

TEE 3 ORANGE COUNTY NATIONAL GOLF CENTER		W230 A OCCC	W230 B OCCC	W230 C OCCC	W230 D OCCC
9:30 AM - 10:30 AM	Practical Ways to Gather Digital Information 			Unlocking Retail Success: Perspectives from the Front Lines	Elevating Your Retail Partnerships 
10:45 AM - 11:45 AM	Live Lesson 			Building Strong Brand/ Vendor Partnerships	PERFORMANCE COLORS by Nora Kühner DICHOTOMY - Colors & Trends Summer 2027 
12:00 PM - 1:00 PM	Strategies to Effectively Resolve Student Swing Issues Specific to the Six Ball Flight Laws 			Psychology of Pricing	The Golf Industry Exchange: Where Buyers & Vendors Meet in the Middle 
1:15 PM - 2:15 PM	Distance Wedges - the Unsung Hero that Improves EVERYONES Game! 				
2:00 PM - 3:00 PM		Indoor Golf 101: How Courses Can Expand Beyond the Fairways 	The Modern Club Leader - Data Driven Decision Making For Sustainable Growth 	Building and Joining Successful Sales Teams in Today's Golf Industry	Profitable Markdown Strategies 
3:15 PM - 4:15 PM		Leadership Skills for the Emerging Leader 	Game-Changing Strategies To Drive Brand Leadership, Ignite Consumer Loyalty, And Supercharge Growth 	Golf Shop Planning - The Road Map to Better Cash Flow and Higher Profits 	What You Need to Know About Social Media in 2026: Trends, Messaging & How Shops + Brands Can Win Together 
4:30 PM - 5:30 PM		How AI Tools are Shaping the Golf Industry 	Developing and Implementing a Club Operating System to Communicate With Your Teams and Your Bosses. The Secret to Continuous Improvement in the Club Business. 		

*As of 12/16/2025



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UP-TO-DATE SCHEDULE**

 **GOLF OPERATIONS**

 **EXECUTIVE MANAGEMENT**

 **TEACHING & COACHING**

 **GOLF INDUSTRY EDUCATION**





SHOW

Education at a Glance

WEDNESDAY,
JANUARY 21, 2026

WF3 All Access Lounge OCCC	W230 A OCCC	W230 B OCCC	W230 C OCCC	W230 D OCCC	W240 C/D OCCC
8:30 AM - 9:30 AM	From Grit to Growth: How Five Iron is Reshaping the Game 	Advance Food and Beverage to Maximize Sales and Profits 	Golf Ground Up: Teaching & Coaching Use Cases with Swing Catalyst Data 	Retail Profit Recovery Playbook: Small Adjustments, Big Returns in the New Golf Economy 	
9:45 AM - 10:45 AM	Transforming a Public Golf Course into a Model of Sustainability, Profitability and Community Impact 	The Power of Choice and Change 	The Need for Speed (the Hidden Technique to Putting Speed Control that is Right in Front of your Eyes) 	The Modern PGA Professional: How PDI Can Transform Your Player Development Business Strategy Sponsored by:	Creators, Culture and Customers: The Intersection of Online Influence and Your Tee Sheet
11:00 AM - 12:00 PM	Retaining Talent and Developing Your Team 	Deceptive Data: How to Spot Bad Numbers and Make Smarter Decisions in Your Golf Business 	Coaching Club Members vs. Tour Professionals 	Dollars per Round - Using this KPI to Grow Business and Motivate Staff 	Double Down on Innovation
12:15 PM - 1:15 PM KEYNOTE SESSION: Owning Your Power Johnny Guldry, Something Major					
1:30 PM - 2:30 PM	Becoming a Golf Influencer: Build a Brand That Attracts Partnerships, Clients & Fans 		Pre -and Post-Instruction Examples of the 5 Most Common Swing Issues for Students Attending the Pinehurst Golf Academy 		Equipping and Empowering Municipal Operators with Benchmark Data and Metrics
2:45 PM - 3:45 PM	Establishing a High Performance Culture 	Understanding Your Membership and the Satisfaction Metrics of a Private Club Member: It Isn't Only About Satisfaction 	Simple Instruction... Less Technology, More Results 	Pedagogy: The Theory and Structure of Organized Golf Instruction 	Becoming a Community Catalyst: Driving Relevance and Revenue at Municipal Courses
4:00 PM - 5:00 PM	An Inside Job: Talent Retention and Attraction 	Recruiting, Training, Managing, and Developing Multicultural Crew Members 	Smarter, Not Harder: How Club Pros Can Use AI to Save Time and Elevate Programs and Engage More Members 	Golf 2.0: How Technology is Shaping the Next Wave of Golf Experiences and Revenue Opportunities 	
5:00 PM - 6:00 PM	EDUCATION NETWORKING COCKTAIL HOUR (ALL-ACCESS BADGE HOLDERS AND SPEAKERS)				

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THURSDAY,
JANUARY 22, 2026

	WF3 All Access Lounge OCCC	W230 A OCCC	W230 B OCCC	W230 C OCCC	W230 D OCCC
8:30 AM - 9:30 AM		Authentic Leadership: How to Build an Outstanding Golf Staff 	Beyond the Fairway: Cross-Industry Strategies to Elevate the Modern Golf Experience 	Navigating through a Successful Golf Lesson. 	Building Championship Culture: Private Club Staffing, Leadership, and Long-Term Talent Development 
9:45 AM - 10:45 AM		Case Study: Driving Demand, Revenue and Retention Across the Golfer Journey 	Winning the Customer - How to Develop a 5-Star Guest Experience 	Building an Instruction Business to Increase Participation and Revenue 	Hundreds of Thousands in "Found Revenue"? How Operators are Using Tech to Optimize Pace and Maximize Yield  Sponsored by: 
11:00 AM - 12:00 PM		Mind Over Mechanics: Integrating Mental Skills into Modern Coaching 	Food and Beverage vs Golf: Friends or Foe? ... the Symbiotic Relationship between F&B and Golf in the Private Club Industry 	How to Play the Three Games of Golf 	Build Your Brand, Build Your Future: Standing Out in Today's Golf Industry 
12:15 PM - 1:15 PM	KEYNOTE SESSION: Reimagining Productivity with Randi Braun Randi Braun, Something Major				
1:30 PM - 2:30 PM	The Hire Standard - Racquet Sports Professionals Raising the Bar 	One Team, Many Voices: Mastering Leadership in a Multigenerational Workforce 	Optimizing, Protecting, and Positioning Your Most Valuable Asset - Your Golf Course Tee Times 	Teaching Female Golfers at your Club 	
2:45 PM - 3:45 PM		Club Culture and Handling Discipline 	Operational Excellence: Maximizing the Efficiency, Profitability and Experience at your Course 	Training Methods to Create Power and Speed in Your Golf Swing 	Using AI to Advance Your Brand and Advertising 
4:00 PM - 5:00 PM		Improv For The Club Business - Unlocking Value Through Next Level Service 	A \$24.19 House Payment??! Creating Financial Flexibility by Strategic Uses of Lines of Credit 	Setting Up the Indoor Experience to Maximize Student (and Teacher) Success 	Beyond the Greens: Understanding the Golf Consumer & Industry Trends 

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 GOLF OPERATIONS EXECUTIVE MANAGEMENT TEACHING & COACHING GOLF INDUSTRY EDUCATION

	W230 A OCCC	W230 B OCCC	W230 C OCCC	W230 D OCCC
8:30 AM - 9:30 AM	Why Social Media Matters for Golf Professionals: Practical Tools to Build Your Digital Presence 	51 Ways to Maximize Food & Beverage Sales and Profits at your Golf Club 	Family Golf: Fostering Lifetime Relationships	Your Retail Scorecard: Understanding The Story Behind Your Golf Shop Numbers 
9:45 AM - 10:45 AM	Hosting Exceptional Events That Drive Membership, Culture, and Team Chemistry 	Building a Range: 5 Make or Break Factors 	The Mind Behind the Swing: Coaching Through Psychology 	Back to Basics: Buying 101 for Golf Retail Professionals 
11:00 AM - 12:00 PM	From Tee Time to Timeline: Modern Marketing Strategies for Golf Courses 	Occupational Sun Exposure: A Health and Safety Liability for Golf Facilities 	Sustaining Performance: Best Practices for Coaching the Mature Golfer 	Back to the Basics: Inventory 101 

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