



ACCLAIMED NEW ENGLAND GOLF PROFESSIONAL SKIP GUSS AMONG FIRST GOLF CHANNEL ACADEMY INSTRUCTORS

Orlando, Fla. (March 5, 2015) – Skip Guss, owner of GolfRite, a year-round golf learning facility located in Southborough, Mass. about 30 miles west of Boston, has been named one of the inaugural instructors of the newly formed Golf Channel Academy.

Guss is among the first 40 of the game's most influential and recognizable teachers coming together to establish a dedicated network of instruction facilities with the active support of Golf Channel, the game's leading global multimedia and golf entertainment source.

"I'm very excited to be among the first teachers associated with the new, dynamic Golf Channel Academy," said Guss, a former PGA Tour player who was named the 2014 New England PGA Teacher of the Year. "This is a chance for golf instructors to work together, learning from one another and adopting best practices in both teaching and the business of teaching. I think it's going to propel the coaches and coaching forward in a big way."

Golf Channel Academy is the first network of its kind devoted to efficiently growing the business of golf instruction. With 44 charter locations already committed, Golf Channel Academy will be inviting additional coaches to become part of the network as it officially launches in April 2015.

Guss has given more than 32,000 golf lessons during his 32-year coaching career, with students ranging from beginners to former LPGA, PGA Tour and Champions Tour winners, as well as a U.S. Amateur champion. Guss is also in his second season as the head coach for the College of the Holy Cross women's golf team.

Guss will benefit from a wide-spectrum of business consulting services and products addressing marketing, sales, technology and back-office solutions needs, as well as shared best practices across the network. Coaches also will have the opportunity to appear on instructional programming across Golf Channel's television and digital platforms. Students at Golf Channel Academy locations will

be able to track their progress using advanced software to measure specific goals under the direction of their personal coach.

“Golf Channel Academy will align the top coaches from across the country to run their business within a robust, collaborative operation,” said Todd Wilson, CEO of Golf Channel Academy. “Our members will have a unique opportunity to tap into best practices and proprietary data that will assist each member instructor and academy operation to grow their business while operating under one unified brand.”

During his career, Guss has been privileged to be personally instructed by such playing and coaching legends of the game as Sam Snead, Jack Grout (Jack Nicklaus’ lifelong coach), Bob Toski, and Peter Kostis. Guss’ special areas of interest include the full swing, short game and mental training (he is a Certified GolfPsych Instructor), as well as course strategy, and practice routines.

Guss has received numerous honors, which include being voted by his peers as the No. 5 instructor in the state of Massachusetts in the *Golf Digest* 2013-2014 “Best Teachers in Your State” rankings. An accomplished player, Guss won more than 30 individual tournament titles as a professional, including the 2005 Rhode Island Senior Open. That same year, he was a qualifying medalist for the 2005 U.S. Senior Open.

Guss attended Arizona State University before leaving to play on the mini-tours in the U.S. and on the New Zealand Tour. He qualified to play on the PGA Tour in 1977 and competed for one season (1978) prior to pursuing what has been an illustrious teaching career.

For more information about Guss, visit www.golfrite.com. Contact him at (508) 561-0111, golfrite@gmail.com and @GolfRiteAcademy

#