



Foxtail Golf Club Announces the Advent of the Val Verhunce Game Improvement Center, Featuring Two of the Most Prestigious Names in North Bay Golf.

ROHNERT PARK, CA (MAY 5, 2011)—For more than two decades he’s been one of the most respected and accomplished figures in local golf. And that reputation went national when the Sonoma State Seawolves won the NCAA Division II Championship in 2009. Val Verhunce, who started the golf program at Sonoma State in 2003, is not only the team’s head coach, but remains as one of the top PGA instructors in the North Bay. His resume includes impressive former positions at Santa Rosa Country Club, Rooster Run, and Adobe Creek.

Now with the advent of the Val Verhunce Game Improvement Center at Foxtail, he puts it all together, with a stellar new facility at one of the area’s premier public operations.

Joining Verhunce at Foxtail is former LPGA Tour player, Jessica Reese Quayle, who’ll serve as the Center’s Director of Instruction. A Santa Rosa native, Reese Quayle was an All-American at the University of Texas, played on the LPGA Tour in the mid-2000s, and is a former instructor at the famed Harvey Penick Golf Academy in Austin.

Her degree in Kinesiology lends a keen interest in physical training, and is complemented by her certification as a Titleist Performance Institute Level 2 Fitness Instructor. “I specialize in helping people deal with their pain,” she said. “Golf can be pretty painful when it comes to the back and joints, and my goal is to help students be pain free when they play. I’ve had many injuries, and to learn how to minimize that when you play is huge.”

According to Verhunce, the Center will include a full program for golfers at all levels, from juniors to advanced players, beginners, women, seniors, and even family-type programs through a variety of camps, clinics, and group settings. “It’s something I’ve always done,” said Verhunce. “But now we’re going to step it up and make the wheel spin a little bit smoother and faster.”

Included in the mix, is his College Prep Academy, where a limited number of junior players will be invited for an intense instructional program, working not just on swing, but physical training, education, and on-course strategy with a sport psychologist. “Foxtail is ideally situated to serve the families, particularly young people, of Rohnert Park and the region by bringing them to the game and the timeless values it reinforces,” said Tom Isaak, President of CourseCo, the Petaluma-based management company that operates Foxtail Golf Club. “This is more important than ever with the collapse of so many school programs in sports, recreation and the arts. Val and Jessica are a very dynamic duo and ideal to lead this initiative.”

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The Center will employ a two-prong approach incorporating a small indoor facility adjacent to the range for video work, a launch monitor for club fitting, and availability for additional physical training. Foxtail General Manager, Jeff Johnson is particularly excited about the new Center “It’s going to be phenomenal,” he exclaimed. “Building the game, getting more people involved, developing our junior program — and the quality of the instructors puts our Center on par or ahead of almost any place in Northern California.”

As to Verhunce splitting time between the college coaching and the new Center, he explained, “Tom Isaak has offered up Foxtail as practice facility for the team, so when they’re in class, I’m doing private instruction, and in the afternoons I’m with the team. Being able to coach the team players gives me a special appreciation for teaching my other students — and having the opportunity to do both is beneficial not just to myself, but to the program at school and as well as the facility at Foxtail.”



For more information on the Val Verhunce Game Improvement Center at Foxtail Golf Club:
www.playfoxtail.com, (707) 584-7766.

About CourseCo, Inc —

Petaluma-based, CourseCo is a 22-year-old full-service golf management and development company that specializes in municipally-owned and environmentally sensitive golf properties. Now operating 22 public golf facilities that stretch from Southern California to Washington State, CourseCo was formed in 1989 by President, Tom Isaak. The company now manages more than 900 employees, and generates over \$55 million in operating revenue. CourseCo operations have won numerous environmental and other golf industry awards, including the 2003 California Governor’s Environmental and Economic Leadership Award for Sustainable Practices and The First Tee Founders Award. Additional information on CourseCo’s Bay Area courses, tee times, and related data, can be found at www.golfaroundthebay.com. Further information on CourseCo Inc, at www.courseco.com.

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