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Michigan's Most Spectacular Resort Treetops Resort Expands Golf Academy

GAYLORD, MICHIGAN – Arguably one of the best collections of golf in the Midwest, Treetops Resort features 81 championship holes and five distinctly different courses created by renowned designers Robert Trent Jones, Sr., Tom Fazio and Rick Smith.

Treetops Resort's Golf Academy is expanding with state-of-the-art technology and the addition of a highly acclaimed new academy director, PGA Golf Professional Joe Charles.

Joe's arrival also marks the arrival of the game's finest technology that will be used in all golf schools, club fittings, and private lessons. Included in this technology is the V1 branded academy and the GC2 and HMT Systems from Foresight Sports.

By utilizing Foresight Launch Monitor technology and V1 video analysis all in the comfort of the indoor hitting environment, the Treetops Golf Academy teaches private golf lessons all year long. There are no restraints by daylight, rain or snow. If a golf enthusiast has the passion, the Treetops teaching experts will supply the expertise and help each player achieve their own personal goals.

The Treetops Golf Academy also offers simulator rounds offering guests the ability to experience renowned golf courses from around the globe. Visitors to Treetops may choose from a list of premier championship courses. From Abu Dhabi Golf Club to

Carnoustie; Cog Hill Coeur d'Alene to Congressional; Doral Blue Monster to Olympic Club and Prairie Dunes, each guest will be wowed with this high definition golf adventure. 18 holes typically will take approximately two to three hours and 9 holes about one to one and a half hours. Costs are \$25 per player for 18 holes and \$15 per player for 9 holes. This is perfect for a guest to experience the five spectacular courses on property during the day and continue playing golf indoors well into the night. Or during the winter months, guests can ski in the morning and play golf in the afternoon.

PGA Professional and Academy Director Joe Charles attended Ferris State University's Professional Golf Management program where he later became the first student in FSU's storied history to successfully obtain his full Class "A" PGA membership before graduation in 2005. Throughout his professional career, Joe's teaching skills were influenced by PGA Tour Player, sportscaster, and instructor Ed Sneed. He also participated in yearly golf schools with famed instructor Chuck Cook.

Joe furthered his career at Greg Norman's Medalist golf club in Hobe Sound, Florida which is home to countless PGA Tour players. Through the exposure to elite golfers along with their coaches Joe was able to gain valuable experience on how to cultivate a productive player/teacher relationship. After The Medalist Joe moved on to a Head Professional role at The Dye Preserve Golf Club. During Joe's time at The Dye he was instrumental in attracting and hosting multiple USGA qualifying events including; The 2007 Mid-Am Qualifier, 2008 US Open Local Qualifier, and 2009 US Senior Open Qualifier.

Throughout Joe's tenure as Head Professional his passion for teaching continued to grow so he decided to pursue a full time Instructor position. Joe then moved on to a role working as The Director of Instruction for GolfTEC in Atlanta. During Joe's 4 years with GolfTEC he was honored with The Outstanding Achievement in Instruction award three times, taught thousands of golf lessons, and mentored/cultivated an extremely talented staff of PGA instructors. He also dedicated his time to become an expert in the use of many of the most highly advanced technologies in golf instruction. Joe specializes in the use of video analysis, bio-mechanical motion analysis, and launch monitors. In addition

to being a 10+ year member of The Professional Golfers Association Joe is also a TPI Certified Golf Professional. Through his work with TPI Joe has become an expert in the physical conditioning of golfers by diagnosing their body limitations, relating that to their golf swing and being able to either prescribe exercise routines to correct it or find workarounds in the swing to overcome the individual challenge.

“Though our entire staff is well trained to diagnose swing flaws, the use of our new technology system will help our students improve that much quicker,” says Charles. Joe will also serve as The Head Golf Professional for The Jones Masterpiece Course. “Joe’s enthusiasm and passion for teaching along with his experience at some of the most progressive private and resort facilities in the country are key and is something we are very excited about adding to our team,” said General Manager Barry Owens. Owens continued, “The addition of Joe Charles as well as long time Gaylord Golf Mecca Professional Mark Hogan and Foresight Sports will create a year round golf environment at Treetops!”

Ringling true to golf editors nationally, and to guests from near and far; Treetops Resort offers spectacular views and superior playing conditions and great value, all in an inviting resort atmosphere.

Named to the prestigious ‘**Best Of**’ list by **Golfweek** magazine in 2015, Treetops’ Signature course was included in the top dozen of Michigan golf courses. And **Golf Digest** has named Treetops Golf Course Best Par Three in North America.

“Treetops is one of the greatest collections of courses in the country. As far as golf goes, no resort has the variety of design and beauty, and now our staff and facilities are expanding to welcome golfers of every ability to learn and enjoy our facility all year long,” Owens

Holding true to that distinction, Treetops Resort is offering an overnight stay and 18 holes of golf for as little as **\$92 per person** (plus taxes & fees). “We are offering this spectacular golf package rate so that golf enthusiasts with any budget in mind can enjoy

our nationally ranked golf gems,” said Barry Owens General Manager. “The **Spring/Summer Spectacular Golf Package** ranks among the most affordable not only in Michigan and the Midwest, but nationally. While you’re here, you can hone your skills with a clinic from one of our talented PGA Professionals for as little as \$10. If a one on one setting suits you better, private instruction starts at only \$70 (with discounts off of that price for juniors),” Owens went on to say.

“We invite golfers of all abilities from novice to expert to experience the variety of golf at Treetops. Moreover, our Golf Academy caters to all experience levels. In-fact we have learning programs catering not to just individuals, but also geared for couples, juniors and even families. One, two and three day workshops are available that all include unlimited golf as well as lodging and food too. Our team of PGA Golf Professionals bring the highest level of skill, experience, and technology to our students, which makes the Academy program perfect for that experienced golfer looking to hone their competitive game as well,” Owens went on to say.

With its majestic rolling hills and natural valleys overlooking the Pigeon River Valley, the Treetops Resort is the name by which all other courses in Michigan are measured. The resort is home to Robert Trent Jones, Sr.’s final design in Michigan; the Masterpiece course is frequently acknowledged as the architect’s crowning glory. The equally magnificent Premier course is the only course in Michigan designed by the famed Tom Fazio. The Signature course is a Top 100 course nationally. The Tradition course bears its name by the ‘traditional’ wooden pins and pennant flags paying homage to golf’s origin. Threetops Par 3 Course is consistently ranked the No.1 Par 3 Course in North America by Golfweek, Golf Magazine and Golf & Travel among other publications.

Set amongst a backdrop of scenic panoramic views, Treetops Resort’s five graciously designed courses were designed by masters and played by champions.

Things to know:

Region: Northwest Michigan

How to Get Here:

Drive trips are easy by way of I-75, making Treetops the most easily accessed northern Michigan resort traveling north from Southeast Michigan and beyond. Travel time from Metro Detroit is typically just three hours. It's an easy drive from Chicago and the west Michigan coast as well.

Traveling by air is made easy with daily flights to Cherry Capital Airport, Traverse City, Michigan (TVC) mainline and connecting flights on American Airlines, Delta Air Lines, and United Airlines. Non-stops from Atlanta, LaGuardia, Newark, Detroit, Chicago, Minneapolis, and Denver.

More to Know:

- North America's #1 Par 3 Course –Golfweek
- One of the World's Top Golf Resorts – Conde' Nast Traveler
- One of America's Top 25 Golf Academies – Golf Magazine
- 81 Spectacular Holes of Golf
- 23 Downhill Ski Slopes
- Celebrated 60 Years of Skiing during the 2015 ski season
- Home to the Treetops Culinary Adventure Series including Farm 2 Fork Dinners paired with craft beer and wine; Northern Michigan's Only Cross Country Skiable Feast; Wilderness Sleigh Ride Dinners; Beer Pairing Dinners; and Sip & Paint Parties – where art meets Culinary.
- Resort Dining, Sports Bar, and Family Dining amenities
- Full Service Spa – Relaxation & Rejuvenation
- Fitness Center and Two Swimming Pools

To reserve a Treetops Resort Getaway visit www.treetops.com or call (888) TREETOPS.

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