



O'Connor Golf Communications Announces Partnership with RKD Web Studios and McCormick Global Communications

Get the Power of Three Working for Your Golf Business

GUELPH, Ontario (December 2, 2008)—Now, your golf business can take advantage of golf-knowledgeable expertise in web design, marketing and communications under one roof.

[O'Connor Golf Communications](#) is pleased to announce a partnership today with two of Ontario's top firms in their fields—[RKD Web Studios](#) and [McCormick Global Communications](#).

With this partnership, O'Connor Golf Communications now fully serves the unique needs of golf businesses in this highly specialized niche.

"Unlike other agencies or web designers, our golf-specific expertise enables golf businesses to effectively connect with their customers through our integrated approach that provides the best in web-technology, branding and marketing, and communications," said Tim O'Connor, President of O'Connor Golf Communications.

"Especially in a tough economy, it's vital that you enhance your website, marketing and communications to attract more golfers to your business. Get the power of three working for you."

O'Connor Golf Communications has provided professional communications to the golf industry since 2000 with respected companies and associations such as Nike Golf Canada, ClubLink Corporation, the Canadian PGA, Rogers Communications, Core Golf Academy, Thomas McBroom Associates, and more. The company has co-ordinated media events that featured Tiger Woods and Arnold Palmer. Tim O'Connor is the author of *The Feeling of Greatness: The Moe Norman Story*.

McCormick Global Communications is a unique Canadian company that offers clients a more responsive, flexible and experienced communications resource. McCormick is a compact core group with ready access to *a world of*

experience—key resources that can be brought to bear on your communications challenges when needed. Len Kahn heads up the Guelph office. McCormick Global has access to the U.S. market through majority partner McCormick Sales Communications with offices in Kansas City, MO, Amarillo, TX and Des Moines, IA.

Under the leadership of Rudy Diemer, RKD Web Studios has been developing innovative web-based solutions and designs since 1996, creating and supporting more than 300 websites. The RKD team has extensive experience in graphic design, application/database development, multi-media production, search engine optimization, and internet marketing.

Here's a sampling of what your golf business gets with The Power of Three:

- Strategic planning and construction of marketing plans, brand strategy, logo development, advertising (print, radio, TV, new media), and graphic design
- Website and needs analysis, web/application/database development, content management system development, website and database hosting, mail hosting services
- Public relations, creation of releases/e-newsletters/press kits/collateral, strategic counselling, media campaigns, press trips, news conferences and more

For more information, please [click here](#).

The partners operate out of 100 Stone Road West, Guelph, Ontario, N1G 5L3 conveniently located in Southern Ontario.

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