

News Release



Golf Management Institute of Canada Welcomes Ontrak as New Partner Supporting Food and Beverage Management Course

Toronto: (March 21, 2005) – Ontrak Purchasing and Consulting Services (Ontrak) has partnered with the Golf Management Institute of Canada to sponsor its Food and Beverage Management Course. Ontrak joins The John Dobson Foundation which recently partnered with the industry-driven GMIC to support its Entrepreneurship Course.

Both Ontrak and the GMIC maintain a strong alliance with the National Golf Course Owners Association (NGCOA Canada). Ontrak is a NGCOA Canada Platinum Partner and the GMIC receives endorsement and promotion of its on-line courses to NGCOA members. Julie Parratt, National Customer Service Director for Ontrak believes that “this naturally presents an extremely positive synergy amongst our three organizations and provides for future collaboration. It is Ontrak’s privilege to support the education of golf’s future decision makers and our future customers.”

GMIC President Grant Fraser believes “new industry partnerships like the one with Ontrak are the way of the future noting that Ontrak now has the opportunity to reach and promote its services first to future golf industry decision makers. As well, Ontrak employees can benefit by upgrading their golf management skills and keep current with changing industry practices through GMIC on-line courses offered at a discounted rate through the partnership.”

As a non profit educational institution and registered Canadian charity, the GMIC relies on contributions from the business and golf community. Partnership funding sustains and advances educational initiatives including curriculum development and upgrading and attracting and retaining the best faculty.

Ontrak’s point of difference is its unequalled passion for customer service combined with the volume buying power of more than 1000 members and its parent company, Sodexo MS Canada Ltd. By centralizing product negotiation and selection efforts, Food and Beverage Managers and Chefs free up resources so they may focus on core business needs. Ontrak’s full complement of top quality food, beverage and convenience foods and thousands of non-food products including housekeeping and office supplies provide one stop shopping.

Located at Glen Abbey Golf Club in Oakville, Ontario, the GMIC provides golf management education and training by offering specialized educational programs to the golf industry and its labour force throughout Canada and the world. The only school of its kind, the GMIC offers a Graduate Studies Diploma in Golf Operations Management comprised of 10 on-line courses taught by many of the industry’s leading golf educators. The GMIC was recently awarded the Canadian Society for Training and Development’s 2004 E-Training Award for Canada.