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GOLF INSTRUCTION TAKES A NEW APPROACH

Denver golf instruction company is changing the face of golf instruction

DENVER, Colo. (October 20, 2009) – For golf enthusiasts trying to make improvements to their golf game in the winter, the options can seem limited. The cold weather usually causes most of them to put their clubs away for the off-season. But a golf instruction company based in Denver, CO is providing the facilities and tools necessary to help golfers across the United States stay active all year round.

With over 140 Improvement Centers nationwide, GolfTEC, a franchise specializing in high-tech golf instruction, is making it possible for golfers to enjoy the game they love whenever they choose. Their indoor facilities allow students to take lessons with a Certified Personal Coach regardless of weather conditions.

“At GolfTEC, our indoor Improvement Centers give us the chance to help people improve their golf game even when there’s snow on the ground,” said GolfTEC CEO, Joe Assell. “It may be a blizzard outside, but it’s always 70 degrees and sunny inside GolfTEC.”

With over 2 million lessons given, GolfTEC has discovered that one of the best times to make major swing changes and improvements happens during the off-season.

“If you have major swing changes to make, it doesn’t make much sense to wait until the golf season starts back up to make those changes,” said Assell. “By taking a proactive approach you can get a head start on the season so that you can play your best golf from start to finish.”

While the indoor lessons don’t allow students to see ball flight, GolfTEC Vice President of Instruction, Steve Atherton, said that focusing on ball flight can actually distract golfers from the addressing the aspects of their swing that need work.

“Hitting balls on a driving range can certainly help golfers improve their game, but it can also instill some bad habits,” said Atherton. “Just because the ball lands on the fairway, doesn’t always mean the ball was struck with proper technique.”

The fact-based technology at GolfTEC provides their clients with video swing comparison to a database of over 150 PGA & LPGA Tour Pros. This allows the clients to see exactly where their swing needs work.

“We want to make sure that the feedback you receive from GolfTEC is based on fact, not on one person’s opinion of the golf swing,” said Assell. “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, at GolfTEC the heaviest emphasis remains on technique.

Concludes Assell, “To play our best golf we need to have access to facilities and technology that allow us to work on our game year round. At GolfTEC, we feel like we’re doing everything we can to make sure golfers have that opportunity.”

To find out more about GolfTEC, visit www.golftec.com or call 1 877 4-GOLFTEC.

About GolfTEC

Founded in Denver in 1995 by PGA Professionals Joe Assell (CEO) and Mike Clinton (COO), GolfTEC provides golf instruction in over 140 Improvement Centers nationwide. With over 2 million lessons given to date, GolfTEC delivers over 13% of all lessons taught in the U.S. each year (GTE estimate). GolfTEC’s fact-based combination of motion capture, biofeedback, swing and launch data is proprietary, and is covered by multiple patents. From full-swing confidence developed in climate-controlled bays to on-course instruction, a team of over 400 PGA instructors builds on a database of swings captured from 150 PGA, LPGA, and Senior Tour players. By the end of 2009, nearly 2% of all PGA Professionals will be employed full-time with GolfTEC.

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