



PGA

2012 MERCHANDISE SHOW

*Schedule as of 1/19/11

Monday, January 23, 2012

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| PGA | 9:00 a.m. | 5:30 p.m. | Impact Zone Golf Instructor Workshop | Shingle Creek Golf Club, Orlando FL |
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Tuesday, January 24, 2012

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| PGA | 8:00 a.m. | 5:00 p.m. | The PGA of America's 95th Annual Meeting | Hilton Orlando - Orange Ballroom D |
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Wednesday, January 25, 2012

| Access | Start | End | Event | Location |
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| Media Only | 8:00 a.m. | 9:00 a.m. | Faldo ProCare Media Breakfast | Orange County National Golf Center |
| PGA, Media | TBD | | Celebrity Appearance - Sophie Horn | Wilson Golf |
| PGA, Media | 9:00 a.m. | noon | Outdoor Demo Day for PGA Professionals and Media only | Orange County National Golf Center |
| PGA | 9:00 a.m. | 6:00 p.m. | Impact Zone Golf Instructor Workshop | Shingle Creek Golf Club, Orlando FL |
| Attendee | 9:00 p.m. | 5:30 p.m. | UIA Education Sessions | Orange County Convention Center |
| PGA, Media | 9:15 a.m. | 9:45 a.m. | Jay Golden - Golf Comedy Clinic | Outdoor Demo Day Tee 3 |
| PGA, Media | 10:00 a.m. | 11:00 a.m. | Frankly Golf - Approach to Teaching | Outdoor Demo Day Tee 3 |
| PGA, Media | 10:30 a.m. | | Celebrity Appearance - Mike Dobbyn | JumboMax Golf Grips Tent |
| PGA, Media | 11:00 a.m. | 12:00 p.m. | Peter Johncke - Trick Shot Master | Outdoor Demo Day Tee 3 |
| Attendee | 11:30 a.m. | | TaylorMade - Jim Flick and Bob Toski clinic with Phil Blackma | TaylorMade Tee #5 |
| PGA, Media | 12:00 p.m. | 1:00 p.m. | Brian Crowell - Slice Free Golf | Outdoor Demo Day Tee 3 |
| PGA, Media | 12:00 p.m. | 1:30 p.m. | AGM Conference & Awards Luncheon | OCCC - Room W330-W340 |
| PGA, Media | 12:00 p.m. | 5:00 p.m. | Outdoor Demo Day for PGA Professionals, Media, and Industry Professionals | Orange County National Golf Center |
| PGA, Media | 12:00 p.m. | 4:00 p.m. | Celebrity Appearance - Lexi Thompson, Professional Golfer | Cobra PUMA GOLF Cube |
| PGA, Media | 1:00 p.m. | 1:30 p.m. | Michael Breed - Three Degree Putting Solution | Outdoor Demo Day Tee 3 |
| PGA, Media | 1:00 p.m. | 3:00 p.m. | Celebrity Appearance - Ronnie Renner, Professional Golfer | Cobra PUMA GOLF Cube |
| PGA, Media | 2:00 p.m. | 3:00 p.m. | Dennis Walters - Golf Lessons and Life Lessons | Outdoor Demo Day Tee 3 |
| PGA, Media | 2:00 p.m. | | Celebrity Appearance - Mike Dobbyn | JumboMax Golf Grips Tent |
| Attendee | 2:30 p.m. | | TaylorMade - Jim Flick and Bob Toski clinic with Phil Blackma | TaylorMade Tee #5 |
| PGA, Media | 3:00 p.m. | 4:00 p.m. | PX3 Athletics | Outdoor Demo Day Tee 3 |
| PGA, Media | 3:00 p.m. | 4:00 p.m. | Celebrity Appearance - Blair O'Neal, Professional Golfer | Cobra PUMA GOLF Cube |
| PGA, Media | 5:00 p.m. | 7:00 p.m. | AGM Product Preview & Buyers' Reception | OCCC - Room W330-W340 |

Thursday, January 26, 2012

| Access | Start Time | End Time | Event | Location |
|------------|------------|------------|--|-----------------------------------|
| Attendee | 7:00 a.m. | 9:00 a.m. | Fairways of Life with Matt Adams, PGA Tour Radio Network/Sirius | Live Radio Broadcast Stage |
| Media Only | 7:30 a.m. | 9:00 a.m. | Media Breakfast Sponsored by National Car Rental | Show Media Center - 311 |
| Attendee | 8:00 a.m. | 8:30 a.m. | Opening Ceremony - Jack Nicklaus, Ken Griffey Jr. & PGA Officials | Central Lobby, OCCC |
| Attendee | TBD | | Celebrity Appearance - Sophie Horn | Wilson Golf, Mtg Rm W202B |
| Attendee | 8:00 a.m. | 12:45 p.m. | Education Conference | OCCC - West Hall - Rooms 100-103 |
| Attendee | 8:30 a.m. | | Bagpiper Opening of Booth | Golf Tourism Scotland, Booth#1973 |
| Attendee | 8:30 a.m. | | 10th Annual Demo Day Video Highlights | PGA Forum Stage |
| PGA | 8:30 a.m. | 4:30 p.m. | Free Seminars for PGA Professionals | PGA Member Business Center |
| Attendee | 8:30 a.m. | 6:00 p.m. | PGA Merchandise Show | Orange County Convention Center |
| Attendee | TBD | | Celebrity Appearance - Dennis Cone - 105th inductee into the Caddie Hall of Fame | PCA, Booth #2475 |
| Attendee | 8:30 a.m. | 6:00 p.m. | Celebrity Appearance - John Ashworth | Linksoul Club, Booth #6651 |
| Attendee | 8:30 a.m. | 6:00 p.m. | Celebrity Appearance - PGA Champion Chip Beck | Grip Guides, Booth #3817 |
| Attendee | 9:00 a.m. | | LPGA Solheim Captain Announcement | PGA Forum Stage |
| Attendee | 9:00 a.m. | | Titleist Experience | Linda Chapin Theatre |

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| Attendee | 9:00 a.m. | 11:00 a.m. | Teed Off with Brian Katrek, PGA TOUR Radio Network/Sirius | Live Radio Broadcast Stage |
| Attendee | 10:00 a.m. | | Celebrity Appearance - Mossimo Giannulli | G/Fore Booth 4065 |
| Attendee | 10:00 a.m. | 10:30 a.m. | Daily Pulse Point - An Insiders View | Fashion E-Studio |
| Attendee | 10:00 a.m. | 11:00 a.m. | Jack Nicklaus, Ken Griffey Jr., The PGA of America and Industry Leaders – Golf 2.0 Keynote Presentation | PGA Forum Stage |
| Attendee | 10:30 a.m. | | Active Network - Increase Revenue and Efficiencies with Integrated Software Solutions that Connect Every Function of Your Facility | Golf Business Solutions Stage |
| Attendee | 11:00 a.m. | 12:00 p.m. | Bridgestone Skype live from Torrey Pines - David Feherty, Brandt Snedeker & Billy Hurley III | Bridgestone Golf, Booth #1127 |
| Attendee | 11:00 a.m. | 12:00 p.m. | Career Move: Positioning Yourself for Your Dream Job | PGA Forum Stage |
| Attendee | 11:00 a.m. | | Footwear | Fashion E-Studio |
| Attendee | 11:00 a.m. | 1:00 p.m. | Celebrity Appearance - Lexi Thompson, Professional Golfer | Cobra PUMA Golf Booth #1143 |
| Attendee | 11:00 a.m. | 1:00 p.m. | Celebrity Appearance - Ann Liguori, Sports radio/TV personality | Cross Apparel, Booth #4751 |
| Attendee | 11:00 a.m. | 12:00 p.m. | Media Celebrity Appearance - Natalie Gulbis | Winn Grips Booth #1229 |
| Attendee | 11:15 a.m. | 12:00 p.m. | NGCOA - Trends in the Golf Industry from an Owners Perspective | Golf Business Solutions Stage |
| Attendee | 11:30 a.m. | 11:45 a.m. | Quagmire | Fashion E-Studio |
| Attendee | 12:00 p.m. | 1:00 p.m. | Hudson Swafford & Will MacKenzie (Naionwide Tour) - Q&A with Brian Katrek of XM Radio | Bridgestone Golf, Booth #1127 |
| Attendee | 12:00 p.m. | 1:00 p.m. | PGA Teaching Best Practices | PGA Forum Stage |
| Media Only | 12:00 p.m. | 12:30 p.m. | BadHalo/Wonderland Publications News Conference | Show Media Center - 312A |
| Attendee | 12:00 p.m. | 12:30 p.m. | Street to Green - The 9 Best Trends for 2012 | |
| | 12:00 p.m. | 1:00 p.m. | PGA Apprentice and University Student Golf 2.0 Luncheon | Room 414D |
| Attendee | 12:00 p.m. | 3:00 p.m. | Celebrity Appearance - Brian Gay | Sligo Wear, Booth #6557 |
| Attendee | 12:00 p.m. | 2:00 p.m. | Talking Sports w/ Randy Harris - WTAN Radio Tampa Bay | Live Radio Broadcast Stage |
| Attendee | 12:30 p.m. | 2:00 p.m. | Butch Harmon - the Business of Golf Instruction | Golf Business Solutions Stage |
| Media Only | 12:30 p.m. | | ING Media Awards | W309 |
| Attendee | 1:00 p.m. | 1:15 p.m. | Ogio Interview and Fashion Show | Fashion E-Studio |
| Attendee | 1:00 p.m. | 3:00 p.m. | Celebrity Appearance - Karen Stupples | Wilson Golf, Mtg Rm W202B |
| Attendee | 1:00 p.m. | 2:00 p.m. | Callaway Golf ~ Dave Pelz Presentation | PGA Forum Stage |
| Attendee | 1:00 p.m. | 2:30 p.m. | Celebrity Appearance - Robert Gamez, Sara Brown, Meaghan Francella | Loudmouth Golf Booth 6666 |
| Attendee | 1:30 p.m. | 2:00 p.m. | Fitness - Workout Essentials for Every Golfer, Every Golf Shop | Fashion E-Studio |
| Attendee | 1:30 p.m. | 3:00 p.m. | Business Leadership Series - Sales Foundations - Shannon Herschbach | OCCC - West Hall - Room 101A |
| Attendee | 1:30 p.m. | 3:00 p.m. | Business Leadership Series - Sales & Service Excellence - When "Good Enough" is No Longer an Option - James E Dion | OCCC - West Hall - Room 102A |
| Attendee | 1:30 p.m. | 3:00 p.m. | Business Leadership Series - The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing - Heather Lutze | OCCC - West Hall - Room 101B |
| Attendee | 1:30 p.m. | 3:00 p.m. | Celebrity Appearance - Bradley Klein Book Signing - "Discovering Donald Ross" | Donald Ross Sportswear Booth 4783 |
| Media Only | 1:30 p.m. | 2:00 p.m. | HIRZL News Conference | Show Media Center - 312C |
| Media Only | 2:00 p.m. | 2:30 p.m. | Integrity Analysis News Conference | Show Media Center - 312A |
| Attendee | 2:00 p.m. | 4:00 p.m. | The Golf Exchange with Russ Evans, ESPN 760 & 790 The Ticket, South Florida (recorded) | |
| | | | | Live Radio Broadcast Stage |
| Attendee | 2:00 p.m. | 4:00 p.m. | Celebrity Appearance - Nicole Smith, LPGA Futures Tour golfer and "Big Break Ireland" TV personality | Skirt Sports Booth #4693 |
| Attendee | 2:00 p.m. | 3:00 p.m. | Celebrity Appearance - Butch Harmon Appearance | Winn Grips Booth #1229 |
| Attendee | 2:00 p.m. | 3:00 p.m. | Michael Breed ~ Beyond the Lesson Tee | PGA Forum Stage |
| Attendee | 2:00 p.m. | 2:30 p.m. | Celebrity Appearance - Anna Nordqvist, Professional Golfer | HIRZL Gloves, Booth #1073 |
| Attendee | 3:00 p.m. | | Celebrity Appearance - Sandra Gal, LPGA Tour Player | SuperFlex, Booth #972 |
| Attendee | 3:00 p.m. | 4:00 p.m. | COBRA PUMA GOLF Announcement & Fashion Show with Lexi Thompson, Anna Nordqvist, Blair O'Neal, and Diego Velasquez | PGA Forum Stage |
| Attendee | 3:00 p.m. | 3:30 p.m. | Celebrity Appearance - Ann Liguori will interview Diana McCarty, President of CROSS Golf USA | Cross Apparel, Booth #4751 |
| Attendee | 3:00 p.m. | | Auchentoshen 3 Wood Whisky Tasting | Golf Tourism Scotland, Booth #1973 |
| Attendee | 3:15 p.m. | 4:45 p.m. | Business Leadership Series - Creating the Perfect Action-Oriented Marketing Plan - Lynne LaFond DeLuca | OCCC - West Hall - Room 101A |
| Attendee | 3:15 p.m. | 4:45 p.m. | Business Leadership Series - "Thumbnomics: The Essential Business Roadmap to Social Media and Mobile Marketing" - Heather Lutze | OCCC - West Hall - Room 101B |
| Attendee | 3:15 p.m. | 4:45 p.m. | Business Leadership Series - The Psychology of Price - James E Dion | OCCC - West Hall - Room 102A |
| Attendee | 3:30 p.m. | 4:15 p.m. | GCBA - Avoiding the Litigation Time Bomb...Successful Strategies for the Golf Industry | Golf Business Solutions Stage |

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| Attendee | 3:30 p.m. | | Celebrity Appearance - Brittany Lincicome | AHEAD, Booth #4773 |
| Attendee | 4:00 p.m. | 5:00 p.m. | Retail Means Jobs - National Retail Federation, CEO Matthew Shay | PGA Forum Stage |
| Attendee | 4:30 p.m. | 5:30 p.m. | Women in Golf Industry Ask an Expert Session | Room W104A |
| Attendee | 4:30 p.m. | 4:45 p.m. | Golf Now - Deliver More Through Technology | Golf Business Solutions Stage |
| Attendee | 5:00 p.m. | | Cobra PUMA GOLF Cocktail Party with Lexi Thompson, Anna Nordqvist, Blair O'Neal, and Diego Velasquez | Cobra PUMA Golf Booth #1143 |
| Media Only | 5:30 p.m. | 7:00 p.m. | ING Media Reception | Show Media Center - 312A |
| Attendee | 5:30 p.m. | 7:30 p.m. | PGA Awards Night | Linda Chapin Theatre |
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Friday, January 27, 2012

| Access | Start Time | End Time | Event | Location |
|------------|------------|------------|---|-----------------------------------|
| Attendee | 7:00 a.m. | 9:00 a.m. | Fairways of Life with Matt Adams, PGA TOUR Radio Network/Sirius | Live Radio Broadcast Stage |
| Attendee | 8:00 a.m. | 12:45 p.m. | Education Conference | OCCC - West Hall - Rooms 100-103 |
| Attendee | 8:00 a.m. | 9:00 a.m. | Business Leadership Series - Using Licensing to Extend Your Brand Globally - Adam Berg | OCCC - West Hall - Room 103B |
| Attendee | 8:30 a.m. | 6:00 p.m. | Celebrity Appearance - PGA Champion Chip Beck | Grip Guides, Booth 3817 |
| Attendee | 8:30 a.m. | | Bagpiper Opening of Booth | Golt Tourism Scotland, Booth#1973 |
| Media Only | 8:30 a.m. | 10:00 a.m. | PGA Media Breakfast - PGA Professional National Championship featuring David Hutsell, PGA, 2011 Champion | Show Media Center - 312 A/C |
| Attendee | 8:30 a.m. | 6:00 p.m. | PGA Merchandise Show | Orange County Convention Center |
| Attendee | TBD | | Celebrity Appearance - Dennis Cone - 105th inductee into the Caddie Hall of Fame | PCA, Booth #2475 |
| Attendee | 8:30 a.m. | 6:00 p.m. | Celebrity Appearance - John Ashworth | Linksoul Club, Booth #6651 |
| Attendee | 8:30 a.m. | 9:00 a.m. | PGA of America Awards Night Video Highlights | PGA Forum Stage |
| PGA | 8:30 a.m. | 4:30 p.m. | Free Seminars for PGA Professionals | PGA Member Business Center |
| Attendee | TBD | | Celebrity Appearance - Ryann Otoole Signing | EFX Performance, Booth #3629 |
| Attendee | 9:00 a.m. | 10:00 a.m. | PGA Merchandiser of the Year Best Practices | PGA Forum Stage |
| Attendee | 9:00 a.m. | 11:00 a.m. | Teed Off with Brian Katrek, PGA TOUR Radio Network/Sirius | Live Radio Broadcast Stage |
| Attendee | 10:00 a.m. | 11:00 a.m. | Coffee with Casper ~ One on One with Golf Legend Billy Casper | PGA Forum Stage |
| Attendee | 10:00 a.m. | 10:30 a.m. | Daily Pulse Point - An Insiders View | Fashion E-Studio |
| Attendee | 10:00 a.m. | 11:00 a.m. | Celebrity Appearance - David O'Keefe autograph poster signing of the Cinderella Story design he did for Devant towels | Dynamic Brands Booth #1553 |
| Attendee | 10:00 a.m. | 12:00 p.m. | Celebrity Appearance - Sophie Horn with Wilson | Equipment Test Center |
| Attendee | 10:00 a.m. | 12:00 p.m. | Celebrity Appearance - Bradley Klein Book Signing - "Discovering Donald Ross" | Donald Ross Sportswear Booth 4783 |
| Attendee | 10:30 a.m. | | Steve Graves/H Delozier Panel - A New Era in Golf Club Utilization | Golf Business Solutions Stage |
| Attendee | 10:45 a.m. | 11:30 a.m. | Media Celebrity Appearance - Paula Creamer | Sundog Eyewear Booth #2773 |
| Attendee | 11:00 a.m. | 12:00 p.m. | PGA Teaching Best Practices | PGA Forum Stage |
| Media Only | 11:00 a.m. | 11:30 a.m. | Harrison Sports News Conference | Show Media Center - 312A |
| Attendee | 11:00 a.m. | 12:00 p.m. | Celebrity Appearance - Hank Haney | Pure Grips Booth #1529 |
| Attendee | 11:00 a.m. | 12:00 p.m. | Celebrity Appearance - & Author Signing ~ Billy Casper | PGA Café & Courtyard |
| Attendee | 11:15 a.m. | | Zen on the Green - "Zen on the Green" to increase performance and revenues at your course | Golf Business Solutions Stage |
| Attendee | 11:30 a.m. | 11:45 a.m. | Ogio Interview and Fashion Show | Fashion E-Studio |
| Attendee | 11:30 a.m. | 1:00 p.m. | Celebrity Appearance - Paula Creamer and Lee Trevino | Bridgestone Booth, #1127 |
| Media Only | 11:30 a.m. | 12:00 p.m. | SMGA/Weight Loss for Golfers News Conference | Show Media Center - 312A |
| Attendee | 11:45 a.m. | 12:15 p.m. | Puma Fashion Program featuring Lexi Thompson & Puma President Bob Philion | Fashion E-Studio |
| Attendee | 12:00 p.m. | 1:00 p.m. | Paula Creamer & Lee Trevino - Q&A with Brian Katrek of XM Radio | Bridgestone Booth, #1127 |
| Attendee | 12:00 p.m. | 1:00 p.m. | Adding 10% to your Bottom Line: Learn from Play Golf America's Top 100 | PGA Forum Stage |
| Attendee | 12:00 p.m. | 2:00 p.m. | Talking Sports w/ Randy Harris - WTAN Radio Tampa Bay | Live Radio Broadcast Stage |
| Attendee | 12:00 p.m. | 2:00 p.m. | Celebrity Appearance - Anna Nordqvist, Professional Golfer | Cobra PUMA Golf Booth #1143 |
| Attendee | 12:00 p.m. | 2:00 p.m. | Celebrity Appearance - Diego Velasquez, Professional Golfer | Cobra PUMA Golf Booth #1143 |
| PGA | 12:00 p.m. | 1:00 p.m. | PGA Apprentice and University Student Golf 2.0 Luncheon | Room 414D |
| Attendee | 12:30 p.m. | 1:30 p.m. | Celebrity Appearance - & Author Signing ~ Renee Powell & Rich Michelson | PGA Café & Courtyard |
| Attendee | 12:30 p.m. | 1:00 p.m. | Tech Talk (Panel Discussion) | Fashion E-Studio |
| Media Only | 12:30 p.m. | 1:00 p.m. | PCA Worldwide News Conference | Show Media Center - 312C |
| Attendee | 1:00 p.m. | 1:15 p.m. | Kids Play (Panel Discussion) | Fashion E-Studio |
| Attendee | 1:00 p.m. | 3:00 p.m. | Celebrity Appearance -Deane Beman and autograph signing | Momentum Booth #701 |

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| Attendee | 1:00 p.m. | 1:30 p.m. | ING Industry Honors Press Conference | Room 309 |
| Attendee | 1:00 p.m. | 1:45 p.m. | WIGI - "What's Your Mulligan in the Business of Golf? Acquiring, Reorganizing, Maintaining, and Protecting Your Business" | Golf Business Solutions Stage |
| Attendee | 1:00 p.m. | 3:00 p.m. | Celebrity Appearance - Ronnie Renner, Professional Golfer | Cobra PUMA Golf Booth #1143 |
| Attendee | 1:00 p.m. | 2:00 p.m. | PING ~ Fit for Stroke and Putting Contest Finals | PGA Forum Stage |
| Attendee | 1:00 p.m. | 3:30 p.m. | Celebrity Appearance - Ann Liguori, Sports radio/TV Personality | Cross Apparel, Booth #4751 |
| Attendee | 1:30 p.m. | 2:30 p.m. | Business Leadership Series - Using Licensing to Build a Brand - Adam Berg | OCCC - West Hall - Room 103A |
| Attendee | 1:30 p.m. | 3:00 p.m. | Business Leadership Series - Creating Strategic Partnerships within the Golf, Catering and Special Events Industry - Lynne LaFond DeLuca | OCCC - West Hall - Room 101A |
| Attendee | 1:30 p.m. | 3:30 p.m. | Celebrity Appearance - Sophie Horn autograph signing | Wilson Golf, Meeting Room W202B |
| Attendee | 1:30 p.m. | 3:00 p.m. | Business Leadership Series - The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing - Heather Lutze | OCCC - West Hall - Room 102A |
| Media Only | 1:30 p.m. | 2:00 p.m. | Hall of Famer Billy Casper Announces the release of his autobiography, "The Big Three and Me" | Show Media Center - 312C |
| Attendee | 1:30 p.m. | 2:00 p.m. | The Gifted Ones - Panel Discussion from Top Retailers | Fashion E-Studio |
| Attendee | 2:00 p.m. | 2:30 p.m. | Cross Golf Apparel Reception | Booth 4751 |
| Media Only | 2:00 p.m. | 2:30 p.m. | Smart Cart Service Systems News Conference | Show Media Center - 312A |
| Attendee | 2:00 p.m. | 2:45 p.m. | Midland Country Club - Golf Club of the Future | Golf Business Solutions Stage |
| Attendee | 2:00 p.m. | 3:00 p.m. | Celebrity Appearance - Nicole Smith, LPGA Futures Tour golfer and "Big Break Ireland" TV personality | Skirt Sports Booth #4693 |
| Media | 2:00 p.m. | 3:30 p.m. | Swedish Tee Reception & 2012 CROSS USA Collection Introduction | Cross Apparel, Booth #4751 |
| Attendee | 2:00 p.m. | 4:00 p.m. | Fox Sports Radio – Louisiana, Charlie Ricks | Live Radio Broadcast Stage |
| Attendee | 2:00 p.m. | 4:00 p.m. | Celebrity Appearance - Blair O'Neal, Professional Golfer | Cobra PUMA Golf Booth #1143 |
| Attendee | 2:00 p.m. | 3:00 p.m. | "A Consumer Revolution in Golf...Women" | PGA Forum Stage |
| Media Only | 3:00 p.m. | 3:30 p.m. | Scan4Beer News Conference | Show Media Center - 312C |
| Attendee | 3:00 p.m. | 3:45 p.m. | Total E Golf - Using Tablers and Technology to Manage Your Business | Golf Business Solutions Stage |
| PGA | 3:00 p.m. | 4:00 p.m. | PGA of America Town Hall Meeting | OCCC PGA Member Business Ctr |
| Attendee | 3:00 p.m. | 4:00 p.m. | Celebrity Appearance - Tom Kite | Dorfman Pacific, Booth #2965 |
| Attendee | 3:00 p.m. | 3:30 p.m. | Make Golf More Fun For Everyone: Tee it Forward | PGA Forum Stage |
| Attendee | 3:00 p.m. | 3:30 p.m. | THE 19TH HOLE MAGAZINE HOSTS FASHION LIVE @ THE PGA SHOW - FASHION & DESIGNER PANEL DISCUSSIONS DURING THE 2012 PGA MERCHANDISE SHOW FASHION E STUDIO. | Fashion E-Studio |
| Attendee | 3:00 p.m. | | Auchentoshen 3 Wood Whisky Tasting | Golf Tourism Scotland, Booth #1973 |
| Attendee | 3:15 p.m. | 4:45 p.m. | Business Leadership Series - Taking Sales to the Next Level | OCCC - West Hall - Room 101A |
| Attendee | 3:15 p.m. | 4:45 p.m. | Business Leadership Series - "Thumbnomics: The Essential Business Roadmap to Social Media and Mobile Marketing" - Heather Lutze | OCCC - West Hall - Room 102A |
| Attendee | 3:15 p.m. | 4:45 p.m. | Business Leadership Series - Mastering Magical Persuasion: Language for Extraordinary Influence - Traci Brown | OCCC - West Hall - Room 101B |
| Attendee | 3:30 p.m. | 4:00 p.m. | Revolutionizing Junior Golf - Introducing PGA Junior League Golf | PGA Forum Stage |
| Attendee | 3:30 p.m. | 5:00 p.m. | Celebrity Appearance - LPGA Tour Star Belen Mozo | ECCO Booth #1963 |
| Attendee | 4:00 p.m. | 4:45 p.m. | ASGCA - TBD | Golf Business Solutions Stage |
| Attendee | 4:00 p.m. | 6:00 p.m. | ESPN Orlando, 1080 The Team 'Tuck & O'Neill' | Live Radio Broadcast Stage |
| Attendee | 4:00 p.m. | 5:00 p.m. | TaylorMade-adidas Golf Presentation | PGA Forum Stage |
| Attendee | 4:30 p.m. | | Pukka Headwear Booth Party Featuring LPGA Players: Karen Stupples, Nicole Hage, Kathleen Ecky and Symetra Future Tour Players: Mallory Blackwelder, Nicole Smith, Brittany Johnston, Victoria Elizabeth, Elena Robles | Pukka Headware, Booth #4173 |
| Attendee | 5:00 p.m. | | AHEAD Hat Drop | AHEAD, Aisle 4773 |
| Media Only | 5:00 p.m. | 7:00 p.m. | Media Reception Presented by Visit Wales | Show Media Center - 312C |
| | 5:00 p.m. | 6:30 p.m. | 2nd Annual US Golf Leaders LinkedIn Group Meeting - Creating Family Friendly Clubs...How your facility can cater to the needs of today's families | Golf Business Solutions Stage |
| Attendee | 5:00 p.m. | 6:00 p.m. | U.S. Kids Golf ~Top 50 Kids Teachers Awards Presentation | PGA Forum Stage |
| Media Only | 5:30 p.m. | 6:00 p.m. | Abacus Press Conference | Abacus booth #5045 |

Saturday, January 28, 2012

| Access | Start Time | End Time | Event | Location |
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| Attendee | 8:00 a.m. | 10:00 a.m. | Sports Innerview with Ann Liguori, WPPB-FM, New York | Live Radio Broadcast Stage |
| Attendee | 8:30 a.m. | 3:00 p.m. | PGA Merchandise Show | Orange County Convention Center |
| Attendee | TBD | | Celebrity Appearance - Dennis Cone - 105th inductee into the Caddie Hall of Fame | PCA, Booth #2475 |

