




TUESDAY, JANUARY 26 - PGA SHOW PRODUCT PREVIEW & LAUNCH DAY

CONTENT OF THE DAY

10:00AM - 10:35AM EST 7:00AM - 7:35AM PST	UNLOCKING THE FUTURE OF GOLF OPERATIONS Matt Williver , Strategic Solutions Mgr., Lightspeed and James Brookes , Mgr., Sales & Engineering, Lightspeed	 COMPLIMENTARY
2:35PM - 3:10PM EST 11:35 - 12:10PM PST	5 PROVEN STRATEGIES FOR BOOSTING WINTER REVENUE Michael Breed , PGA, TV Host and Luke Elvy , Sports Media Journalist	 COMPLIMENTARY

WEDNESDAY, JANUARY 27 - PGA SHOW EDUCATION CONFERENCE

CONTENT OF THE DAY

10:00AM - 10:35AM EST 7:00AM - 7:35AM PST	HOW WHISTLING STRAITS USES TECHNOLOGY AS A PLAYER EXPERIENCE AND EFFICIENCY GAME CHANGER Mike O'Reilly , Director Golf Operations, Whistling Straits and Bodo Sieber , CEO, Tagmarshal	 COMPLIMENTARY
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WELCOME TO PGA SHOW EDUCATION CONFERENCE

11:30AM - 12:00AM EST 8:30AM - 9:00AM PST	WELCOME TO PGA EDUCATION				COMPLIMENTARY
	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS	RETAIL MERCHANDISING	
12:05PM - 12:15PM EST 9:05AM - 9:15AM PST			INCLUSION GUIDELINES FOR GOLF FACILITIES - MARKETING & COMMUNICATIONS Linnet E. Carty, MBA , Director of Inclusion & Community Engagement COMPLIMENTARY		
12:20PM - 12:55PM EST 9:20AM - 9:55AM PST		PSYCHOLOGY OF GOLF PERFORMANCE Alison Curdt, PsyD, PGA, LPGA , PGA Master Professional, LPGA Master Professional	HOW TO EDUCATE PARENTS TO BETTER SUPPORT YOUR YOUNG GOLFER Tom Morton, PGA , Director of Coaching & Development		
1:00PM - 1:10PM EST 10:00AM - 10:10AM PST			INCLUSION GUIDELINES FOR GOLF FACILITIES - PHYSICAL ENVIRONMENT Linnet E. Carty, MBA , Director of Inclusion & Community Engagement COMPLIMENTARY		
1:15PM - 1:50PM EST 10:15AM - 10:50AM PST	DISCUSS THE POWERFUL CONNECTION THAT YOUR BRAND HAS ON YOU AND YOUR BUSINESS ENTERPRISE Dawes Marlatt , PGA Master Professional	INS AND OUTS OF MAKING A PROPER LESSON DIAGNOSIS Tim Cusick , PGA Master Professional		UNLOCKING THE INVENTORY CHALLENGE Tracy Moffat , President, AGM Education Team	
1:55PM - 2:30PM EST 10:55AM - 11:30AM PST		YOUR BEST COACHING - CHANGING PLAYER BEHAVIOR THROUGH EVIDENCE BASED COACHING Jeff Smith , PGA Director of Instruction	WHAT CREATES A 5-STAR SERVICE EXPERIENCE Cary Cavitt , PGA Lifetime Member	PROVEN E-MAIL MARKETING TIPS TO INCREASE CUSTOMER ENGAGEMENT AND DRIVE SALES Jennifer Morton , AGM Education Team	

CONTENT OF THE DAY

2:35PM - 3:10PM EST 11:35 - 12:10PM PST	GOLF GROUP TRAVEL POST-PANDEMIC FEATURING TOURISM IRELAND, LOS CABOS TOURISM BOARD, THE THREE ROYALS GOLF EXPERIENCE Moderated by Farhad Heydari , Award-Winning Multinational Multimedia Executive				COMPLIMENTARY
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PGA

2021 MERCHANDISE SHOW

PGA Show Education Conference SCHEDULE AT A GLANCE

*As of January 19, 2021

THURSDAY, JANUARY 28 - PGA SHOW EDUCATION CONFERENCE

CONTENT OF THE DAY

10:00AM - 10:35AM EST 7:00AM - 7:35AM PST	MAXIMIZE STROKES GAINED WITH FLIGHTSCOPE Henri Johnson, Founder & CEO of FlightScope; Alex Trujillo, Sr. Sales Mgr.	 COMPLIMENTARY
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KEYNOTE

11:00AM - 11:40AM EST 8:00AM - 8:35AM PST	GROWING THE GAME INITIATIVE OR MINDSET? Ben Sharpe, President, Toptracer		COMPLIMENTARY
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	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS	RETAIL MERCHANDISING
12:05PM - 12:15PM EST 9:05AM - 9:15AM PST			INCLUSION GUIDELINES FOR GOLF FACILITIES - POLICIES & PRACTICES Linnet E. Carty, MBA, Director of Inclusion & Community Engagement COMPLIMENTARY	
12:20PM - 12:55PM EST 9:20AM - 9:55AM PST		SPEED CONTROL IN PUTTING Joe Hallett, PGA	DEVELOPING TALENT IN THE WORKSPACE Dave Normand, PGA	
1:00PM - 1:10PM EST 10:00AM - 10:10AM PST			INCLUSION GUIDELINES FOR GOLF FACILITIES - WELCOMING STAFF Linnet E. Carty, MBA, Director of Inclusion & Community Engagement COMPLIMENTARY	
1:15PM - 1:50PM EST 10:15AM - 10:50AM PST		TEACHING VERSUS COACHING Richard Brown, PGA Master Professional	HOW TO BE INCLUSIVE Linnet E. Carty, MBA, Director of Inclusion & Community Engagement	
1:55PM - 2:30PM EST 10:55AM - 11:30AM PST		PRACTICAL WAYS TO GATHER DYNAMIC SWING AND BALL FLIGHT INFORMATION Eric Hogge, PGA	FEMALE ENGAGEMENT THROUGH GOLF Elisa Gaudet, President, Executive Golf International	KEY RETAIL METRICS FOR MONTHLY REVIEW Tracy Moffat, President, AGM Education Team

CONTENT OF THE DAY

2:35PM - 3:10PM EST 11:35 - 12:10PM PST	TRACKMAN - THE JOURNEY CONTINUES Klaus Eldrup-Jorgensen, CEO & co-Founder; Fredrick Tuxen, CTO & co-Founder; Niklas Bergdahl, Product Owner - Pro Golf & University; Jakob Munk, Product Owner - Range		 COMPLIMENTARY
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PGA

2021 MERCHANDISE SHOW

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FRIDAY, JANUARY 29 - PGA SHOW EDUCATION CONFERENCE

CONTENT OF THE DAY

<p>10:00AM - 10:35AM EST 7:00AM - 7:35AM PST</p>	<p>STUDY IN KINEMATICS: CHANGING THE WAY YOU ROLL Steve Harrison, CEO SIK Golf and Marc Cerio, Director of Operations SIK Golf</p>		COMPLIMENTARY
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KEYNOTE

<p>11:00AM - 11:40AM EST 8:00AM - 8:35AM PST</p>	<p>PERFORMANCE & FITNESS - POSTURE-PAIN-PERFORMANCE COACHING Brian Bradley, VP Ecoscure</p>	COMPLIMENTARY
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	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS	RETAIL MERCHANDISING
<p>12:20PM - 12:55PM EST 9:20AM - 9:55AM PST</p>		<p>BODY/SWING CONNECTION Dave Phillips, PGA, Co-Founder TPI</p>	<p>INCLUSION OF THE DISABLED IN THE GAME OF GOLF --THE NEED--THE METHOD--THE IMPACT United States Adaptive Golf Alliance</p>	
<p>1:15PM - 1:50PM EST 10:15AM - 10:50AM PST</p>	<p>SHAPING YOUR PERSONAL FUTURE... CHARACTERISTICS AND TRAITS OF SUCCESSFUL LEADERS Michael Leemhuis, CCM, CCE, PGA Master Professional</p>	<p>TEACHING AND REACHING THE RECREATIONAL GOLFER Sandy LaBauve, PGA/LPGA and Marvol Barnard, LPGA/PGA</p>		<p>ESSENTIAL PAYMENT PROCESSING INSIGHTS THAT DRIVE IMMEDIATE VALUE Sally Baptiste, Owner, Payment Operations Group</p>
<p>1:55PM - 2:30PM EST 10:55AM - 11:30AM PST</p>		<p>COMMON POSTURAL IMBALANCE AND HOW THEY AFFECT THE GOLF SWING David Donatucci, M.Ed C.S.C.S., GM ARISfit</p>	<p>HOW TO KEEP WHAT YOU GAINED IN A 2020 COVID WORLD - MORE GOLFERS! Will Robins, PGA</p>	<p>2020 - WHAT WE HAVE LEARNED AND TIPS TO SUPER CHARGE YOUR ACCESSORY BUSINESS IN 2021 Karen Giberson, President, Accessories Council</p>

CONTENT OF THE DAY

<p>2:35PM - 3:10PM EST 11:35 - 12:10PM PST</p>	<p>THE FUTURE OF GOLF COURSE F&B Cale McLellan, Founder 9-Eighteen Solutions</p>		COMPLIMENTARY
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