

TUESDAY, JANUARY 22 - PGA Show Demo Day, Orange County National Golf Center

Must Be Registered To Attend Sessions

TEACHING & COACHING

<p>10:00AM - 11:00AM</p>	<p>WHAT ARE THE CONCEPTS, SKILLS & STEPS TO TEACH AND OR LEARN THE SWING?</p> <p>Mike Malaska, PGA, 2011 PGA Teacher of the Year</p> <p>Location: Tee 3 - OCN Session: DD101</p>
<p>11:30AM - 12:30PM</p>	<p>UPPER EXTREMITY & WRIST FUNCTION FOR HIGH PERFORMANCE GOLF</p> <p>Lance Gill, Performance Director, Titleist Performance Institute Fitness Advisory Board, President, Lance Gill Performance</p> <p>Mark Blackburn, PGA Director of Instruction, Greystone Country Club</p> <p>Location: Tee 3 - OCN Session: DD102</p>
<p>2:00PM - 3:00PM</p>	<p>THE EQUIPMENT INSTRUCTION FIT</p> <p>Sean Hogan, Director of Instruction, Leadbetter Golf Academy</p> <p>Brett Meyer, Leadbetter Master Club Fitter & Certified Coach, Leadbetter Golf Academy</p> <p>Location: Tee 3 - OCN Session: DD103</p>
<p>3:30PM - 4:30PM</p>	<p>INCREASING POWER & DISTANCE IN THE FEMALE GOLFER</p> <p>David Donatucci, M.ED. C.S.C.S., Owner, Florida Institute of Performance</p> <p>Location: Tee 3 - OCN Session: DD104</p>

TUESDAY, JANUARY 22 - PGA Show Education Conference, Orange County Convention Center

<p>8:30AM - 2:00PM</p>	<p>SPECIALIZED TEACHING AND COACHING JUMP START PROGRAM</p> <p>Todd Sammons, PGA, Director of Education, PGA of America</p> <p>Eric Hogge, PGA, Senior Faculty Member, PGA of America</p> <p>Room: 106 Session: C105</p>		
	<p>EXECUTIVE MANAGEMENT</p>		<p>GOLF OPERATIONS</p>
<p>2:00PM - 3:00PM</p>	<p>TEN SKILLS THAT ADVANCE YOUR CAREER</p> <p>Henry DeLozier, Principal, Global Golf Advisors, Inc.</p> <p>Room: 101 Session: T101</p>	<p>SD + P + P = GOLF FITNESS DESIGN + PROGRAMMING + PEOPLE = THE PERFECT COCKTAIL FOR SUCCESS</p> <p>Nicole Mains, Principal Partner, Club Wellness Evolutions, LLC</p> <p>Dillon Johnson, Rally Sport Director of Golf & TPI Golf Specialist L3, Junior L2</p> <p>Room: 102 Session: T102</p>	<p>HOW TO SETUP & USE GOOGLE ANALYTICS TO MAKE DATA-DRIVEN MARKETING DECISIONS</p> <p>Greg Dionne, Sr. Marketing Specialist, RELX Group</p> <p>Room: 103 Session: T103</p>
<p>3:15PM - 4:15PM</p>	<p>ATTRACTING & MANAGING A MAJOR GOLF EVENT TO YOUR CLUB</p> <p>Michael Leemhuis, PGA Master Professional, CCM,CCE, President, Ocean Reef Club</p> <p>Room: 101 Session:T104</p>	<p>TURNING GREEN FAIRWAYS INTO BLUE OCEANS: HOW GOLF INDUSTRY INNOVATORS ARE CREATING NEW MARKETS & DEMAND</p> <p>Colin Weston, Host & Creator of The Modgolf Podcast</p> <p>Room: 102 Session: T105</p>	<p>SELL MORE TOURNAMENTS & OUTINGS</p> <p>Phil Immordino, President & Founder, Golf Tournament Assoc of America, NGTA, GTAC</p> <p>Room: 103 Session: T106</p>
<p>4:30PM - 5:30PM</p>	<p>OPTIMIZING GOLFERS' SATISFACTION THROUGH DATA DRIVEN INSIGHTS</p> <p>Jon Last, President, Sports & Leisure Research Group</p> <p>Room: 101 Session: T107</p>	<p>WHO'S WATCHING THE STORE?</p> <p>Don Rea, PGA, Owner Augusta Ranch Golf Club</p> <p>Mike Loustalot, Co-Founder: The ORCA Report</p> <p>Room: 102 Session: T108</p>	<p>TBD</p> <p>Room: 103 Session: T109</p>

WEDNESDAY, JANUARY 23 - PGA Show Education Conference, Orange County Convention Center

	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS
7:30AM - 8:30AM	THE TOP 20 METRICS EVERY CLUB LEADER SHOULD KNOW FOR FOOD & BEVERAGE Kirk Reese, CCM, Partner, Denehy Club Thinking Partners Room: 101 Session: W101	HOW TEACHING & CLUB FITTING SHOULD ALWAYS BE TIED TOGETHER Todd Sones, PGA, Impact Golf/Scoring Zone Schools Room: 102 Session: W102	SIX ESSENTIAL ELEMENTS OF A RETAIL STRATEGY Paul Erickson, Management One Room: 103 Session: W103
8:30AM - 11:30AM	CERTIFICATION AGM CERTIFICATION - RETAIL STRATEGIES III Tracy Moffatt, K & K Consulting Room: 104A Session: C101		
9:30AM - 10:30AM	OPENING SESSION: TBD Room: 110A Session: W104		
10:45AM - 11:45AM	2019 PRIVATE CLUB TRENDS Michael Leemhuis, PGA Master Professional, CCM, CCE, President, Ocean Reef Club Room: 101 Session: W105	COACHING JUNIORS IN THE MENTAL GAME Alison Curdt, PsyD, PGA, LPGA, Master Professional in Instruction, Dir of Instruction, Alison Curdt Golf at Wood Ranch Golf Club Room: 102 Session: W106	TBD Capillary Concrete Room: 103 Session: W107 COMPLIMENTARY
12:00PM - 1:00PM	KNOWING THE NUMBERS YOU SHOULD KNOW Stephen Johnston, Founder & President, Global Golf Advisors, Inc. Room: 101 Session: W108	GROUND REACTION FORCE Mike Adams, PGA, 2016 PGA Teacher of the Year Room: 102 Session: W109	PRODUCING BETTER EVENTS & INCREASING REVENUE Phil Immordino, President & Founder, Golf Tournament Assoc of America, NGTA, GTAC Room: 103 Session: W110
1:15PM - 2:15PM	VALUE ADDED PLANNING FOR GOLF FACILITIES Bobby Weed, President & CEO, Bobby Weed Golf Design Chris Monti, Sr. Design Associate, Bobby Weed Golf Design Room: 101 Session: W111	UNDERSTANDING THE UPPER QUARTER & ITS RELATIONSHIP TO BETTER BALL STRIKING Lance Gill, Performance Director, Titleist Performance Institute Fitness Advisory Board, President, Lance Gill Performance Mark Blackburn, PGA Room: 102 Session: W112	HOW TO USE FACEBOOK ADS & GOOGLE ADS TO INCREASE REVENUE Greg Dionne, Sr. Marketing Specialist, RELX Group Room: 103 Session: W113
2:30PM - 3:30PM		THE TEN RULES OF GREAT PUTTING...WHAT YOU ALREADY KNOW & NEED TO LEARN AGAIN! Dr. Robert K. Winters, Sports Psychologist, Dr. Bob Winters Mental Conditioning Coach Room: 102 Session: W115	TBD Rovos Rail Room: 103 Session: W114 COMPLIMENTARY

THURSDAY, JANUARY 24 - PGA Show Education Conference, Orange County Convention Center

	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS	
7:15AM - 8:15AM		ANXIETY & ATHLETIC TRAUMAS IN GOLF Alison Curdt, PsyD, PGA, LPGA, Master Professional in Instruction, Dir of Instruction, Alison Curdt Golf at Wood Ranch Golf Club Room: 102 Session: TH102	TBD Tagmarshal Room: 101 Session: TH101 COMPLIMENTARY	MANAGING YOUR CASH FLOW & INVENTORY LEVELS Paul Erickson, Management One Room: 103 Session: TH103
8:30AM - 9:30AM	A PANEL DISCUSSION: THE PATH FROM GOLF PROFESSIONAL TO GENERAL MANAGER Kirk Reese, (Moderator) CCM, Partner, Denehy Club Thinking Partners Room: 101 Session: TH104	THE SKILLS NEEDED TO BE THE BEST TEACHER YOU CAN BE! Mike Malaska, PGA, 2011 PGA Teacher of the Year Room: 102 Session: TH105	GAINING OPTIMAL HEALTH AND MAXIMUM JOB PERFORMANCE AS A PGA GOLF PROFESSIONAL Cary Cavitt, PGA Life Member Room: 103 Session: TH106	
9:45AM - 10:45AM		TRAINING THE FEMALE GOLFER-INCREASING POWER & STRENGTH David Donatucci, M.ED. C.S.C.S. Owner, Florida Institute of Performance Room: 102 Session: TH108	MARKETING TIPS, TOOLS & TECHNOLOGY FOR TODAY'S PGA PRO Kris Hart, CEO, Nextgengolf Room: 101 Session: TH107	SHRINKAGE: WHAT YOU NEED TO KNOW TO IMPROVE PROFIT Tracy Moffatt, K & K Consulting Room: 103 Session: TH109
11:00AM - 12:00PM	THE GOLF INNOVATORS PANEL Colin Weston, Host & Creator of The Modgolf Podcast Room: 101 Session: TH110	THE BUSINESS OF GOLF INSTRUCTION - WHAT PLATFORMS DO YOU NEED TO HELP MARKET YOU! Nancy Quarcelino, PGA, Nancy Quarcelino School of Golf Room: 102 Session: TH111	TEE SHEET MANAGEMENT 101 Don Rea, PGA, Owner Augusta Ranch Golf Club Mike Loustalot, Co-Founder: The ORCA Report Room: 103 Session: TH112	
12:15PM - 1:15PM	PANEL DISCUSSION: FITNESS, WELLNESS & GOLF PERFORMANCE...WHAT IS NEW ON THE LANDSCAPE FOR PROGRAMMING, EDUCATION & EQUIPMENT FOR GOLF FITNESS? Lynn Hearn, Principal Partner, Club Wellness Evolutions LLC Room: 101 Session: TH113	"UP YOUR TEACHING GAME" - TRAINING THE TEACHERS Kay McMahon, eduKaytion Golf-Home of Golf 8.5 Room: 102 Session: TH114	DEVELOP A LOYALTY PROGRAM FOR YOUR SHOP Leigha Main Turner, Baltusrol Golf Club Room: 103 Session: TH115	
1:30PM - 2:30PM	SO, YOU WANT TO BE A GENERAL MANAGER? Richard Kopplin, Partner, Kopplin, Kuebler & Wallace Kurt Kuebler, Partner, Kopplin, Kuebler & Wallace Thomas Wallace, Partner, Kopplin, Kuebler & Wallace Room: 101 Session: TH116	COMMON MYTHS THAT ARE OFTEN TAUGHT & AMATEURS BELIEVE THAT DESTROY SHORT GAMES Todd Sones, PGA, Impact Golf/Scoring Zone Schools Room: 102 Session: TH117	EVALUATING YOUR VISUALS AND BUILDING AN ACTION PLAN FOR IMPROVEMENT Leigha Main Turner, Baltusrol Golf Club Room: 103 Session: TH118	

FRIDAY, JANUARY 25 - PGA Show Education Conference, Orange County Convention Center

	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS
7:15AM - 8:15AM	<p>TBD</p> <p>Room: 101 Session: F101</p>	<p>WHAT TOOLS/TRAINING AIDS WILL HELP YOU WITH YOUR BUSINESS?</p> <p>Nancy Quarcelino, PGA, Nancy Quarcelino School of Golf</p> <p>Room: 102 Session: F102</p>	<p>GOLF CAREERS: HOW THE INDUSTRY CAN FIND, RETAIN & DEVELOP MILLENNIAL EMPLOYEES</p> <p>Kris Hart, CEO, Nextgolf</p> <p>Room: 103 Session: F112</p>
8:30AM - 9:30AM	<p>TBD</p> <p>Teesnap</p> <p>Room: 101 Session: F104</p> <p>COMPLIMENTARY</p>	<p>FROM THE TOUR TO THE WEEKEND WARRIOR</p> <p>Sean Hogan, Director of Instruction, Leadbetter Golf Academy</p> <p>Room: 102 Session: F105</p>	<p>THE FIVE PILLARS OF EVERY SUCCESSFUL PGA GOLF PROFESSIONAL</p> <p>Cary Cavitt, PGA Life Member</p> <p>Room: 103 Session: F106</p>
9:45AM - 10:45AM	<p>WHAT DO MOST PRIVATE CLUBS WANT IN THEIR HGP OR DIRECTOR OF GOLF IN TODAY'S CLUB WORLD?</p> <p>Richard Kopplin, Partner, Kopplin, Kuebler & Wallace</p> <p>Kurt Kuebler, Partner, Kopplin, Kuebler & Wallace</p> <p>Thomas Wallace, Partner, Kopplin, Kuebler & Wallace</p> <p>Room: 101 Session: F107</p>	<p>THE ANATOMY OF A LESSON</p> <p>Brad Redding, PGA Master Professional</p> <p>Room: 102 Session: F108</p>	<p>VISUAL MERCHANDISING : BACK TO BASICS</p> <p>Tracy Moffatt, K & K Consulting</p> <p>Room: 103 Session: F109</p>
11:00AM - 12:00PM	<p>TBD</p> <p>Room: 101 Session: F110</p>	<p>GOLF SWING MATRIX</p> <p>Mike Adams, PGA, 2016 PGA Teacher of the Year</p> <p>Room: 102 Session: F111</p>	<p>TBD</p> <p>Room: 103 Session: F103</p>