

? P R E S S R E L E A S E ?

WINNING AT THE BUSINESS OF GOLF

PREMIER GOLF GUIDE PROVIDES UNIQUE IDEAS FOR CORPORATE RETREATS

Golf Club Masters, Inc.
3 North Court Street
Suite B 345
Crown Point, IN 46307

Contact: Cheryl Justak
Phone: 219-730-9132
Fax: 219-226-9177
cheryljustak@golfclubmasters.com

FOR IMMEDIATE RELEASE

Golf Now! Chicago, Chicagoland's Premier Golf Destination Guide is now in its second year as the area's premier golf destination guide for the Northwest Indiana and Chicagoland areas.

Published by **Golf Club Masters, Inc.**, (a consulting and marketing company specializing in the golf industry) this premier golf guide was originally created as a way of promoting the Northwest Indiana and Chicagoland area golf courses to visitors. This annual guide has expanded this year to include a wealth of information not only the individual golfer, but also for the meeting planner who may be looking for unique ideas or venues to host corporate retreats or golf outings. The comprehensive guide is easy to navigate through by sections and features information about golf news and professional tournaments, area golf courses and statistics, places to go after golf, ideas for great getaways and corporate retreats, an event planning guide, a fabulous golf course directory, and much more.

Cheryl Justak, president and publisher of ***Golf Now! Chicago***, introduced the area golf guide last year, initially as a way to get more information out to visitors coming to Chicago and Northwest Indiana about the wonderful golf courses and hotels in the area. A lifelong resident of Northwest Indiana with a passion for golf and business, Justak introduced the guide and website last year to some 50 top Chicago Downtown hotels at the Chicago Hotel Concierge Association Meeting. She has worked diligently this year to place the 2004 issue in over 200 hotels, golf courses and visitor centers throughout the area.

An entrepreneur who launched her golf consulting business 2 years ago, Justak's 20-year career in the hospitality, club and consulting industries provided a great foundation and perfect opportunity to grow the sport of golf through business, while giving back to her community. Justak states, "I want the guide to promote the greatness of our region and golf courses to visitors and residents, as well as provide a great resource for those who recommend golf courses, book tee times, or plan golf outings such as meeting planners and concierges. As an avid golfer

myself for many years, I know that golf is very, very personal, with so many things to consider when making suggestions as to where to play or host an outing. If you're reputation or career depends on getting it right, then it's critical to have good information that is current. I feel our golf guide is a great resource that the concierges and meeting planners can feel comfortable with in giving out to their customers and guests."

Golf Club Masters, Inc. publishes the complimentary golf guide annually. In addition to publishing the guide, Golf Club Masters, Inc. provides marketing, strategic planning, training/coaching, and event planning for the golf industry.

Anyone interested in receiving a copy of the 2004 guide may order one through the website at www.golfnowchicago.com.