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Michigan's Most Spectacular Resort Treetops Resort Adds Two PGA Golf Professionals to their Award Winning Team

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.

Now, adding to its team of award winning golf professionals, Treetops Resort is pleased to announce the addition of long time PGA Golf Professional Mark Hogan. Mark is joining the Treetops team bringing over 30 years of experience. Mark graduated from the Professional Golf Management Program at Ferris State University where internships included Battle Creek Country Club under Michigan PGA Hall of Famer Ron LaParl and the Tournament Players Club at Sawgrass in Pointe Vedra Beach, Florida, home of the Players Championship . Following the internship, Mark served as an Assistant Golf Professional for three years at TPC before heading north to Gaylord in 1986. Over the past 30 years, Mark worked at Michaywe Golf Course for 5 years and most recently at Otsego Club & Resort for the past 25 years. Mark was instrumental in the formation of the Gaylord Golf Mecca and has served as the past Chairman of this prestigious organization for many years. He has also served on a number of the Golf Mecca committees and he has been a member of the Professional Golfers Association for the past 29 years. Mark has spent many years as a volunteer for the Gaylord Athletic Boosters in addition to being a member of the Michigan High School Athletics Association serving as a referee for basketball and volleyball. “Mark is also a member

of the Gaylord Area Chamber of Commerce Board of Directors and with his history of working directly with the public every day, having a customer service mentality and the respect he has earned in our community and the golf industry as a whole. We are looking forward to having him on our staff,” stated Barry Owens, GM Treetops Resort.

Treetops Resort’s Golf Academy is also expanding with the addition of a new academy director, PGA Golf Professional Joe Charles. Joe Charles’s beginning in the business of golf started at the ripe old age of 13 caddying at The Kalamazoo Country Club which is where he fell in love with the game. Joe went on to attend 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. While at Ferris Joe did internships at The Seaview Marriott Resort in New Jersey, The Ritz-Carlton Golf Club in Florida and finally at Tullymore Golf Resort in Stanwood, Michigan.

After graduating from Ferris with a Bachelor of Science degree in Marketing, Joe returned to the Kalamazoo Country Club where he was honored to work along-side his mentor Dick Stewart, who, during Joe’s tenure, won the 2006 PGA National Merchandiser of the Year. As an Assistant Golf Professional at KCC Joe’s teaching philosophy began to take shape while working with Top-10 golf instructor Mike Bender at his yearly golf schools in Michigan. During this period Joe spent his winter months as an Assistant Professional at The Ritz-Carlton Golf Club in Jupiter, Florida. His teaching skills were further influenced during this experience as he was able to form a relationship with PGA Tour Player, sportscaster, and instructor Ed Sneed, in addition to also participating in yearly golf schools with famed instructor Chuck Cook.

After multiple seasons going back and forth from Michigan to Florida Joe received an offer to work 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.

Joe now joins Treetops Resort continuing his work as Director of Instruction while returning to his home state of Michigan. 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 V1branded academy and the GC2 and HMT Systems from Foresight Sports. "Though our entire staff will be well trained to diagnose swing flaws, the use of technology 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 Owens. Owens continued, "The addition of these two Golf Professionals and Foresight Sports will create a year round golf environment at Treetops!"

Ring 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.

"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 family play. This program is unique to our academy. 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: 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 including THE YARD and The BIG AIR Bag
- Celebrated 60 Years of Skiing during the 2015 ski season
- Home to the Treetops Culinary Adventure Series including Farm 2 Fork Dinners; Northern Michigan's Only Cross Country Skiable Feast; Wilderness Sleigh Ride Dinners; Beer Pairing Dinners; and Sip & Paint Dinners – 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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