

FOR IMMEDIATE RELEASE

Golf Management Degree Program Pioneer Sets Retirement Date

Barrie, Ontario – Brad Doey, one of the true pioneers in golf management education in Canada, Georgian College, has chosen to retire from his post as program coordinator effective June 30th, 2013.

The success of Georgian's golf management educational offerings, now comprised of both a two-year Golf Operations (GLFO) diploma and the industry leading Bachelors of Business in Golf Management (BBGM) degree program, are largely attributable to the passionate, dedicated efforts of Doey since he began his role as coordinator in September, 1997. In addition to the two current offerings, Georgian's since sunset Professional Golf Management program was also created by Doey.

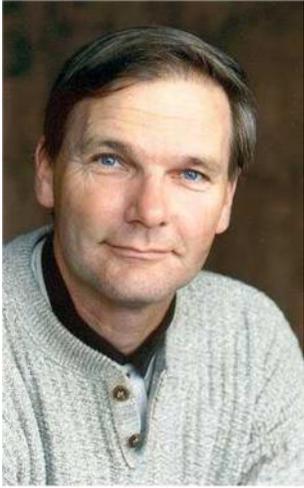
"The landscape of golf management education was much different back then to say the least! We were second in the market and had to figure out a lot of things ourselves, including what skills and talents our students needed to have in order to be successful upon graduation. I'd personally like to thank everyone who supported our efforts within the college, our industry partners and of course our advisory board, as they all played a vital role in making sure we stayed on track," said Doey.

Perhaps Doey's greatest contribution to the golf industry education market was the introduction of Canada's only golf management degree program. Comprising an intensive 4-year business degree curriculum, the program also includes three mandatory summer employment co-ops in key functional areas of a golf club (turf, pro-shop, clubhouse) and several education-focused trips to both Florida and Scotland.

Achieving 100% job placement in both of its first two degree program graduating cohorts in 2012 and 2013 is a strong testament to Doey's strategic assessment regarding the potential market demand for a higher level of talent in the golf industry.

"What Brad has done for our industry won't be fully felt or appreciated for several more years but I can tell you his impact on the game of golf in Canada is an absolute game-changer," said Mark Thompson, chair of Georgian College's golf management advisory board. "I strongly believe the quality of any industry is reflective of the education level of its constituents so it follows that by introducing Georgian's golf management degree program to the market, he is ultimately making the entire golf business better."

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Brad Doey, Coordinator, Georgian College

Golf Operations Diploma

Bachelors of Business in Golf Management