



# GOLFTEC®

## 2018 Media Guide

*All information as of July 2018*







**GOLFTEC<sup>®</sup>**

*OUR MISSION STATEMENT*

*To help people  
play better golf.*



# TABLE OF CONTENTS

Company Overview	4
GOLFTEC by the Numbers	6
Company Historical Highlights	8
Brand Imagery	10
Executive Biographies	12
Frequently Asked Questions	13
Contact Information	15



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# COMPANY OVERVIEW

## Welcome to GOLFTEC

Founded in 1995, GOLFTEC is the world leader in golf instruction and one of the fastest growing, most successful companies in the golf industry. Its fact-based approach to improvement benefits golfers of all skill levels, maximizing performance and enjoyment of the game.

With its unique position in golf instruction, GOLFTEC has continued to break records for revenue, profit, students, employees and coaches. This type of growth and influence over the past 23 years is unmatched in golf.

The company continues to evolve to ensure its growth and strength in the marketplace continues unimpeded. Among the new changes are completely updated and modern in-center designs that provide the ideal learning environment for students and an increased emphasis on club fitting via the new TECFIT™ program that will see GOLFTEC become the nation's leading provider of custom fittings.

## GOLFTEC Facts

- Leading global provider of golf lessons; more than 7 million lessons given
- More than 200 centers worldwide, including North America, Hong Kong, and Japan
- No.1 employer of PGA Teaching Professionals
- Responsible for more than 26% of all private golf lessons given to core golfers in the U.S.
- Students drop an average of 7 strokes from their game





# COMPANY OVERVIEW



## Business Highlights

- 2017 was a banner year for the brand, as it taught nearly 1 million lessons worldwide, opened more than 35 new centers domestically and internationally, and launched a premium club fitting program as part of a successful brand refresh
- Revenue is up 110% since 2010 – outpacing well-known companies inside & outside of golf
- 2017 Inc. 5000 Fastest Growing Private Company List, marking its 8th appearance on the list
- 2017 FAST Company – Most Innovative Companies in Sports
- Celebrating 23rd anniversary in 2018
- More locations than any golf retailer, lesson provider or club fitter
- Continued international growth; currently in Canada, Hong Kong, Japan and Singapore
- Introduction of component club fitting program to expand the TECFIT product throughout all Training Centers

## Teaching

- More than 7 million lessons taught since 1995, dramatically more than any other entity in golf
- Largest employer of PGA Teaching Professionals in the world
- Nearly 500,000 students since 1995
- Proven results:
  - Average GOLFTEC student will drop 7 strokes from their score
- All Coaches attend rigorous multi-week certification at GOLFTEC University to master the analysis of golf mechanics, the technology of the GOLFTEC system and the most productive teaching techniques.
- Teaching philosophy focused on fact based diagnosis and instruction

## Technology

- Patented TECSWING™ Training System provides video combined with motion measurement quantifying swing mechanics which aides coaches in our fact-based approach to instruction
- More than 100 million swings captured on video
- 266 million motion data points recorded
- Foresight® launch monitors measure launch angles, spin rates, club speeds and more
- All lessons recorded and available to view through the online Player Performance Center and GOLFTEC app

## SwingTRU™ Motion Study

- The largest fact-based analysis of the golf swing ever conducted
- Analyzed data from 35,000 golfers, ranging from professionals to beginners
- Identifies specific body positions in the swing correlated to better performance
- Over 350 terabytes of data, nearly equal to the Library of Congresses multi-media section or the entire library of HD movies on iTunes®
- Example of how “Big Data” will help golfers improve; glimpse of how athletic performance will be analyzed in the future in all sports

*GOLFTEC BY THE NUMBERS*



*All information as of July 2018*

7,737,192

Lessons Given  
Since 1995

450,000

Improved  
Golfers

7

Stroke  
Improvement  
on Average

200+

Training  
Centers  
Currently  
Open

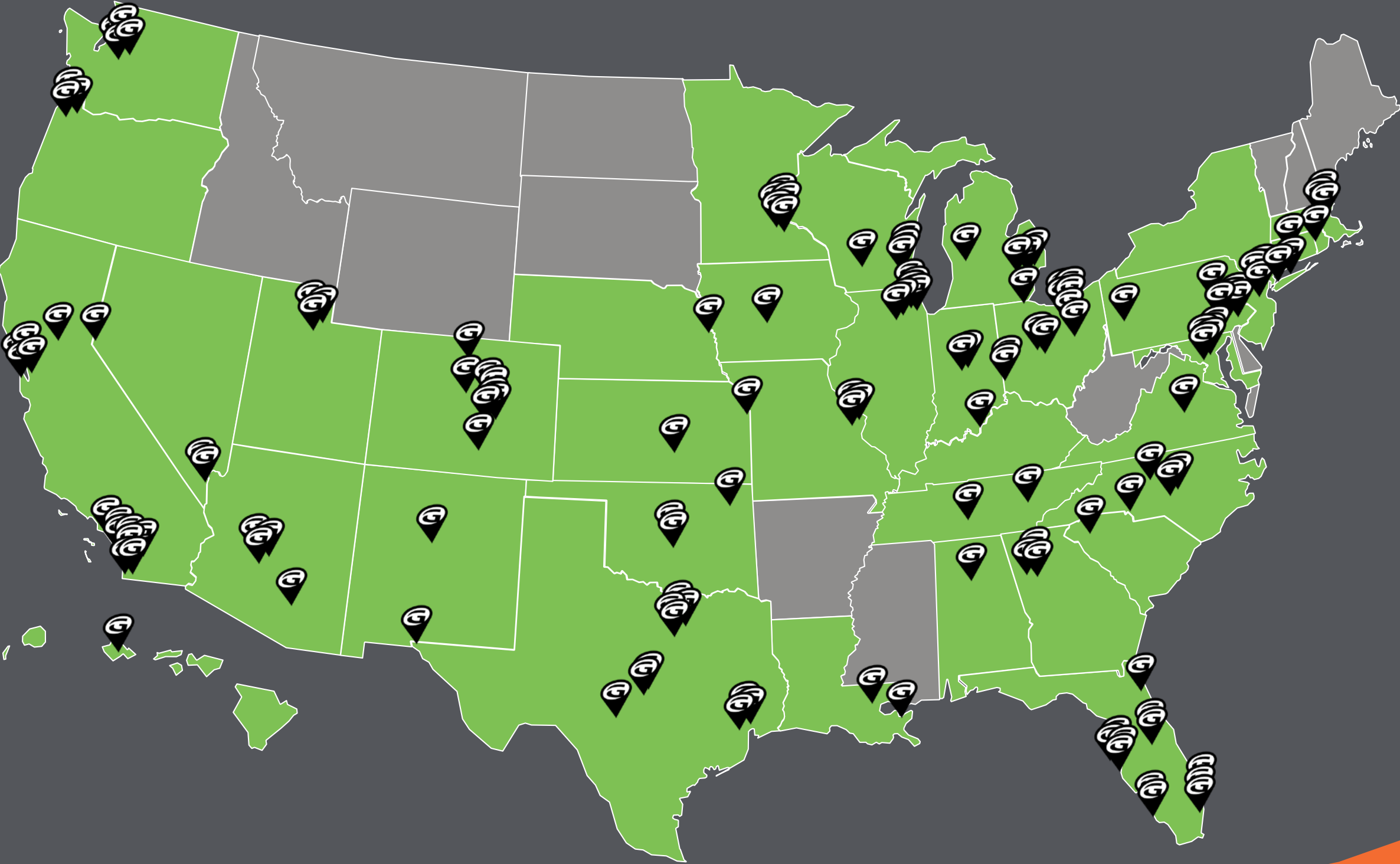
649






Certified  
Professional  
Coaches

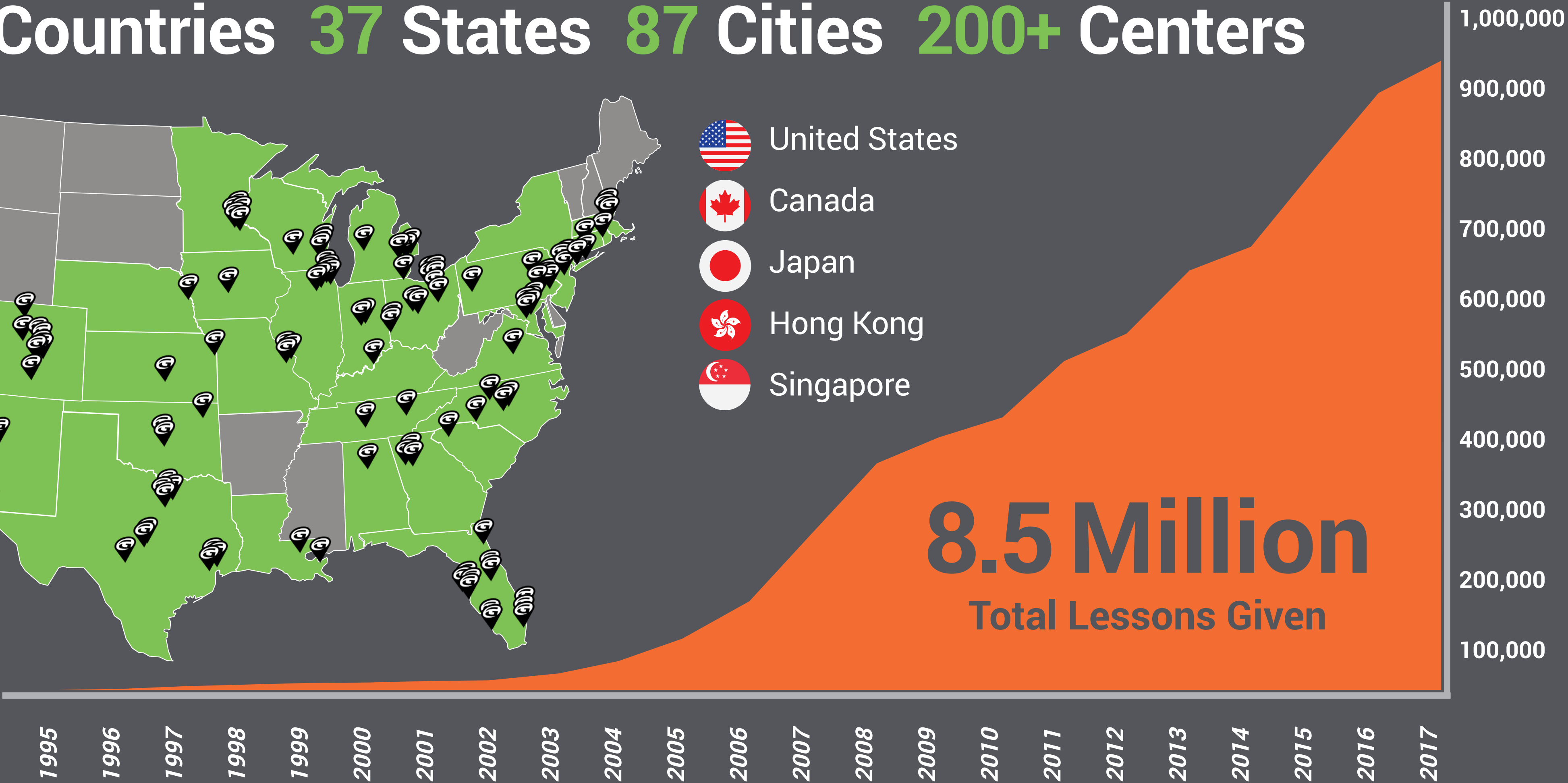


# GOLFTEC BY THE NUMBERS

5 Countries 37 States 87 Cities 200+ Centers



-  United States
-  Canada
-  Japan
-  Hong Kong
-  Singapore



All information as of May 2018



# COMPANY HISTORICAL HIGHLIGHTS



## 1995

- Company is founded by Clayton Cole under the name Driving Obsession
- Joe Assell is hired as the first teaching professional and manager
- Mike Clinton is hired as a teaching professional
- First location is opened in Denver, CO
- Swing Motion Training (SMT) including Bio Feedback is put in use

## 1996

- Second Location Opens in Chicago, IL

## 1997

- Clayton Cole, Joe Assell and Mike Clinton become joint owners of the company
- The company is renamed GOLFTEC (Technique, Equipment, Conditioning)
- GOLFTEC opens third location in Chicago, IL

## 1998

- GOLFTEC opens two locations – Atlanta, GA and Dallas, TX (5 TOTAL)
- GOLFTEC reaches its first million in total sales for one year

## 1999

- GOLFTEC opens one location in Denver, CO (6 TOTAL)

## 2000

- GOLFTEC builds its own proprietary data support system named CaddyMaster
- GOLFTEC opens third location in Chicago, IL (7 TOTAL)



## 2001

- GOLFTEC partners with Gart Capital Partners
- The testing of Video Analysis combined with Motion Measurement named SEVA (Swing, Element, Video, Analyzer) is started
- The Button Box for Video-Based Practice is rolled out
- First Player Performance Center (PPC) which includes online lessons (WebLesson) is available for students to view for the first time

## 2002

- GOLFTEC opens three more locations – Dallas, Denver and Houston
- GOLFTEC receives patent for SEVA (Swing, Element, Video, Analyzer) technology

## 2003

- SEVA (Swing, Element, Video, Analyzer) is installed system wide
- \$4 million in total sales for the year
- First franchise location sold in Phoenix
- GOLFTEC hires its 50th Coach

## 2004

- First two franchises open in Phoenix and Irvine, CA
- GOLFTEC opens 12 locations (22 TOTAL)
- GOLFTEC hires its 100th Coach
- GOLFTEC does \$1 million in sales in one month (August, 2004)
- \$6 million in total sales for the year

## 2005

- GOLFTEC opens 16 locations (38 TOTAL)
- \$10 million in total sales GOLFTEC hires its 200th Coach


## 2006

- \$16 million in total sales for the year
- GOLFTEC opens 24 locations (62 TOTAL - INCLUDING THE 50TH CENTER)
- GOLFTEC opens 50th location in North Richland Hills, TX

## 2007

- Denver Business Journal ranks GOLFTEC #24 "Top Colorado-Based Franchisers"
- \$25 million in total sales for the year
- GOLFTEC hires its 300th Coach
- GOLFTEC teaches its 1 millionth lesson
- GOLFTEC opens 38 locations (100 TOTAL)
- GOLFTEC opens 100th location in Las Vegas, NV

## 2008

- SEVA undergoes major upgrade and the name is changed to g-Swing
- Joe & Mike win award for Ernst & Young Entrepreneur of the Year  Ernst & Young Entrepreneur Of The Year®
- \$29 million in total sales for the year

## 2009

- GOLFTEC partners with Sports Illustrated Golf Group 
- \$32 million in total sales for the year
- GOLFTEC hires its 400th Coach



# COMPANY HISTORICAL HIGHLIGHTS



## 2010

- GOLFTEC named to Franchise Times "Fast 55"
- GOLFTEC named to the Inc 500 list of "Fastest-Growing Private Companies"



- GOLFTEC opens in Canada
- \$37 million in total sales for the year
- GOLFTEC teaches 2 millionth lesson

## 2011

- \$46 million in total sales
- \$1 million in sales in one day (August 25, 2011)
- 3 millionth lesson taught

## 2012

- GOLFTEC opens in Japan
- GOLFTEC releases upgrade to g-SWING technology
- GOLFTEC hires its 500th Coach

## 2013

- GOLFTEC rolls out My Pro To Go (online golf lessons app) with Sports Illustrated



- GOLFTEC teaches 4 Millionth Lesson

## 2014

- 610 Total Coaches
- GOLFTEC teaches 5 Millionth lesson
- GOLFTEC to Go mobile app is rolled out
- 196 Total Centers

## 2015

- Coaches iPad teaching software is tested, named TECswing GO
- GOLFTEC reveals SwingTRU Motion Study



- GOLFTEC celebrates 20-Year Anniversary



## 2016

- PGA of America and GOLFTEC form a Strategic Alliance



- GOLFTEC Teaches 6 Millionth Lesson
- \$84 million in total sales for the year
- GOLFTEC opens 200th location in Scottsdale, AZ

## 2017

- GOLFTEC moves into their new World Headquarters in Denver, CO
- GOLFTEC deploys an enhanced club fitting experience in several markets
- GOLFTEC goes through a major rebranding project
- GOLFTEC rolls out a new logo and a new center design



- GOLFTEC installs TECSWING, their new proprietary teaching system
- GOLFTEC develops state-of-the-art custom designed cameras
- GOLFTEC hires its 650th Coach
- Fast Company highlights GOLFTEC as one of its most innovative companies in sports



## 2018

- Enhanced club fitting experience deploys in 120 Training Centers
- GOLFTEC rolls out proprietary club fitting software, TECFIT
- Golf Channel partnership sets record levels of media exposure through increased television spots and original content integrations
- Golf Digest Online (GDO-Japan) expands partnership with GOLFTEC, acquiring majority interest











# EXECUTIVE BIOS



**Joseph Assell**  
*President, CEO & Co-Founder*

Since the company's inception, Joe Assell has provided the leadership and skill necessary to grow GOLFTEC into the leading provider of golf lessons in the world. His guidance has helped take the company from a one-employee operation recording \$90,000 in sales in 1995 to employing more than 650 individuals globally, including over 400 PGA Members and Apprentices, with annual sales exceeding \$80 million. Since 2010, the company has increased annual revenue by 110%. As CEO, Assell oversees strategy as well as multiple

divisions within the company including finance, legal, sales, technology, and marketing. He leads a ten-person senior management team in executing the strategic development and growth behind GOLFTEC.

In addition, Assell serves on the National PGA Marketing and Member Benefits Committee as well and the National PGA Golf 2.0 Get Golf Ready Committee. Locally, he is on the Finance Committee of the Colorado PGA and the Associate Board of the Boys and Girls Clubs of Metro Denver. A cum laude graduate with a B.B.A. in Marketing from the PGA Golf Management program at Mississippi State University, Assell won the school's Young Alumni of the Year award in 2002.



**Jeremy Beck**  
*Sr Vice President of Operations*

Jeremy Beck earned his B.S. in Business from the PGA Golf Management Program at Ferris State University in 1999. As a GOLFTEC instructor, he has given over 10,000 lessons and was named GOLFTEC 2001 Coach of the Year. In 2005, Jeremy was named Manager of the Year and subsequently joined the GOLFTEC executive team as the VP of operations. In that role, he has utilized his front-line best practices to create the systems to allow GOLFTEC to successfully scale up and manage its growth.

In 2014 he was named GOLFTEC Headquarters Veteran of the Year. He currently oversees Instruction Quality, Coach Training, Corporate Center Operations and Facilities. A PGA member since 2001, Beck continues his involvement with Ferris State University by serving on the Executive Committee for its PGA Golf Management alumni association.



# FREQUENTLY ASKED QUESTIONS



## What is TECSWING®?

TECSWING is our advanced analysis and feedback tool for teaching golf. The powerful proprietary software combines video analysis and motion measurement in real time.

The combination of video motion measurement allows GOLFTEC Coaches the ability to quickly diagnose swing flaws and provides immediate feedback to students.

TECSWING uses audible beeps to provide instantaneous feedback to the student. These provide a quick way to either train the proper movement or alert the student when the movement is wrong.

For example, if a student turns their hips too far in the backswing, the coach can set a beep to go off when the hip measurement goes beyond a specified amount. That immediate feedback—turn the hips too far and you hear a beep—is very effective in changing movement patterns.

## How is TECSWING different?

Other services use video and coaching together but TECSWING is unique in that it combines video with advanced motion measurement technology. The ability to correlate motion data with video gives GOLFTEC the unique opportunity to illustrate changes better than any other instruction company.

## How does TECSWING benefit GOLFTEC students?

Being able to see both the swing on video and at the same time measure the range of motion of key swing elements allows the GOLFTEC Coach to see, understand and analyze the swing like never before.

It allows GOLFTEC Coaches to quickly diagnose problems in the swing so they can illustrate the problem to the student and build a plan to fix the problem.

## Can you use TECSWING outdoors?

The TECSWING software integrates with the TECSWING GO mobile app, giving coaches more knowledge and insight into the student's swing outside on the course. It gives them the best tools in the golf industry to teach the facts about the swing no matter where they are.

## What is SwingTRU™?

In 2016, GOLFTEC launched the SwingTRU Motion Study, the most comprehensive motion study of the golf swing ever conducted. It includes detailed analysis of more than 35,000 golfers, from PGA Tour players to beginners, pinpointing specific positions throughout the swing that directly correlate to success.

## How does SwingTRU™ benefit GOLFTEC students?

The data is used in most GOLFTEC lessons to help students understand how their body movements compare to the best players in the world, and how these numbers can lead to improved performance on the course.



# FREQUENTLY ASKED QUESTIONS



## What is TECFIT?

TECFIT is GOLFTEC's custom club fitting solution that matches the optimal clubs to a student's swing. TECFIT uses launch monitor data to suggest the most optimized club and shaft combinations, resulting in better performance on the golf course.

TECFIT allows students to hit all available club and shaft combinations to determine personal preference and best performance.

## Who does a TECFIT?

At GOLFTEC, TECFIT club fittings are conducted by coaches who are certified both in fitting and instruction. This is incredibly important because the person fitting must understand the relationship between the clubs and the student's swing. Whether they take lessons or not, they will want to get fit by someone who understands this.

## Why is TECFIT Important?

There is a direct correlation between the clubs we play and the way we swing. If a player has a club that is improperly fit for his or her swing, it will force them to make adjustments. Custom-fit clubs reward good swings with good results, while improperly fit clubs make even a good swing produce bad results.

Let's say your golf club is too upright for you. If you make a good, on-plane swing, the ball may go left due to the club's lie angle. So you're being penalized even when you make a good swing.

Standard, off-the-rack clubs often miss on most specs for the average golfer. For example, lie, loft, length and shaft flex can all be an issue with stock clubs and all of these factors hinder your performance.

That's why we highly recommend that all golfers, no matter their skill level, should get custom fitted by a highly trained expert.

## What makes TECFIT unique?

Our fact-based, unbiased process creates a precision match for each golfer, which means there is very little chance they will be unhappy with the results. Other fittings are often done quickly: You hit a couple of shots, the fitter asks how it feels, and that's about it. Where are the facts? Where's the data? And how do you know he's not trying to push you to a particular brand? We don't work like that. TECFIT is extremely thorough. It uses a full 90 minutes to gather the data, generate recommendations and let the student make the final decision.

It all starts with the coach talking with the player to learn what they want to achieve. This goes hand in hand with the coach knowing the player's game. But even if you're not taking lessons from a GOLFTEC coach, he or she is going to ask about ball flight, physical limitations, brand preferences, what you're trying to accomplish, and so on. It's important to know the player's expectations.

Next, we take measurements, determining the optimal length, lie, shaft flex, grip size, all the obvious things. But we also use our technology to capture swing data; information such as launch angle, spin rates and ball speed. We plot all shots to see how they cluster, measuring both distance and dispersion.

We look at yardage consistencies, patterns from particular clubs, and measure descent angle, how steeply the ball is coming down at the end of the shot: We want to make sure the ball will stop on the green and not roll off the back. It's not just about distance. The player hits several shots that are fed into our computers and crunched by our software.



# CONTACT

**GOLFTEC**<sup>®</sup>

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