

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? Mike Malaska, PGA, 2018 Southwest Section, Teacher of the Year Location: Tee 3 - OCN Session: DD101</p>
<p>11:30AM - 12:30PM</p>	<p>UPPER EXTREMITY & WRIST FUNCTION FOR HIGH PERFORMANCE GOLF Lance Gill, Co-Director, Lance Gill Performance Mark Blackburn, PGA, Director of Instruction, Greystone Country Club Location: Tee 3 - OCN Session: DD102</p>
<p>2:00PM - 3:00PM</p>	<p>THE EQUIPMENT INSTRUCTION FIT Sean Hogan, Director of Instruction, Leadbetter Golf Academy Brett Meyer, Leadbetter Master Club Fitter & Certified Coach, Leadbetter Golf Academy Location: Tee 3 - OCN Session: DD103</p>
<p>3:30PM - 4:30PM</p>	<p>INCREASING POWER & DISTANCE IN THE FEMALE GOLFER David Donatucci, M.ED., C.S.C.S., Owner, Florida Institute of Performance 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: 104A 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 STUDIO DESIGN + PROGRAMMING + PEOPLE = THE PERFECT COCKTAIL FOR SUCCESS</p> <p>Nicole Mains, Ridge Athletic Club Fitness & Spa Director, Club Wellness Evolutions, LLC</p> <p>Dillon Johnson, Founder & Golf Fitness Specialist, Cart Snacks by F.U.L.E.</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 Manager, 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, The Modgolf Podcast/ Reviver Sport Entertainment</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/Operator, Augusta Ranch Golf Club</p> <p>Mike Loustalot, Founder, The ORCA Report</p> <p>Room: 102 Session: T108</p>	<p></p>




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


	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS
7:30AM - 8:30AM	<p>THE TOP 20 METRICS EVERY CLUB LEADER SHOULD KNOW FOR FOOD & BEVERAGE</p> <p>Dan Denehy, CCM, CHA, President, Denehy Club Thinking Partners</p> <p>Kirk Reese, CCM, Executive Vice President, Denehy Club Thinking Partners</p> <p>Room: 101 Session: W101</p>	<p>HOW TEACHING & CLUB FITTING SHOULD ALWAYS BE TIED TOGETHER</p> <p>Todd Sones, PGA, Impact Golf/Scoring Zone Schools</p> <p>Room: 102 Session: W102</p>	<p>SIX ESSENTIAL ELEMENTS OF A RETAIL STRATEGY</p> <p>Paul Erickson, Director of Sales & Marketing, Management One</p> <p>Room: 103 Session: W103</p>
8:30AM - 11:30AM	<p>CERTIFICATION</p> <p>AGM CERTIFICATION - RETAIL STRATEGIES III</p> <p>Tracy Moffatt, Owner/Consultant, K&K Consulting</p> <p>Room: 104A Session: C101</p>		
9:30AM - 10:30AM	<p>OPENING SESSION - PERFECT SYMBIOSIS: GOLF COURSE SUCCESS EQUALS YOUR SUCCESS</p> <p>Jay Karen, CEO, NGCOA</p> <p>Room: 110A Session: W104</p>		
10:45AM - 11:45AM	<p>2019 PRIVATE CLUB TRENDS</p> <p>Michael Leemhuis, PGA Master Professional, CCM, CCE, President, Ocean Reef Club</p> <p>Room: 101 Session: W105</p>	<p>COACHING JUNIORS IN THE MENTAL GAME</p> <p>Alison Curdt, PsyD, PGA, LPGA, Master Professional in Instruction, Dir of Instruction, Alison Curdt Golf at Wood Ranch Golf Club</p> <p>Room: 102 Session: W106</p>	<p>"ON THE BEACH WITH ANNIKA SORENSTAM" STORIES & EDUCATION OF BUNKER PLAYABILITY</p> <p>Annika Sorenstam</p> <p>Travis Chivers, Operations Manager, Capillary Concrete</p> <p>Room: 103 Session: W107</p>  <p>COMPLIMENTARY</p>
12:00PM - 1:00PM	<p>KNOWING THE NUMBERS YOU SHOULD KNOW</p> <p>Stephen Johnston, Founder & President, Global Golf Advisors, Inc.</p> <p>Room: 101 Session: W108</p>	<p>GROUND REACTION FORCE</p> <p>Mike Adams, PGA, 2016 PGA Teacher of the Year</p> <p>Room: 102 Session: W109</p>	<p>PRODUCING BETTER EVENTS & INCREASING REVENUE</p> <p>Phil Immordino, President & Founder, Golf Tournament Assoc of America, NGTA, GTAC</p> <p>Room: 103 Session: W110</p>
1:15PM - 2:15PM	<p>REPURPOSING: VALUE ADDED PLANNING FOR GOLF FACILITIES</p> <p>Bobby Weed, President & CEO, Bobby Weed Golf Design</p> <p>Chris Monti, Sr. Design Associate, Bobby Weed Golf Design</p> <p>Room: 101 Session: W111</p>	<p>UNDERSTANDING THE UPPER QUARTER & ITS RELATIONSHIP TO BETTER BALL STRIKING</p> <p>Lance Gill, Co-Director, Lance Gill Performance</p> <p>Mark Blackburn, PGA, Director of Instruction, Greystone Country Club</p> <p>Room: 102 Session: W112</p>	<p>HOW TO USE FACEBOOK ADS & GOOGLE ADS TO INCREASE REVENUE</p> <p>Greg Dionne, Sr. Marketing Manager, RELX Group</p> <p>Room: 103 Session: W113</p>
2:30PM - 3:30PM		<p>HOW SIMULATOR GOLF HAS DEVELOPED A FOLLOWING</p> <p>Jeff Ritter, Ambassador, Poppy Hills, GOLFZON</p>  <p>Room: 101 Session: W116</p> <p>COMPLIMENTARY</p>	<p>THE TEN RULES OF GREAT PUTTING...WHAT YOU ALREADY KNOW & NEED TO LEARN AGAIN!</p> <p>Dr. Robert K. Winters, Sports Psychologist, Dr. Bob Winters Mental Conditioning Coach</p> <p>Room: 102 Session: W115</p>
			<p>ROVOS RAIL - THE MOST LUXURIOUS TRAIN IN THE WORLD</p> <p>Alwyn Vorster, Head PGA Professional, Rovos Rail</p>  <p>Room: 103 Session: W114</p> <p>COMPLIMENTARY</p>



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	INCREASING REVENUE VIA ON-COURSE EXPERIENCE, FLOW, AND PACE OPTIMIZATION Bodo Sieber , CEO, Tagmarshal Jim Lombardo , Head Golf Professional, Erin Hills Steve Houg , Head Professional, Valhalla Room: 101 Session: TH101  COMPLIMENTARY	MANAGING YOUR CASH FLOW & INVENTORY LEVELS Paul Erickson , Director of Sales & Marketing, Management One Room: 103 Session: TH103
8:30AM - 9:30AM	PANEL DISCUSSION: THE PATH FROM GOLF PROFESSIONAL TO GENERAL MANAGER Dan Denehy , CCM, CHA, President, Denehy Club Thinking Partners Kirk Reese , CCM, Executive Vice President, Denehy Club Thinking Partners Adam Fannon , CEO, GM, Bel-Air Country Club Chris Card , President & Executive Director, The Club at New Seaburys & Grand Harbor Golf & Beach Club Todd Keefer , GM/COO, Wilshire Country Club Room: 101 Session: TH104	THE SKILLS NEEDED TO BE THE BEST TEACHER YOU CAN BE! Mike Malaska, PGA , 2018 Southwest Section, 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 , Owner/Consultant, K&K Consulting Room: 103 Session: TH109
11:00AM - 12:00PM	THE GOLF INNOVATORS PANEL Colin Weston , Host & Creator of The Modgolf Podcast/Reviver Sport Entertainment Room: 101 Session: TH110	THE BUSINESS OF GOLF INSTRUCTION - WHAT PLATFORMS DO YOU NEED TO HELP MARKET YOU! Nancy Quarcelino, PGA/LPGA , Nancy Quarcelino School of Golf Room: 102 Session: TH111	TEE SHEET MANAGEMENT 101 Don Rea, PGA , Owner/Operator, Augusta Ranch Golf Club Mike Loustalot , 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 & PERFORMANCE TRAINING? Lynn Hearn , Principal Partner, Club Wellness Evolutions LLC Lance Gill , Co-Director, Lance Gill Performance Marty Miller , Dir of Education & Training, Technogym USA Sylvie Patrick , Tech 4 Health Room: 101 Session: TH113	"UP YOUR TEACHING GAME" - TRAINING THE TEACHERS Kay McMahon , Director of Golf Instruction, 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		WHAT TOOLS/TRAINING AIDS WILL HELP YOU WITH YOUR BUSINESS? Nancy Quarcelino, PGA/LPGA , Nancy Quarcelino School of Golf Room: 102 Session: F102	GOLF CAREERS: HOW THE INDUSTRY CAN FIND, RETAIN & DEVELOP MILLENNIAL EMPLOYEES Kris Hart , CEO, Nextgengolf Room: 103 Session: F112
8:30AM - 9:30AM	HOW TO THRIVE IN A CONNECTED WORLD Bryan Lord , Founder & CEO, Teesnap Room: 101 Session: F104  COMPLIMENTARY	FROM THE TOUR TO THE WEEKEND WARRIOR Sean Hogan , Director of Instruction, Leadbetter Golf Academy Room: 102 Session: F105	THE FIVE PILLARS OF EVERY SUCCESSFUL PGA GOLF PROFESSIONAL Cary Cavitt, PGA Life Member Room: 103 Session: F106
9:45AM - 10:45AM	WHAT DO MOST PRIVATE CLUBS WANT IN THEIR HGP OR DIRECTOR OF GOLF IN TODAY'S CLUB WORLD? Richard Kopplin , Partner, Kopplin, Kuebler & Wallace Kurt Kuebler , Partner, Kopplin, Kuebler & Wallace Thomas Wallace , Partner, Kopplin, Kuebler & Wallace Room: 101 Session: F107	THE ANATOMY OF A LESSON Brad Redding, PGA Master Professional , Brad Redding Golf Room: 102 Session: F108	VISUAL MERCHANDISING : BACK TO BASICS Tracy Moffatt , Owner/Consultant, K&K Consulting Room: 103 Session: F109
11:00AM - 12:00PM		GOLF SWING MATRIX Mike Adams, PGA , 2016 PGA Teacher of the Year Room: 102 Session: F111	BETTER GOLF FROM THE INSIDE OUT Blaine Seitz , PGA Golf Performance Coach, Mobilitas Golf Room: 103 Session: F103