



## GPS Industries completes exec team

Developer and provider of golf course technologies GPS Industries Inc. announced its executive management team that will lead the company's growth, according to WorldGolf.com.

Ben Porter was announced as president and chief operating officer of GPSI. Prior, Porter founded Golf Academies Ltd. in 1997. The company marketed and distributed technology products for golf simulators, digital video arrangements and GPS systems. It was acquired by GPSI in 2007.

Kevin Carpenter has joined GPSI as vice president of sales and marketing. Previously, Carpenter co-founded ParView Inc., which worked on technology for GPS device use in golf carts.

The executive team is rounded out with Chief Executive Officer David Chessler, who joined in mid-2008, and new Chief Financial Officer Russ Lee.

Sarasota, Fla.-based GPSI designs and markets GPS and Wi-Fi multimedia solutions for golf facilities, resorts and residential communities. Its Informer golf management system HD screen is mounted in golf carts to illustrate each hole. Precise distance measurements, strategic tips, clubhouse communications and targeted advertisement messages are all available to the player in an interactive, real-time format.

Carpenter spoke with DailyVista about his role and GPSI's overall growth strategy.

"My day-to-day activities are twofold," he said. "Building awareness of the company, and also managing the worldwide sales efforts."

He said the company has a team of sales agents and distributors throughout North America and the world to communicate and articulate the company's message. Carpenter said managing a strategy to individual golf properties is also key.

"It's a B-to-B sale, not B-to-C," he said. "The message is basically one of having unparalleled technologies that can be applied for revenue generation, while providing an amenity rich service though the onboard caddy."

Carpenter said the company advertises in golf industry publications; a branding awareness campaign through spots in Golf Business magazine is one example. PGA Merchandise shows are another method. The company just finished a show in Orlando, Fla., and Carpenter is attending another in New Orleans. Carpenter said it is important to take advantage of networking opportunities.

GPSI's partnerships with the National Golf Course Owners Association and course development and management company Great White Shark Enterprises are also ways the company is raising its profile.

Carpenter said the test will be in removing financial barriers.

"Our challenge is remaining relevant in tough economic times. We have to find creative financing methodology without using long term capital to find strong financial avenues to get the system on the golf courses" he said. "The hard part is getting it on the course. Once its there it won't go, the product will speak for itself."

GPSI sometimes uses an outside public relations firm, and has an internal organization for local and regional sponsorships opportunities. Carpenter said he is interested in additional strategic partnerships.

He said the Informer system has a captive audience for four-to-five hours.

"The demographic, the golfer, is looking at that screen all time. Sponsorships with something like Delta Airlines as the GPS does a fly over of the hole, that just makes sense," he said.

The system is able to allow advertisers to customize its messages to exact locations or situations on the course, to maximize impact on the audience. Carpenter said the company would be happy to discuss mutually beneficial partnerships, and Director of Strategic Development Seth Freedman would be the appropriate contact.

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