**NEWS RELEASE--***Immediate Release*

Contact:  Kelli Lane / kellil@keiseruniversity.edu / 954-235-0331

**Keiser University Golf Students Reflect on Caddying Experience with the Professionals at Recent Honda Classic**

West Palm Beach, FL—Apr.14--During this year’s Honda Classic Pro-Am event, one of the most prestigious golf events held in Florida, 40 Keiser University College of Golf and Sport Management (COGSM) students had the opportunity to caddy for amateur players and assist with tournament operations.  Student volunteers shared that this was a once in a lifetime opportunity only made possible by being enrolled in a degree program specifically designed to prepare them for careers in the golf industry. Through the Honda Classic experience, students were able to see how lessons learned in the classroom and interactive training facility are applied throughout all aspects of a major tournament.

“To be behind the ropes with professional golfers, seeing how they prepare, the meticulous measuring, running drills for example, was so amazing,” said Mike Armit, COGSM student.

Brian Hughes, PGA Master Professional and Keiser University faculty member was proud to work with the select group of students chosen to participate in the Honda Classic Pro-Am event. “This is a highly coveted hands-on learning and immersion into the field experience. We are thrilled to be able to present it to our students and plan to do so every year,” he added.

Keiser University’s College of Golf and Sport Management (COGSM) degree in Golf Management prepares students for a wide variety of positions in the golf industry. Among the many diverse aspects of the business of golf, students are educated in golf instruction, golf course operations management, appropriate maintenance of golf facilities and equipment, as well as integrating the playing of golf into the broader hospitality and recreation domain.

Thanks to the top-notch instruction students receive from their highly acclaimed professors, they were up to the task of assisting both professional and amateur golfers at the event. COGSM students assisted tournament golfers by making club selections for them and analyzing the course to provide guidance on how a shot should be taken.

“To be asked by someone who has played in tours throughout Europe how to approach a hole was a very humbling experience,” said Jamie Kotulka, COGSM student.

The Keiser University COGSM campus features a 20,000-square-foot facility which includes a 1,500-square-foot indoor putting green, advanced launch monitor technology, an interactive golf simulator powered by Sports Coach Systems, TaylorMade MAT-T swing analysis system, and a golf club repair lab equipped by Mitchell Golf Equipment. Students also receive access to the highly acclaimed PGA Center for Golf Learning and Performance where they can practice on a 35-acre lighted practice range, short game areas, bunker facility and extensive putting greens. In addition, Keiser University College of Golf & Sport Management gives students access to several PGA Master Professionals, such as Brian Hughes and Dr. Eric Wilson, as well as Golf Magazine top 100 teacher, Dr. T.J. Tomasi.

Annually, the size of Florida's direct golf economy is approximately $7.5 billion (data based on 2007 study by SRI International) and the interest in golf education and the business of golf as an economic generator is global. Keiser University with campuses in San Marcos, Nicaragua and Shanghai, China continues its international expansion with the opening of a College of Golf at Hainan Normal University in China, offering a baccalaureate program in Golf Management.

###

**About:** Keiser University is a private, not-for-profit university serving nearly 20,000 students pursuing doctoral through associate degrees on 17 campuses, online and internationally, employing 3,500 staff and faculty.

Keiser University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificates and degrees at the associate, baccalaureate, masters, and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Keiser University.



Keiser University College of Golf and Sport Management Students Caddy at the Honda Classic.