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JANUARY 18, 2011

CANADIAN PGA AND GMIC LAUNCH NEW CORE COMPETENCY GOLF MODULES

Acton, Ontario (January 18, 2011) – The Canadian PGA and the Golf Management Institute of Canada (GMIC) have developed a series of self-directed learning modules as part of the Canadian PGA's new PACE (Professional Advancement Career Enhancement) Program.

A total of five Canadian PGA Core Competency Golf Modules have been designed and are mandatory for all CFM's (Candidates for Membership). They cover all aspects of the golf industry and include Golf Operations and Club Services, Tournament Operations and Event Planning, Turf Management, Retail Management, and Food and Beverage Management. Candidates for Membership are required to complete all five modules, with minimum completion of one per year. All of the Core Competency Golf Modules will be administered and evaluated by the GMIC.

"We have been looking to provide unique learning opportunities for aspiring golf professionals for many years", said Gary Bernard, Executive Director of the Canadian PGA. "Now students have the opportunity to study at their own pace, while working with industry professionals and members of our association to learn the core fundamentals of golf operations. Our partner, the Golf Management Institute of Canada, is recognized for their expertise in online learning and independent study so working with them was a natural fit."

Grant Fraser, GMIC President, shares Bernard's enthusiasm. "We are thrilled to be working with the Canadian PGA", says Fraser. "I think we have developed a series of modules that provide a solid foundation for the next generation of golf professionals. All of the self-directed learning modules have been developed in collaboration with golf industry experts



and will provide Canadian PGA Candidates for Membership with a thorough understanding of each topic”.

For more information contact Morgan Court, Education Coordinator for the Canadian PGA at morgan@cpga.com or 1-800-782-5764 or Ash Patel, GMIC Registrar at apatel@golf-management.org.

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About the Canadian PGA: Established in 1911, the Canadian Professional Golfers’ Association is a non-profit association comprised of approximately 3,500 golf professionals across the country with a mandate to promote and advance the game of golf, serving the needs of both its membership and the golf public through professional and junior golf development programs and high-calibre competitive events. The National Office is located in Acton, Ontario with nine Zone Offices across the country. For more information, visit www.cpga.com.

About the Golf Management Institute of Canada: The Golf Management Institute of Canada (GMIC) was established in 1999 and is the only school of its kind in the world. The GMIC offers an online Graduate Studies Diploma in Golf Operations Management in partnership with Wilfrid Laurier University (WLU) comprised of ten (10) courses specific to



the business golf that is recognized by all of Canada's national golf associations. GMIC/WLU courses are offered 12 months a year using the latest internet and multimedia technology. To date the GMIC has attracted hundreds of students from over 20 different countries around the world to its program. In 2004, the GMIC was awarded the "Canadian Award for E-Training Excellence by the Canadian Society for Training and Development. For more information, visit www.golf-management.org.