



November 11, 2016

GCAA announces partnership with Every Ball Counts® (EBC)

EBC, the world's first science and data driven training center for golf, is pleased to announce it will be exhibiting at the 2016 GCAA conference in Las Vegas.

The success players are having using the EBC training system is well validated. Top ranked juniors (Rolex 1st Team), Web.com (Top 25), PGA Tour players as well as other aspiring amateurs all have seen their scoring average lowered using the EBC deliberate training methods.

Starting with the EBC Assessment, which measures the skills required for scoring, a coach and player now have a precise roadmap on where that player needs to work to lower his/her score. These specific skills have been validated by the Tour as the most influential skills directly related to scoring. The EBC Assessment generates a report that gives coaches and players the ability to have an individualized, measurable, training program which allows the ability to track their progress throughout their collegiate career. Players are able to continually track their practice sessions and see if and by how much they are improving. Using an individualized training plan based off the EBC Assessment coaches can now have player specific practice versus generalized team practice.

The EBC Assessment is what many juniors are currently using as the tool to show recruiters their skill set, which makes up their score. It is the SAT for golf. The EBC assessment charts players throughout their amateur career into their professional career as players can identify where their skills need to change in order to meet their goals. It is the roadmap for success, taking the guess work out of how to shoot a lower score.

Additionally, EBC is proud to announce their partnership with Fusionetics, the world leader in human movement assessment. Players are now able to have a complete MRI of their game, both skill and physical, using the EBC/ Fusionetics Assessment. Simply stated, a team now has the tools, both inside and out, to provide their team with a specific and measurable training plan.

The Every Ball Counts App, available online, integrated with TrackMan, provides coaches measurable data on each player's practice session. Trends are easily identifiable in all the skills sets required for scoring.

Additional information can be found by visiting EveryBallCounts.com, FB and Twitter. Interested parties are asked to please email: sales@EveryBallCounts.com to arrange meeting times during the conference or for further information.

- Personally we'd like to thank all the coaches and players who have recommended our team to partner with the GCAA. We are grateful for your advice and continued support of our programs.
- Together we are helping players achieve their goals.