

News Release



Golf Management Institute of Canada (GMIC) Wins Prestigious Award for Training Excellence

Toronto, Ontario (November 12, 2004) – After opening its doors for business only five years ago, the Golf Management Institute of Canada (GMIC) has received the Canadian Society for Training and Development's (CSTD) prestigious Award for Training Excellence.

The CSTD - Canada's national organization dedicated to the profession of training, workplace learning and human resources development - annually recognizes the best workplace training programs in a variety of industry sectors, including financial services, retail, manufacturing, public sector, healthcare and not-for-profit. Lynn Johnston, the CSTD's executive director, said the quality of the GMIC's groundbreaking on-line training programs could not be ignored.

"This year, we have showcased some of the most innovative examples of Canadian workplace programs at our Canadian Awards for Training Excellence awards dinner," she said. "We need to celebrate our successes in a very public forum to constantly learn from the experiences of others."

The CSTD award comes on the heels of several coups for the GMIC, among them the recognition of its curriculum by the Canadian PGA and the Golf Course Superintendents Association of America (GCSAA). Fraser said it's gratifying to see that key organizations are starting to recognize the value of industry-specific training.

"Today's golf industry is incredibly competitive," GrantFraser, president of the GMIC said. "It's essential that those working in the industry are armed with the most current, specialized knowledge available."

Fraser said the focus is now on making the golf industry's best training program even better. "Our ability to deliver the most pertinent and current information to students is only going to improve with time. We will never stop looking at ways to make our product even more efficient," he said.

A not-for-profit institute located at Glen Abbey Golf Club in Oakville, Ontario, the GMIC provides golf-specific educational programs to the golf industry and labour force throughout Canada and the world. The GMIC's mandate is to meet the training requirements of the golf industry by focusing on the development of business skills specific to the business of golf.