



**FOR IMMEDIATE RELEASE**

CONTACT: Mark Nixon  
GolfTEC  
813-504-3484  
[mnixon@golftec.com](mailto:mnixon@golftec.com)

Ron Schmedemann  
The Eagles Golf Club  
813 920-6681 x:238  
[rschmed@eaglesgolf.com](mailto:rschmed@eaglesgolf.com)

## **GolfTEC Improvement Centers and The Eagles Golf Club form Strategic Alliance**

*“Play with the Pro” Sessions adds Advanced Dimension to GolfTEC Curriculum*

August 16, 2007 - Tampa, FL – GolfTEC Improvement Centers and The Eagles Golf Club today announced the formation of a strategic alliance to enhance the market penetration of both organizations. Effective immediately, GolfTEC, Tampa’s premiere indoor golf instruction company, will offer “play with the pro” sessions as well as outdoor short game lessons at The Eagles facility. The Eagles will use GolfTEC’s Westshore, Clearwater, and Carrollwood locations to expand their geographic marketing area and increase exposure to an ideal target segment of avid golfers. The alliance is expected to increase revenue for both organizations.

“Play with the pro” instruction is a proven way for teaching pros to see their students in game conditions, where mental pressures and the various challenges of the course can impact shots. GolfTEC’s approach has the student play their normal game for four holes, then the coach creates playing situations that demonstrate the student’s skills on the last five holes. Before the round is complete, the student has executed a variety of shots -- behind trees, uneven lies, out of the sand and from the deep rough. Video tape is used on the course to provide feedback. The session is wrapped up with a post round lesson at the practice area.

“The Eagles is a well run, first class facility that is best known for its excellent tournaments. They were a natural choice as a GolfTEC partner due to the quality and location of their courses” said Mark Nixon, president of GolfTEC-Tampa. “We are quite proud to be teamed with The Eagles and we are looking forward to creating a number of joint events that should excite Tampa’s golf community.”

The alliance provides The Eagles with a dramatic increase in exposure to GolfTEC’s desirable client base, as well as an expected increase in revenue due to incremental golf rounds, pro shop items and food/drink sales. It also

creates a high volume outlet for Eagles' promotions and events at the three GolfTEC improvement centers, significantly extending their market geography.

"In just a short time, GolfTEC has made a very positive impact on Tampa golfers. Their state-of-the-art technology and impressive track record of student improvement is unmatched in the Bay area, said Ron Schmedemann, general manager of The Eagles. "GolfTEC is a good partner because their client base is a perfect target market for us. At The Eagles, exposure is the key. When people experience all that The Eagles has to offer they tend to come back again and again."

GolfTEC sees value in the relationship because it rounds out their curriculum and allows their coaches a chance to see their students in game situations. Techniques and swing mechanics for full swing, chipping, pitching and putting will continue to be taught in the improvement centers using high speed interactive video, 3-D motion analysis, impact analysis, and biofeedback technology. Due to The Eagles alliance, GolfTEC can now teach the finesse part of the short game on the course.

### **About GolfTEC**

GolfTEC is revolutionizing golf instruction with a highly effective combination of superior technology, a proven teaching approach and certified personal coaches. Since 1995, GolfTEC has given over 1,000,000 golf lessons across the country utilizing their patented SEVA system that integrates high speed interactive video, 3-D motion analysis, impact analysis, and biofeedback technology. There are currently over 100 Improvement centers across the country including three in the Tampa Bay metro area. For more information, visit [www.golftec.com](http://www.golftec.com).

### **About The Eagles Golf Club**

Featuring two 18-hole championship golf courses with entirely different personalities, The Eagles' golf courses are among Tampa Bay's favorites. The Eagles is also popular for corporate and charity golf events because of its newly remodeled and spacious clubhouse, one of the few facilities in the area with seating for over two hundred. The Eagles offers daily golf, memberships, and practice facilities, plus a swimming pool and playground area. For more information, visit [www.eaglesgolf.com](http://www.eaglesgolf.com).

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