



Additional 2023 PGA Show Industry Comments

“The PGA Show is great medicine for everyone in the golf industry. The pandemic created a huge surge in golf participation, but that meant more working hours for PGA Professionals. This is finally an opportunity to take a breath and get back to normal business. It’s great to see such energy at the PGA Show.” —Marten Olsson, PGA Director of Golf at the Georgia Southern University Golf Course in Statesboro, Georgia

“It’s much busier than last year, which I think is a reflection of how busy the game of golf is right now. As a private Michigan club, we’re seeing more action now than we ever have.” —Mark Maras, PGA Head Professional, Great Oaks Country Club, Rochester, Michigan

“I’m working on our soft goods buys for the season, and every brand I want to see is here this year – like RLX, Peter Millar, KJUS and Straight Down. Next up is looking for unique gifts for tournaments and outings, and accessories for our golf shop. It feels like there’s real excitement here this year, some really good vibes on the PGA Show floor.” —Steve Watt, PGA Head Professional, Glen Oaks Country Club, West Des Moines, Iowa

“It’s great to see all of the big equipment and apparel companies back at the PGA Show. It is much busier than last year, which reflects industry confidence after the pandemic. We have discovered new vendors and new products that we will be working with this year and in the future.” —Logan Murphy, PGA Head Professional at St. Clair Country Club in Belleville, Illinois

“It’s good to be back to normal; the Show floor is really hopping, It’s great to see all the companies back in Orlando. I’ve been to 15 PGA Shows and this seems as crowded as I’ve ever seen.” —Jeff Langguth, PGA Head Professional at Mt. Prospect (Illinois) Golf Club.

“The biggest thing for me is to find items to bring to the club that will set it apart from every other club in our area.” —Steve Smith, PGA Director of Golf, Greystone Golf & Country Club, Hoover, Alabama

“The PGA Show still provides the only opportunity we have to network with companies from around the world and with other PGA Members we haven’t seen in years. I have been coming to the Show for 25 years and this is as crowded as I have seen it in a long time.” —Greg McBride, PGA Head Professional, Northwoods Golf Club, Columbia, South Carolina

“The biggest attraction for me is to see so many vendors in a day or two, vendors we may not get a chance to see in Minnesota. And we’re getting to see them in person – face to face – which is something we haven’t had in a couple of years.” —Kevin Cashman, PGA Head Professional, Bearpath Golf & Country Club, Eden Prairie, Minnesota

“I’m looking for new vendors and new ideas for gifts for events. I’m excited about networking. I want to hear what other people are doing and seeing. The PGA Show is large and it’s hard to see everything, so networking helps me get an idea of what others are seeing.” —Victoria Matthews, AGM Retail Manager & Buyer, St. Andrews Country Club, Boca Raton, Florida

“We are going through renovations at our club, so I am looking for new ideas for our clubhouse, locker rooms and golf shop. That’s the advantage of coming from California to the PGA Show in Orlando – you can see all the companies you need to see under one roof. It would take me six or seven weeks of appointments to meet

with all the companies we were able to contact here.” —Brian Bohlig, PGA Head Professional, Annandale Golf Club, Pasadena, California

“It’s great that the size is back – with all the brands supporting it. We’re always looking for accessories, tournament gifts, the latest in tech. It’s one thing to get an email and look at a photo, but there’s nothing like seeing things in person.” —Nick Muller, PGA Director of Golf, Country Club of Lincoln, Lincoln, Nebraska

“It’s good to feel the high energy again at the PGA Show. It was crowded today, but we were still able to navigate the Show floor quickly and meet with a lot of companies we don’t normally see in our part of the country. We always find something new and it’s fun to meet with new people and develop relationships for the future.” —Craig Plumley, PGA Director of Golf, El Niguel Country Club, Laguna Nigel, California

“We were extremely busy on the first day and the momentum carried over to today. We have met many people who had never heard of our brand, and we have opened nearly 100 new accounts. We were considering not coming this year, but we are so happy that we decided to make the trip from Canada. It has been well worth our time and investment.” —Bion Footwear President Mark Everitt.

Demo Day

“This is my first Demo & Fitting Day in 15 years, but it’s just as good as I remember it. It’s fabulous. We tested clubs from several manufacturers and attended a very informative coaching presentation.” —Chris Bigford, PGA Head Professional at Tullymore Golf Resort in Stanwood, Michigan.

“This event sets the tone for the whole week. We have been able to test new clubs from Callaway, Titleist, Ping, Srixon, Cobra and several others. I really enjoyed testing all the new putters and wedges on the short-game greens. That was my favorite part of the day.” —Jason Loomis, PGA Head Professional, Great River Golf Club, Milford, Connecticut

“It’s nice to see the big guys (manufacturers) back at the Demo & Fitting Day, and it’s nice for all of us to be together again after the pandemic. The Demo Day provides a unique opportunity for our staff to see and test all of the latest clubs in one day, which is something we can’t do at our home club.” —Kendall Palu, PGA General Manager, Scotts Bluff Country Club, Scottsbluff, Nebraska

“Demo & Fitting Day puts all of the companies and vendors in one spot for me to compare and contrast all the tools and technologies in one day.” —Darren MacKinnon, PGA Director of Clubfitting, Pine Oaks Golf Club, South Easton, Massachusetts

“Demo & Fitting Day is a great way to see how OEMs are using their new fitting technologies and how we, as PGA Professionals, can use them to better fit our players.” —Paul Ferrone, PGA Owner, Downtown Golf, Stamford, Connecticut

“We’ve been busy all day. People have been coming in waves and trying out our new second generation OTTO golf ball fitting system and hearing about our new E12 golf balls. It’s great to see so many people out here, and they’re excited about the state of the business going into the season.” —Elliot Mellow, Golf Ball Marketing Manager, Bridgestone Golf