

TUESDAY, JANUARY 23 - PGA Show Demo Day; Orange County National Golf Center PGA Show Education Conference; Orange County Convention Center

Must Be Registered To Attend Sessions

PGA SHOW DEMO DAY INSTRUCTIONAL WORKSHOPS FROM THE INDUSTRY'S LEADING GOLF TEACHERS			1 PGA Required MSR Credit
10:00AM - 11:00AM	<p>NORMAL BODY SWING CONNECTIONS A look into the swings of today and how they create speed and power. Participants will gain a better understanding of how the body works and why golf swings are so different. They will also learn some simple screens that they can do to immediately to determine if their bodies are affecting their ability to create speed and power.</p> <p>Session: DD101</p>	<p>Dave Phillips, PGA, Co-Founder, TPI Lance Gill, TPI/Life Fitness, , Lance Gill Performance Inc.</p>	Tee 3 - OCN
11:30AM - 12:30PM	<p>JUNIOR GOLF: BUILDING A PHYSICAL AND TECHNICAL FOUNDATION FOR OVERALL GOLF DEVELOPMENT This presentation will discuss long term athletic development, building a foundation of proper swing mechanics to enhance the players for the long term. Too often we get caught up in winning at an early age and compromise the overall development of the player. We will discuss the progression of the players and proper communication between the training and the swing instructor.</p> <p>Session: DD102</p>	<p>David Donatucci, M.Ed. C.S.C.S. Owner, Florida Institute of Performance Sean Hogan, Global Director of Instruction, Leadbetter Golf Academy Brett Meyer, Certified Instructor, Leadbetter Golf Academy</p>	Tee 3 - OCN
2:00PM - 3:00PM	<p>HOW IMPORTANT IS BEING IN SHAPE TO PLAY GOLF? IF SO, WHAT ARE THE MOST IMPORTANT EXERCISES TO DO? Fitness. How important is fitness really in being able to play golf at a high level. What are the misconceptions about fitness. What is the priority for most golfers in fitness.</p> <p>Session: DD103</p>	<p>Mike Malaska, PGA, 2011 PGA National Teacher of the Year, GreatLIFE Malaska Golf & Fitness Clubs, Golf Digest 50 Greatest Teachers & Golf Magazine's Top 100 Teacher</p>	Tee 3 - OCN
3:30PM - 4:30PM	<p>PELVIS POWERHOUSE - CONSIDERATIONS OF THE PELVIS IN THE MODERN DAY GOLF SWING. The pelvis is often misunderstood in today's golf swing. Many of the common swing issues can be traced back fully or in part to inefficient movement of the human pelvis. Prevention of common golf injuries often lies within correction of pelvic motions. This workshop will be geared at understanding how the pelvis moves and subsequent effects on the golf swing.</p> <p>Session: DD104</p>	<p>Lance Gill, TPI/Life Fitness, CSFA, Lance Gill Performance Inc. Mark Blackburn, PGA, Golf Digest Best 50 Teacher & Golf Magazine Top 100 Teacher, Director of Instruction, Greystone Country Club</p>	Tee 3 - OCN

FLIGHTSCOPE UNIVERSITY CERTIFICATION JUMP START			5 PGA Required MSR Credits
12:00PM - 5:00PM	<p>FLIGHTSCOPE UNIVERSITY CERTIFICATION JUMP START FlightScope will be providing a sneak peek into its NEW FlightScope Performance Coach Program launching in 2018. The FlightScope Performance Coach Program will expand upon FlightScope's existing Operator and Professional Certification Levels with an increased emphasis on the interpretation and application of the data obtained with FlightScope. This comprehensive certification program will provide golf professionals with the newest scientific research, education, and tools necessary to grow the game and enhance performance of every athlete and coach. Experience live demonstration and interactive discussions conducted by industry professionals. Every participant at this seminar will receive a \$100 credit towards FlightScope Performance Coach Programs.</p> <p>Session: FS101</p>	<p>Patrick McGuire, FlightScope Advisory Board Dr. Oscar Coetzee, Ph.D.; DCN, Mental Performance & Personality Profiling for Coaches & Players Walt Cline, Sports Science Coach/ Consultant, & Founder of AMPS Training System Alex Trujillo, FlightScope U.S. Sales Manager & Application Specialist</p>	Tooth Course Hole #9, OCN

CPP 2.0 PLAYER DEVELOPMENT JUMP START CERTIFICATION			5 PGA Required MSR Credits
8:30AM - 2:00PM	<p>CPP 2.0 TEACHING AND COACHING JUMP START Teaching & Coaching is one of the cornerstones our profession was built upon. This certification focuses on specific teaching & coaching concepts to enhance your skills in an effort to improve the performance of your students and their enjoyment of the game. This includes insights into the learning process, golf club performance and fitting as well as physical performance to drive greater value to your students and your teaching business.</p> <p>Session: C105</p>	<p>Todd Sammons, PGA, Director of Member Education, PGA of America Eric Hogge, PGA Sr. Faculty Member, PGA of America</p>	Room 106, OCCC

WEDNESDAY, JANUARY 24 - Orange County Convention Center

8:00AM - 8:30AM	COMPLIMENTARY COFFEE & NETWORKING
9:45AM - 11:00AM	KEYNOTE Room 110A Session W101 WHAT MAKES A SUCCESSFUL PRIVATE CLUB CHIEF EXECUTIVE.....THE 12 KEY SECRETS TO SUCCESS Michael Leemhuis , PGA Master Professional, CCM, CCE, President Ocean Reef Club Successful private club executives are made, not born! It takes years to become a successful executive in what I believe is the most difficult of all hospitality disciplines ... private member owned clubs. How do you define success? Are these learned characteristics or do you have to have them firmly entrenched in your DNA? Is it just about working harder? Is it about putting in more time than the next person? In this education session, you will learn the truth about being successful in the private club industry and how to develop the skills needed to allow you to become one of the best in our industry.

EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS
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8:30AM - 9:30AM	THE BODY SWING CONNECTION Their is no one way to swing the golf club, their are thousands of ways. However their is a specific way that is best for you, but it is based on what you can physically do. In this talk you will gain an understanding of how the body works and how it affects your ability to swing the club and create speed, consistency and power. You will learn some simple screens that you can immediately apply that will help you gain a better understanding of how to improve your golf game as well as your students. Dave Phillips , PGA, Co-founder, TPI Session: W103 Room 104A	GOLF FITNESS & WELLNESS TEAM WORK: A PGA PROFESSIONAL & GOLF FITNESS PROFESSIONAL TEAM-UP TO SHARE THEIR SECRETS FOR PROGRAM SUCCESS "Team Work" will offer key insights from industry professionals with an interactive Q & A session. Dillon Johnson , PTAG-CPT,TPI FP3, TPI Juniors-2, Co-Owner, Rally Sport Health & Fitness Lance Gill , TPI/Life Fitness, CSFA, Lance Gill Performance, Inc., September Woods , Director, Performance Center, Canoe Brook Country Club, Terra Shehee , PGA/LPGA, Head Golf Professional, Boulder County Club, Kevin Caldabaugh , President, CSFA, Nicole Mains , Moderator, NSCA-CSCS, Boulder Country Club Director of Wellness Club Spa & Fitness Association VP Session: W104 Room 110B	MANAGING UP: KEY METRICS AND BENCHMARKS YOU NEED TO KNOW AND UNDERSTAND TO RUN A SUCCESSFUL GOLF OPERATION. Learn how to capture,analyze and use data to make informed and effective business decisions. Dan Denehy , CCM, CHA President, Denehy Club Thinking Partners, Kirk Reese , CCM Exec VP, Denehy Club Thinking Partners Session: W105 Room 102	MARKDOWN AND CLEARANCE PLANNING Markdowns erode your profit margin! Planning for them will keep your bottom line healthy. Learn about clearance strategies and pitfalls to avoid which will help you end your season in an inventory position of your choosing this year. Leigha Turner , Director of Retail, Baltusrol Golf Club Session: W106 Room 103
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11:15AM - 12:15PM	HAVING AND KNOWING YOUR PERFORMANCE METRICS What is par? How do you stand to par? The focus of this session will be giving professionals an understanding and a specific checklist to use when they return home. Out-performing the revenue curve is essential for golf professionals. Stephen Johnston , President & Partner, Global Golf Advisors, Inc. Session: W107 Room 101	INVISIBLE SWING. HOW DO YOU TEACH WHAT YOU CAN NOT SEE? Most of us have spent our careers looking at video and stop action photography. But what should we really be looking at? Can we really see what we need to. Or is it MAGIC. Why has the swing been such a difficult thing to define? Mike Malaska , PGA, 2011 PGA National Teacher of the Year, GreatLIFE Malaska Golf & Fitness Clubs, Golf Digest 50 Greatest Teachers & Golf Magazine's Top 100 Teacher Session: W108 Room 110B	GOLF'S HIDDEN FUNDAMENTALS-THE HUMAN SKILLS Golfers. In general, are under performing even with the technical advancements of today, and many get very frustrated playing the game. What is missing to get golfers to play better and enjoy it more. In our opinion golf has two sets of fundamentals-technical fundamentals and human fundamentals. It can be an equation as well- Technical skills X Human skills= How well you play. Pia Nilsson , PGA of Sweden/LPGA, Co-Founder, Vision 54, Lynn Marriott , PGA/LPGA, Co-Founder, Vision 54 Session: W110 Room 102	CREATING AN ENJOYABLE GOLF CLUB EXPERIENCE - INSTANTLY BUILD 5-STAR CUSTOMER SERVICE In this highly insightful session, you will learn how to instantly build an outstanding service experience for your members and guests. If you are serious about stepping up your game in the area of providing a 5-star service experience then you will not want to miss the clear insights that will be shared by Cary. Cary Cavitt , PGA, PGA Life Member Session: W109 Room 110A	HOW TECHNOLOGY WILL TRANSFORM THE GOLF EXPERIENCE Get a glimpse of the golf experience of the future with 18Birdies Founder and CEO, Eddy Lui. He will join Stanford men's head golf coach, Conrad Ray, and foreUp CEO, Joel Ragar in a session moderated by Golf Channel's Lauren Thompson. Together they will discuss how technology can impact a course's bottom line and make the game more inclusive and diverse, create an engaged and connected community, attract younger generations and deliver more relevant and personalized experiences to help grow the game. Eddy Lui , Founder & CEO, 18Birdies Conrad Ray , Head Golf Coach, Stanford, Lauren Thompson , Co-host, Golf Channel's Morning Drive& NBC's The Champion Within, Joel Rager , Founder, foreUP Session: W123 Room 103 SPONSORED SESSION
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1:00PM - 2:00PM	WHAT SHOULD I KNOW BEFORE HIRING A FITNESS DIRECTOR FOR MY CLUB? This session will help in identifying your needs, recognizing trends, successfully running the department like a business and determining key competencies. Len Simard , Search Executive, Kopplin, Kuebler & Wallace LLC, USPTA Master Professional, CFSA Session: W113 Room 101	THE BEST BUSINESS PRACTICES OF AWARD WINNING INSTRUCTORS This session will cover what you need to know to become a successful teacher and how to market yourself. Mike Adams , PGA, 2016 PGA National Teacher of the Year, Mike Malaska , PGA, 2011 PGA National Teacher of the Year, GreatLIFE Malaska Golf & Fitness Clubs, Golf Digest 50 Greatest Teachers & Golf Magazine's Top 100 Teacher, Alison Curdt , PGA, LPGA, 2015 LPGA Teacher of the Year, 2016 SCPGA Teacher of the Year, Eric Hogge , PGA Sr. Faculty Member, PGA of America, Moderator Session: W111 Room 110B	DOLLAR-PER-ROUND: USING THIS KPI FOR FORECASTING SALES & GROWING BUSINESS Are you calculating this simple measure of sales revenue compared to rounds of golf? Every Golf Shop should be tracking Dollar-per-Round to evaluate performance and make comparisons to other golf operations. Learn to use this number to forecast future sales, plan staffing, build sales and motivate your staff. You will leave this seminar with simple spreadsheets for tracking sales and golf rounds as well as planning future sales. Tracy Moffatt , K&K Consulting, AGM Education Team Session: W112 Room 102
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2:15PM - 3:15PM	MODEL CLUBS AND BEST PRACTICES THEY ENGAGE TO STAY THAT WAY We'll explore strategies that are used by the industry leading clubs to ensure strong and consistently relevant practices are used in the governance and leadership commitment. This program will provide attendees with a significant number of key 'take away' practices that can be modified and immediately used at your club to increase engagement, awareness and overall satisfaction with the member experience. Thomas Wallace , Partner, Kurt Kuebler , Partner, Richard Kopplin , Partner Kopplin, Kuebler & Wallace Session: W117 Room 101	GOLF FITNESS & WELLNESS A ROADMAP TO MARKETING & PROGRAMMING A SUCCESSFUL GOLF FITNESS PROGRAM Learn how to properly engage with your golfers, form a network of trusted relationships and finally, how to release your golf fitness programming in a way that people can not wait to sign-up! Strategies will be provided for both the public and private golf clubs as well as for health clubs. Periodized yearly programming suggestions will also be provided to help set your players up for success. Dillon Johnson , PTAG-CPT, TPI-FP3, TPI Juniors-2, Co-Owner RallySport Health & Fitness Session: W114 Room 110B	THE GOLF SWING MATRIX This session will discuss how to interpret FlightScope, Trackman numbers and understand Magic Vs. Tragic Mike Adams , PGA, 2016 PGA Teacher of the Year, Mike Adams Golf , Terry Rowles Session: W115 Room 110A	MAKING SIMULATOR GOLF FUN AND MORE PROFITABLE FOR EVERYONE Simulator golf has taken on a new dimension within the last couple years, joining other alternative forms of the sport to create more interest in playing golf. As a world-leading company in the golf simulator industry, GOLFZON will discuss how simulators can develop interest because of games, varying forms of play and practice and business models which are profitable to those in the golf and recreation businesses and for home installation. Joel Smith , GOLFZON America, Director of Sales-NE Region NY, Jeff Ritter , GOLFZON Ambassador, Founder/Director of Performance, MAKE THE TURN Performance, Poppy Hills Golf Course, Pebble Beach, CA Session: W116 Room 103 SPONSORED SESSION
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3:30PM - 4:30PM	THE GOLF DISRUPTORS PANEL The Golf Disruptors Panel will be a lively discussion about the future of golf through engaging conversations with the visionaries and influencers that are shaking up and shaping the sport we love. Guillaume Beland , President & GM MSOP/Lune Rouge, Elisa Gaudet , Founder of Woman's Golf Day, Dave Shultz , Founder & CEO NextLinks/REALitee Golf, Joe Assell , Founder & CEO, GolfTEC, Clemmie Perry , Founder & Director, Women of Color Golf & Girls On the Green, Colin Weston , Host & Creator, The ModGolf Podcast Session: W122 Room 101	TEACHING WITH TECHNOLOGY This session will cover how to use technology effectively. Technology has major implications for the future of our industry. This course discusses why technology can be our ally and how technology can help us grow as professionals. Eric Hogge , PGA Sr. Faculty Member, PGA of America Session: W118 Room 110B	ENTREPRENEURIAL SPIRIT FOR TEACHING & COACHING The keys to a successful teaching and coaching business start with a complete plan for marketing, networking, customer service, and budgeting programs. This is a must presentation to take your business to the next level. Dana Rader , Master Teaching Professional, Sea Pines LC Hilton Head Session: W119 Room 110A	TAKING THE NEXT STEP IN SOCIAL MEDIA - HOW A PGA PROFESSIONAL CAN BEST UTILIZE SOCIAL MEDIA This session will explain how you can utilize social media to reach a multi generational audience and create greater bottom line results at your facility. Randy Stutzman , PGA Digital Content Manager, PGA of America Session: W120 Room 103
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	ADAPTIVE GOLF RESOURCE FORUM This session brings together Professionals involved with any existing program teaching individuals with adaptive needs; Special Olympics, PGA HOPE, etc.to share best practices and resources for success and sustainability Gianna Rojas , Founder of Adaptivegolfers.org, USAGA Ambassador, Bob Beach , PGA, NE PGA Section Teacher of the Year, 2013 National Patriot Award, David Windsor , PGA, Founder Adaptive Golf Academy, 2015 National Patriot Award Session: W121 Room 102	
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THURSDAY, JANUARY 25 - Orange County Convention Center

<p>8:00AM - 8:30AM</p> <p>9:45AM - 11:00AM</p> <p>8:30AM - 9:30AM</p> <p>11:15AM - 12:15PM</p> <p>12:30PM - 1:30PM</p> <p>2:00PM - 3:00PM</p> <p>3:30PM - 4:30PM</p>	<p>COMPLIMENTARY COFFEE & NETWORKING</p> <p>KEYNOTE Room 110A Session: T101 HOW TO BUILD AND TRAIN TEAMS TO DELIVER ON CRITICAL EXPECTATIONS OF YOUR MEMBERS AND BUSINESS UNITS Bill Hughes, PGA Master Professional, Regional Director of TPC Operations The process of building and training teams to meet and exceed high expectations is neither an easy undertaking nor a short one. The task requires an understanding of the critical stepping stones that need to be laid in order to create a culture of delivery excellence. This session will explore the four key steps.</p> <p>EXECUTIVE MANAGEMENT</p> <p>WHAT TO EXPECT WHEN INTERVIEWING FOR A SELECTION COMMITTEE AT A PRIVATE CLUB If your career goals involve working at a private member-owned club, then interviewing with a selection committee will be in your future. Club Thinking Partners, a leading search and consulting firm for the private club industry, will share insight on interviewing for a committee, select group of club members: what to do and what not to do. Dan Denehy, CCM, CHA President, Denehy Club Thinking Partners, Kirk Reese, CCM, Executive VP, Denehy Club Thinking Partners Session: T102 Room 101</p> <p>REVENUE BUILDING IS EVERYONE'S JOB How to make your professional team more effective for the club. Identify the points of focus that improve financial results at your club. The key is increasing revenue rather than to decrease costs. Henry DeLozier, Partner, Global Golf Advisors, Inc., Session: T107 Room 101</p> <p>KEY PRINCIPLES OF TEAM DEVELOPMENT Why is it some clubs seem to consistently attract and retain the 'best and the brightest' talent in all levels of the operation, while other seem to be in 'always hiring' mode? This program will provide attendees with key and proven team engagement, development and mentoring principles that will likely help any club or golf operation to enhance staff satisfaction, and elevate talent attraction and retention. Thomas Wallace, Partner, Kurt Kuebler, Partner, Richard Kopplin, Partner Kopplin, Kuebler & Wallace Kopplin Kuebler & Wallace Session: T111 Room 101</p> <p>HOW TO GROW YOUR GREEN FEE REVENUE WITH SIMPLE REVENUE MANAGEMENT TECHNIQUES Often misunderstood, effective Revenue Management can be executed by having accurate historical data, and follow-in simple, common sense techniques, using tools you already have at your disposal Don Rea, PGA, Owner/Operator, Augusta Ranch Golf Club, Mike Loustalot, Co-Founder, The ORCA Report Session: T117 Room 101</p> <p>GM FORUM- LEADING THE WELLNESS MOVEMENT IN THE PRIVATE CLUB General Managers of private clubs understand that successful clubs must "pivot", moving towards broader-based amenities such as spa & fitness services, medical wellness (physical therapy) & offerings for all demographics - from grandparent to grandchild. The brightest minds in the industry will participate in helping the audience understand the key aspects of how best to move private clubs successfully towards the "Wellness Movement" and away from the traditional golf club. Brian Kroh, PGA, GM John's Island Club, Richard LaRocca, GM/ COO Country Club of Orlando, Terra Waldron, CMT, Desert Highlands CC, Kristen LaCount, Nicole Mains, Moderator, CSFA Session: T120 Room 101</p> <p>THE FUNDAMENTALS OF DIVERSITY AND INCLUSION Discover the difference between diversity and inclusion; the dimensions of difference; understanding, recognizing and overcoming unconscious bias; intersectionality and key demographic Megatrends that your business can capitalize on. Sandy Cross, Sr Director, Diversity & Inclusion, PGA of America Session: T121 Room 102</p>	<p>TEACHING & COACHING</p> <p>START GIVING "THOUGHT FREE" PUTTING LESSONS THAT CHANGES YOUR STUDENTS SCORE In this session, Todd will share the tools you need to get people taking putting lessons from you. He will give you a blue print to giving effective "Thought Free" putting lessons. The key to thought free putting is a thoughtful set up and pre-shot routine, which does include a fitting putter. This session will help you to help your students score while increasing your instruction revenue. Todd Sones, PGA, Impact Golf/Scoring Zone Schools Session: T103 Room 110B</p> <p>GOLF FITNESS & WELLNESS THE BIG THREE: THE HIP, SHOULDER AND ABDOMINAL REGION. HOW THESE AREAS CAN AFFECT POOR SWING MECHANICS The purpose of this presentation is to demonstrate the importance of these three areas and how weakness or dysfunction plays a large roll on poor swing mechanics. David Donatucci, M.Ed. C.S.C.S. Owner, Florida Institute of Performance Session: T110 Room 110A</p> <p>BUILDING A WIN,WIN,WIN INSTRUCTION BUSINESS A win, win, win instruction business means first and foremost the players score is lowered. Second the facility benefits because players that are improving play more, eat more, spend more. Third and just as important the instructor benefits financially as well as personally. In this session Todd will share his experience over the last 20 years of building a Nationally ranked instruction business including, mentoring and developing a staff, club fitting through instruction, building your brand and identity. As well as maintaining a mutually beneficial relationship with the owners of the facility. Todd Sones, PGA, Impact Golf/Scoring Zone Schools Session: T113 Room 102</p> <p>HOW TO GET NOTICED! GROW YOUR BUSINESS IN THIS EVER CHANGING GOLF ENVIRONMENT! With the growth of golf in the past years, there are many professionals getting into the golf instruction business. Where there used to be a few golf schools/instructors/coaches, now you will see many more professionals making a name for themselves on the lesson tee. This session will provide you with what you need to "get noticed" and stand out so you will increase/build your clientele, help your facilities bottom line, and grow more avid golfers! Nancy Quarcelino, PGA, Nancy Quarcelino School of Golf Session: T116 Room 102</p> <p>HOW TO SHOW THE VALUE OF YOUR PLAYER DEVELOPMENT PROGRAM Learn how to track your students as they become golfers through your player development program. Identify spending habits and tabulate revenue generation from the player development/student segment of your customer base only. Tracking practice visits and rounds of golf played will help you design and market your retention programs to prior students as well as show your manager/owner the true value of your player development program. Tim Krebs, PGA, General Manager, Butterfield Trail Golf Club, 2015 PGA Player Development National Award Session: T122 Room 103</p>	<p>GOLF FITNESS & WELLNESS</p> <p>THE FUTURE OF FITNESS & WELLNESS This presentation will begin with an overview of the fitness world's leading trends and how they are impacting the delivery of fitness and physical activity around the globe. The presentation will then explore some of the most disruptive business models that have emerged as a consequence of the 4th industrial revolution, and how these disruptive storm are changing the fitness ecosystem. Steve Tharratt, Co-Founder & Principal, Clubintel Session: T105 Room 102</p> <p>TAPPING INTO YOUR BEST GOLF: THE ART AND SCIENCE BEHIND BILATERAL STIMULATION AND OTHER PSYCHOLOGICAL TOOLS USED IN GOLF INSTRUCTION Golf professionals will learn how past athletic adversities, failures, and losses impact player performances on a physiological and psychological level. The science of tapping and EMDR can help golfers move past their disappointments and create a future template for success. Psychological tools that teachers can share with their students will also be discussed. Attendees will take home with them a better understanding of how a student's past impacts their present golf game. Alison Curdt, PGA, LPGA, 2015 LPGA TOY, 2016 SCPGA TOY Session: T108 Room 110B</p> <p>THE MASTER MENTORING OF PGA PROFESSIONALS This program will provide proven practices and research-supported guidelines for developing a healthy and profitable mentoring relationship. Additionally, the most important mentor skills and functions will be identified and illustrated. A handout and engagement activities will allow the attendees to use previous and future experiences to apply the key principles to their own goals and aspirations in a mentor relationship. Dr. Paul Schempp, Sports Instruction Research Lab Session: T114 Room 104A</p> <p>HOW TO TRANSFORM YOUR TEACHING BUSINESS THROUGH THE COACHING PROGRAMS MODEL In this session you will learn how results based coaching, that can guarantee lower scores for your players, will dramatically increase your revenue while cutting the hours you are standing on the lesson tee. Will Robins, PGA, 2016/17 Golf Digest Best Young Teacher in America Session: T119 Room 104A</p> <p>HOW TO DEVELOP ELITE JUNIOR GOLFERS This session will focus on growing the new generation of elite junior players. It will discuss how to structure development plans for all ages and skill levels, along with the most effective teaching styles and the golf-life balance that is vital to successfully develop juniors into well rounded elite players. Tyema Sanchez, Director of Latin America, Leadbetter Golf Academy, Sean Hogan, Global Director of Instruction, Leadbetter Golf Academy Session: T124 Room 104A</p> <p>DEAD STRENGTH- PUTTING AND CHIPPING This session will discuss using the dead weight of the club head to free-swing both the putting and chipping strokes. Stan Utley Session: T123 Room 110A</p>	<p>GOLF OPERATIONS</p> <p>TRAINING AND MOTIVATING YOUR GOLF STAFF THROUGHOUT THE SEASON - HOW DO YOU BRING OUT THEIR BEST? What does it really take to train and motivate your golf staff to be at their best throughout the golf season? In this insightful session you will be shown the easiest way to keep your staff highly motivated to perform at their absolute best in their respective job responsibilities at your golf facility. Cary Cavitt, PGA, PGA Life Member, Cary Cavitt Corporation Session: T104 Room 103</p> <p>GOOD, BETTER, BEST: EVALUATION OF YOUR VISUALS AND CUSTOMER SERVICE STANDARDS This session will give you a resource to evaluate many aspects of your visual merchandising to include mannequins, fixtures, folding and steaming as well as customer service initiatives to include gift delivery, gift wrapping, tailoring and trade-in-programs. The session will allow you to evaluate your current "standards" and building an action plan for improvement. Leigha Turner, Baltusrol Golf Club Session: T106 Room 103</p> <p>HOW TO MAXIMIZE COACHING OPPORTUNITIES FOR JUNIORS AND COLLEGE-AGED GOLFERS Looking to market your business to junior golfers and young adults? This session will highlight marketing tips and tricks to help you grow your coaching business for individuals and groups aged 15-24 years old. Kris Hart, CEO, Nextgenolf, Stephen Hamblin, Exec Director of the AJGA, Jim Estes, PGA, Director of Golf, Olney Golf Park Chris Noble, Head of Recruiting Coach, NCSA Session: T109 Room 102</p> <p>GROWING YOUR TOURNAMENT BUSINESS Help Customers get what they want and you will get what you want. Increase your bottom line through Tournaments and Outings. In this session you will learn how to find more tournaments and outings and how to sell them; More Tournaments, more players per event and more money per player. Phil Immordino, President Golf Tournament Assoc of America, NGTA, GTAC Session: T112 Room 103</p> <p>VENDOR ANALYSIS & SELECTION: NARROW THE FIELD FOR MORE PROFITABILITY Choosing the right vendors will allow you to have the merchandise your customers want at the appropriate time and at a competitive price. By carefully analyzing and selecting vendors, sell through and turnover will improve resulting in increased profitability. This session will explore ways to analyze current vendors and better choose future vendors. Tracy Moffatt, K&K Consulting, AGM Education Team Session: T115 Room 103</p> <p>TIME IS PRICELESS. LEARN HOW TO GROW THE GAME AND REVENUES ONE HOLE AT A TIME Golf is fun but we face time issues. Learn how creating flexibility and ingenuity to adapt Golf to fit into modern lifestyle helps grow rounds and revenues and drive participation in the game. The session will share experiences from the European PGA Tour and their Sixes program, the results of the largest golf operator in Europe implementing a Play and Pay by the Hole Program and an overview and best practices of newly released mobile app technology for golf operators: eGull Pay. For golfers pressed by time and challenged to commit to a full 9 or 18 holes (women, seniors, kids, beginners, after work, etc.), eGull Pay brings golf to parity with most sports that can be played for a set amount of time. For golf course operators, eGull Pay is a GPS technology-based yield management program and mobile application to monetize play by billing for the number of holes and grow incremental revenues through better utilization of off-peak inventory. Pascal Stolz, CEO eGull, Inc., Tim Hunt, Head of Marketing, European Tour, Manuel Biota, CEO, Blue Green Session: T118 Room 110A SPONSORED SESSION</p>
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8:00AM- 8:30AM		COMPLIMENTARY COFFEE & NETWORKING					
9:30AM - 10:30AM		<p>KEYNOTE Room 110A Session: F103 NEW DIMENSIONS IN COACHING Fred Shoemaker, PGA In the normal course of events, we grow by extending ourselves further into the dimensions of life already available to us. In other words, we do more of what we've been doing. Yet, from time to time, something rare and extraordinary happens: we come to an entirely new perspective that enables us to see, process and respond in new ways.This keynote address is intended to give attendees access to a new kind of perspective by exploring new distinctions of coaching.</p>					
		EXECUTIVE MANAGEMENT		TEACHING & COACHING			
8:30AM - 9:15AM		<p>HOW TO CREATE YOUR VISION AS A GOLF TEACHER/COACH Goals are good but not sufficient to be as successful as you could be.. Before you as a golf teacher/coach set any goals, you want to be clear on your purpose, values and beliefs of the game. During this presentation we will take you through the steps how we do it ourselves and what we encourage our student to do.</p> <p>Pia Nilsson, PGA of Sweden/LPGA, Co-Founder, Vision 54, Lynn Marriott, PGA/LPGA, Co-Founder, Vision 54</p> <p>Session: F101 Room 101</p>		<p>FLUID MOTION FACTOR- HOW TO REPEAT YOUR BEST SWING MORE CONSISTENTLY The talk will go into detail about how fluid motion is produced in a golf swing and what mental/ physical factors can cause it to shut down or be present.</p> <p>Steve Yellin, Founder, Fluid Motion Factor Program</p> <p>Session: F107 Room 102</p>			
		<p>THE WHY AND HOW OF BUILDING YOUR BRAND Understanding the future of the PGA Professional, and the importance of building a successful brand.</p> <p>Michael Breed, PGA, Golf Digest Chief Digital Instructor</p> <p>Session: F102 Room 103</p>					
10:45AM - 11:45AM		<p>JUMP START YOUR LEADERSHIP Visiting over 200 clubs each year, combined with in-depth interviewing of well over 5,000 candidates over the years provides us with keen insights on what separates good from great leaders! This program will cause attendees to take a 'hard look in the mirror', do a significant self- evaluation of style, relevant competencies and emerging skill trends, and will likely provide you with several clear 'take aways' to allow for a stronger focus on what most clubs, their boards and their senior staff are looking for in today's professionals.</p> <p>Thomas Wallace, Partner, Kurt Kuebler, Partner, Richard Kopplin, Partner Kopplin Kuebler & Wallace</p> <p>Session: F104 Room 101</p>		<p>GARLIC GOLF 8.5 - WE DON'T HAVE TO TEACH POSTURE - FIND OUT WHY? Our message is ...Golf is simple. Golf 8.5 proves it! Golf 8.5 cures all and very simply, just as garlic cures so many things. Golf 8.5 disrupts traditional teaching. Golf 8.5 is about doing only 4 things before the swing and 1/2 things in the swing. Posture, among a variety of other things, never has to be taught. Golf 8.5 declutters the 6-inch attic and grows golfers. It is innovative, creative and quickly successful.</p> <p>Kay McMahon, PGA, LPGA Teaching Hall of Fame</p> <p>Session: F106 Room 102</p>		<p>PELVIC POWERHOUSE - CONSIDERATIONS OF THE PELVIS IN THE MODERN DAY GOLF SWING. The pelvis is often misunderstood in today's golf swing. Many of the common swing issues can be traced back fully or in part to inefficient movement of the human pelvis. Prevention of common golf injuries often lies within correction of pelvic motions. This workshop will be geared at understanding how the pelvis moves and subsequent affects on the golf swing</p> <p>Lance Gill, TPI/Life Fitness, CSFA, Lance Gill Performance Inc., Mark Blackburn, PGA, Golf Digest Best 50 Teacher & Golf Magazine Top 100 Teacher, Director of Instruction, Greystone Country Club</p> <p>Session: F105 Room 103</p>	

ALLIED ASSOCIATION CERTIFICATIONS

CPP 2.0 PLAYER DEVELOPMENT JUMP START CERTIFICATION		6 PGA Required MSR Credits	
TUESDAY, JANUARY 23 8:30AM - 2:00PM	CPP 2.0 TEACHING AND COACHING JUMP START Teaching & Coaching is one of the cornerstones our profession was built upon. This certification focuses on specific teaching & coaching concepts to enhance your skills in an effort to improve the performance of your students and their enjoyment of the game. This includes insights into the learning process, golf club performance and fitting as well as physical performance to drive greater value to your students and your teaching business. Session: C105	Todd Sammons, PGA , Director of Member Education, PGA of America Eric Hogge , PGA Sr. Faculty Member, PGA of America	Room 106, OCCC
FLIGHTSCOPE UNIVERSITY CERTIFICATION JUMP START		5 PGA Required MSR Credits	
TUESDAY, JANUARY 23 12:00PM - 5:00PM	FLIGHTSCOPE UNIVERSITY CERTIFICATION JUMP START FlightScope will be providing a sneak peek into its NEW FlightScope Performance Coach Program launching in 2018. The FlightScope Performance Coach Program will expand upon FlightScope's existing Operator and Professional Certification Levels with an increased emphasis on the interpretation and application of the data obtained with FlightScope. This comprehensive certification program will provide golf professionals with the newest scientific research, education, and tools necessary to grow the game and enhance performance of every athlete and coach. Experience live demonstration and interactive discussions conducted by industry professionals. Every participant at this seminar will receive a \$100 credit towards FlightScope Performance Coach Programs. Session: FS101	Patrick McGuire , FlightScope Advisory Board Dr. Oscar Coetzee , Ph.D.; DCN, Mental Performance & Personality Profiling for Coaches & Players Walt Cline , Sports Science Coach/ Consultant, & Founder of AMPS Training System Alex Trujillo , FlightScope U.S. Sales Manager & Application Specialist	Tooth Course Hole #9, OCN
AGM CERTIFIED RETAIL MANAGER PROGRAM			
WEDNESDAY, JANUARY 24 9:30AM - 12:30PM	AGM CERTIFIED RETAIL MANAGER PROGRAM The Association of Golf Merchandisers (AGM) will unveil their Certified Retail Manager Program, a new initiative for the professional development of the members at the 2018 PGA Merchandise Show. Long-regarded as the "Educational Voice in Golf Merchandising," the AGM's designation of "Certified Retail Manager" will affirm to the industry that the individual has the expertise and the ability to operate a retail operation successfully and profitably by implementing the highest standards of management and execution. Interested individual can start this journey by enrolling in the combined Retail Strategies Courses I and II. Advancement to the next levels will be available to those individuals who have successfully passed the written test which will be given at the close of the session. Session: C101	Tracy Moffatt , K&K Consulting, AGM Education Team	Room 106, OCCC
AGM CERTIFIED RETAIL MANAGER PROGRAM			
THURSDAY, JANUARY 25 9:30AM - 12:30PM	AGM CERTIFIED RETAIL MANAGER PROGRAM The Association of Golf Merchandisers (AGM) will unveil their Certified Retail Manager Program, a new initiative for the professional development of the members at the 2018 PGA Merchandise Show. Long-regarded as the "Educational Voice in Golf Merchandising," the AGM's designation of "Certified Retail Manager" will affirm to the industry that the individual has the expertise and the ability to operate a retail operation successfully and profitably by implementing the highest standards of management and execution. Interested individual can start this journey by enrolling in the combined Retail Strategies Courses I and II. Advancement to the next levels will be available to those individuals who have successfully passed the written test which will be given at the close of the session. Session: C104	Tracy Moffatt , K&K Consulting, AGM Education Team	Room 106, OCCC
INTRODUCTION TO ADAPTIVE GOLF PLAYER DEVELOPMENT PROGRAM			
THURSDAY, JANUARY 25 1:30PM - 4:30PM	INTRODUCTION TO ADAPTIVE GOLF PLAYER DEVELOPMENT PROGRAM Learn the core competencies of teaching individuals of any adaptive need or ability, best practices in developing / operating programs which engage and enhance lives (Juniors, Seniors, Veterans) in your community. Session: C102	Bob Beach , PGA, NE PGA Section Teacher of the Year, 2013 National Patriot Award David Windsor , PGA, Founder Adaptive Golf Academy, 2015 National Patriot Award	Room 106, OCCC



TUESDAY, JANUARY 23 - PGA Show Demo Day; Orange County National Golf Center

Must Be Registered To Attend Sessions

PGA SHOW DEMO DAY INSTRUCTIONAL WORKSHOPS FROM THE INDUSTRY'S LEADING GOLF TEACHERS 1 PGA Required MSR Credit

<p>10:00AM - 11:00AM</p>	<p>NORMAL BODY SWING CONNECTIONS A look into the swings of today and how they create speed and power ". Participants will gain a better understanding of how the body works and why golf swings are so different. They will also learn some simple screens that they can do to immediately to determine if their bodies are affecting their ability to create speed and power. Session: DD101</p>	<p>Dave Phillips, PGA, Co-Founder, TPI, Lance Gill, TPI/Life Fitness, CSFA, Lance Gill Performance Inc.</p>	<p>Tee 3 - OCN</p>
<p>11:30AM - 12:30PM</p>	<p>JUNIOR GOLF: BUILDING A PHYSICAL AND TECHNICAL FOUNDATION FOR OVERALL GOLF DEVELOPMENT This presentation will discuss long term athletic development, building a foundation of proper swing mechanics to enhance the players for the long term. Too often we get caught up in winning at an early age and compromise the overall development of the player. We will discuss the progression of the players and proper communication between the training and the swing instructor. Session: DD102</p>	<p>David Donatucci, M.Ed. C.S.C.S. Owner, Florida Institute of Performance, Sean Hogan, Master Instructor, David Leadbetter Golf Brett Meyer, Certified Instructor, David Leadbetter Golf</p>	<p>Tee 3 - OCN</p>
<p>2:00PM - 3:00PM</p>	<p>HOW IMPORTANT IS BEING IN SHAPE TO PLAY GOLF? IF SO, WHAT ARE THE MOST IMPORTANT EXERCISES TO DO? Fitness. How important is fitness really in being able to play golf at a high level. What are the misconceptions about fitness. What is the priority for most golfers in fitness. Session: DD103</p>	<p>Mike Malaska, PGA, 2011 PGA National Teacher of the Year, GreatLIFE Malaska Golf & Fitness Clubs, Golf Digest 50 Greatest Teachers & Golf Magazine's Top 100 Teacher</p>	<p>Tee 3 - OCN</p>
<p>3:30PM - 4:30PM</p>	<p>PELVIC POWERHOUSE - CONSIDERATIONS OF THE PELVIS IN THE MODERN DAY GOLF SWING. The pelvis is often misunderstood in today's golf swing. Many of the common swing issues can be traced back fully or in part to inefficient movement of the human pelvis. Prevention of common golf injuries often lies within correction of pelvic motions. This workshop will be geared at understanding how the pelvis moves and subsequent effects on the golf swing. Session: DD104</p>	<p>Lance Gill, TPI/Life Fitness, CSFA, Lance Gill Performance Inc. Mark Blackburn, PGA, Golf Digest Best 50 Teacher & Golf Magazine Top 100 Teacher, Director of Instruction, Greystone Country Club</p>	<p>Tee 3 - OCN</p>

FLIGHTSCOPE UNIVERSITY CERTIFICATION JUMP START 5 PGA Required MSR Credits

<p>12:00PM - 5:00PM</p>	<p>FLIGHTSCOPE UNIVERSITY CERTIFICATION JUMP START FlightScope will be providing a sneak peek into its NEW FlightScope Performance Coach Program launching in 2018. The FlightScope Performance Coach Program will expand upon FlightScope's existing Operator and Professional Certification Levels with an increased emphasis on the interpretation and application of the data obtained with FlightScope. This comprehensive certification program will provide golf professionals with the newest scientific research, education, and tools necessary to grow the game and enhance performance of every athlete and coach. Experience live demonstration and interactive discussions conducted by industry professionals. Every participant at this seminar will receive a \$100 credit towards FlightScope Performance Coach Programs. Session: FS101</p>	<p>Patrick McGuire, FlightScope Advisory Board Dr. Oscar Coetzee, Ph.D.; DCN, Mental Performance & Personality Profiling for Coaches & Players Walt Cline, Sports Science Coach/ Consultant, & Founder of AMPS Training System Alex Trujillo, FlightScope U.S. Sales Manager & Application Specialist</p>	<p>Tooth Course Hole #9, OCN</p>
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