

Joe Assell, PGA



**College/University: Mississippi State University, PGM Program
Year Turned Pro: 1994**

**Facility and Job Title: GolfTEC Enterprises Headquarters
President and CEO**

What was your motivation to become a PGA Professional?

I admired the PGA Professionals who mentored me as a kid and I wanted to follow in their footsteps from a very young age.

What is your specialty in the golf business?

I have been fortunate to become an expert in the business of golf instruction through mentoring by numerous PGA professionals.

Please list any accomplishments (Awards, Certifications, and Tournaments.)

1998 Colorado PGA Teacher of the Year, Colorado PGA Vic Kline Award, 2008 Ernst & Young Entrepreneur of the Year for Rocky Mountain Region, GolfWeek Magazine Top 40 Under 40, Mississippi State University College of Business Young Alumnus of the Year.

What was your greatest moment in golf?

Being named the Colorado PGA Teacher of the Year at age 26, and then ten years later recognized by Ernst and Young as the Entrepreneur of the Year for taking my passion for instruction to the masses via the growth of GolfTEC.

What or who has had the greatest impact on your career?

Clayton Cole has been a great PGA mentor to me and Tom Gart has been my business mentor. Together they have helped my partner Mike Clinton, PGA and I build GolfTEC.

Besides golf, what else do you enjoy?

I enjoy time with my wife and two young children and I love to ski in the winter and mountain bike in the summer.

If you could play any golf course in the world, which one would it be and who would complete your foursome?

I have been fortunate to play Augusta National, but if given the chance I would return and play with my dad and brothers. I come from a golf family and we enjoy every chance we get to play together.

If you have a personal website about your services please list the URL here: www.golftec.com