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**LRA Worldwide CEO Rob Rush Invited to Serve as Keynote at Troon Golf's Annual Management Conference**

*Rob Rush, a leader in the rapidly-growing consulting discipline of Customer Experience Management (CEM), will speak to the leadership of Troon Golf on how best to "Take Great Customer Experiences to the Bank" at the 10th Troon Golf Annual Management Conference next week in Scottsdale, Arizona.*

**/24-7PressRelease/** - HORSHAM, PA & SCOTTSDALE, AZ, January 10, 2008 - Rob Rush, a leader in the rapidly-growing consulting discipline of Customer Experience Management (CEM), will speak to the leadership of Troon Golf on how best to "Take Great Customer Experiences to the Bank" at the 10th Troon Golf Annual Management Conference next week in Scottsdale, Arizona. The conference will be held January 15-18 at the Westin La Paloma Resort & Spa; Rush, the CEO of LRA Worldwide, Inc., will deliver his keynote address on Wednesday, January 16 at 4:00 PM.

The conference is designed to allow Troon corporate executives and General Managers alike to share vital company information and best practices, as well as hear from industry leading experts in human resources, course management, agronomy, professional development and - of course - customer experience. As the title of the session implies, Rush's talk will emphasize the direct link between the design and delivery of exceptional customer experiences and positive financial outcomes.

"I heard Rob Rush present at the National Golf Course Owners Association meeting in June in Monterey and he was right on target," said Hud Hinton, President and COO of Troon Golf. "We've worked with Rob and LRA for a number of years, and he has always passionately advocated the benefits of investing in an exceptional customer experience. LRA's more recent industry research shows the tangible return on this investment, and that is a crucial message to relate to all of our people, from the executive offices to the bag drop."

Rush has become a sought after voice in the golf industry; in addition to the Troon annual meeting and the NGCOA event, he has also addressed executives at meetings for Toll Brothers' Country Club Division and the PGA TOUR's Golf Course Properties. Previously, Rush served as an instructor for two years at the National Institute of Golf Management in Wheeling, West Virginia. He has been a contributing columnist for Golf Business magazine and has been featured in the publication's "Tee Box" and "Up Close" sections as well.

"Troon has long understood the golf experience extends beyond the tee box and green," Rush explained. "This presentation will further solidify everything that they believe - that providing exceptional, memorable customer experiences not only makes intuitive business sense but also provides a financial return."

In addition to its work with Troon Golf, LRA also provides consulting, research and quality assurance evaluation services to the PGA TOUR's Tournament Players Clubs and the Country Club/Amenities divisions of Toll Brothers and WCI Communities. Outside of golf, LRA's client base in sports and leisure includes industry leaders such as the National Basketball Association, Stowe Mountain Resort, Indianapolis Motor Speedway and Churchill Downs Incorporated.

**About LRA Worldwide, Inc.**

LRA Worldwide, Inc. is a leading consulting, organizational development and research company that specializes in Customer Experience Management (CEM). LRA helps companies and brands design and deliver the optimal customer experience across all key touch points using an integrated suite of services that measure and improve service quality, customer satisfaction, employee performance, loyalty, customer advocacy and profitability. LRA specializes in "operationalizing the brand" - turning brand promise and customer strategy into operational reality. LRA's CEM practice areas include Customer Experience Strategy Consulting, Standards Development & Content Management, Organizational Development & Training, Research and Quality Assurance & Mystery Shopping; these are either deployed together in a strategic manner to continually monitor and improve the customer experience or deployed individually to address a specific tactical client need.

LRA's clients include some of the world's leading companies and brands, including Starwood Hotels & Resorts, Hard Rock Hotels & Casinos, the PGA TOUR, Albertsons Supermarkets, the NBA and First Niagara Financial Group. For more information, visit the company's Web site at [www.LRAworldwide.com](http://www.LRAworldwide.com).