





















| | 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



**SCAN HERE FOR THE MOST
UP-TO-DATE SCHEDULE**

 **GOLF OPERATIONS**

 **EXECUTIVE MANAGEMENT**

 **TEACHING & COACHING**

 **GOLF INDUSTRY EDUCATION**



| | 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 <i>Sponsored by:</i>  | Creators, Culture and Customers: The Intersection of Online Influence and Your Tee Sheet  NGCOA |
| 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  NGCOA |
| 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  NGCOA |
| 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  NGCOA |
| 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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|----------------------------|--|---|--|---|--|
| 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  NGCOA | 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 <i>Sponsored by:</i>  |
| 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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|----------------------------|--|---|--|---|
| 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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