**Success Story from Ohio SBDC at the Summit Medina Business Alliance**

**Client: Neal Hausch, Golf Fitness Plus, LLC**

**Submitted September, 2013**

In September 2013, Golf Fitness Plus opened its fitness center with owner Neal Hausch realizing his vision for Phase II of his business. Neal first visited the Ohio Small Business Development Center in April of 2008. He was considering a business idea that would combine his profession of exercise physiology and his passion for golf. Neal had noticed that most golf instructors and golf teaching pros were oriented toward working with fairly fit people. Hausch was aware of more than a few people recovering from cardio vascular issues or injuries that wanted to get back in the game. There was no expertise available to rehabilitate someone to the game of golf. He came to Jim Griggy at the Akron SBDC to talk about how to make a business out of his idea. Neal acquired a K-Vest, a 3D wireless training and swing analysis technology, and incorporated it into his golf training. He started by meeting clients at country clubs, golf courses, driving ranges and the YMCA. This first phase of the business was welcomed by the area golf community.

Fast forward five and one-half years to September of 2013. Neal Hausch opened the premier golf training facility in Northeast Ohio. Golf Fitness Plus brings together the latest in fitness equipment, golf technology and exercise physiology to improve clients’ golf performance, fitness and overall health.

The facility features a total golf-specific performance gym with Life Fitness equipment straight from the Titleist Performance Institute in Oceanside, California. Differentiating it from a traditional fitness center, it offers clients the latest in golf technology, including the aforementioned K-Vest and a full-size TruGolf simulator. In order to make sure golfers get the best experience with all of these amenities, the owner has achieved certification by the Titleist Performance Institute (TPI) and now provides golf instruction to individuals and groups.

Last year, TPI provided a unique opportunity to acquire the top-of- the- line Life Fitness equipment that now resides at Golf Fitness Plus. The Life Fitness equipment was used for 4 months at the TPI facility in California by PGA Tour professionals. It was made available to Hausch as part of a national competitive promotion sponsored by TPI. As the sole winner, Life Fitness flew Neal to Orlando to accept the offer at the World Golf Fitness Summit hosted by the Titleist Performance Institute, an event that attracts golf's leading medical, fitness and coaching professionals from around the world.

Both Phases I and II of this business were supported through small SBA loans through Superior Financial Group.

When asked about the help provided by the Small Business Development Center, Hausch replied, "My vision for this would not have been possible without the guidance of Jim Griggy at the SBDC. From the business plan to daily operations, Jim has been an invaluable asset to my success. I highly recommend that any aspiring entrepreneur contact their local SBDC. They have the right knowledge, business tools, and experienced professionals to help anyone become successful. My dreams became reality because of the Akron SBDC."