



PRESS RELEASE

Sedona Rouge Hotel & Spa Partners with Innovative Golf Performance

Specialist Dave Bisbee to Offer Corporate Teambuilding and Golf Programs

SEDONA, AZ.—Sedona Rouge Hotel & Spa has partnered with Dave Bisbee, president of *eGolfGroup* and a golf performance specialist, who offers engaging business-golf instruction, corporate teambuilding programs, and insight on how being a better golfer can improve the bottom line of a business. Sedona Rouge Hotel & Spa, Sedona's newest hotel, offers a destination restaurant, spa services, and a variety of meeting facilities. The hotel features personalized guest amenities, adventure packages and, is ideal for corporate groups looking to combine fundamental business functions with world-class lodging facilities. Its close proximity to the incredible new Seven Canyons Golf Resort and Sedona Golf Resort make the partnership with Dave Bisbee work well.

"The collaboration with Dave Bisbee and *eGolfGroup* was an obvious choice for us," said Ed Conway, general manager of Sedona Rouge Hotel & Spa. "Our goal is to meet and exceed the needs of even the most demanding meeting and corporate event planners. Offering business-golf instruction in conjunction with our premier facilities is another example of this commitment."

Bisbee's **Business Golf Suite** includes four programs that can be conducted separately or as a complete seminar package. The **Team Links Challenge** uses the golf course to foster teambuilding with instruction in communication, planning, execution and support. **Essentials of Business Golf** teaches players how to utilize golf to its maximum business potential, and covers rules of golf, etiquette and provides cutting edge golf instruction to reduce your handicap. **Organizational PQ** aims to quantify the measure of success within an organization and assess the skills and competencies necessary to achieve success.

M.O.V.E. (Motive-Optimism-Vision-Energy) focuses on adapting to change and utilizing new technology and organizational strategies to stay competitive in an ever-changing business environment.

Sedona Rouge Hotel & Spa offers guests exceptional meeting services when conducting business off the golf course. Premier meeting facilities are equipped with state-of-the-art capabilities, and 4,400 square feet of indoor and outdoor meeting and event space, including a fully appointed executive boardroom, a 2,000-square-foot conference room, and a raised observation deck that can accommodate receptions of up to 50 people. The meeting room features flexible floor plans, WiFi technology, ergonomic chairs and superior audiovisual capabilities. With breathtaking Red Rock views and virtually limitless activities in nearby canyons, guests are sure to find the perfect mix of business and pleasure.

Additional event spaces, such as the Terrace and the Column Garden, have been designed as private oases for smaller gatherings, from business mixers to family parties, enhanced by dramatic vistas of brilliantly sunlit Red Rock outcroppings and lush green canyons. Chef Chris Smith and a catering staff are available to prepare full course breakfast, lunch or dinner menus.

For spouses accompanying business travelers, Sedona Rouge Hotel & Spa serves as the starting point for an extensive range of unique organized activities such as jeep tour scavenger hunts, cooking classes, golf, and picnics in the Red Rock canyons. The Spa at Sedona Rouge offers an exceptionally broad array of luxury facilities and treatments, focusing on caring for the body, centering the mind, and connecting with the spirit, all in a dramatically beautiful setting. Sedona Rouge is also home to Reds Restaurant & Bar which offers a seasonally inspired menu of favorite American classics reinterpreted with a unique contemporary flair.

Sedona Rouge Hotel and Spa is located at 2250 West Highway 89A in Sedona, Arizona. For corporate meeting and/or business-golf package pricing information, the hotel can be reached by calling (928) 203-4111 or toll free at (866) 312-4111. Sedona Rouge Hotel & Spa can be visited on the Web at www.sedonarouge.com.

About *eGolfGroup*:

With more than 35 years of experience **eGolfGroup** is renowned for its innovative solutions for helping individuals and organizations gain greater benefits and more enjoyment from golf. Many of the nation's leading corporations and recognized golf schools utilize Bisbee's instruction system as their platform to improve individual and organizational performance.