, custom built equipment and corporate entertainment opportunities.

GolfTEC partners with top golf club manufacturers to offer a wide range of equipment for custom club fittings. Practice programs at GolfTEC are designed to help golfers improve faster, increase muscle memory and develop better contact with the ball with each and every swing. The indoor facilities also allow students to practice no matter what the weather situation.