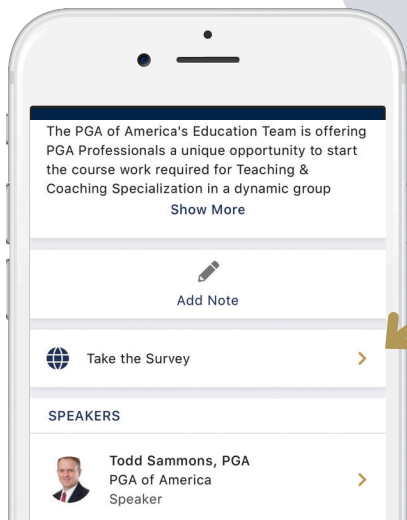


TUESDAY, JANUARY 21 - PGA Show Demo Day, Orange County National Golf Center

Must Be Registered To Attend Sessions

TEACHING & COACHING

<p>10:00AM - 11:00AM</p>	<p>PROVIDE A BETTER CLUB FITTING EXPERIENCE....USE DATA COLLECTED FROM 25K GOLFTEC CLUB FITTINGS</p> <p>Nick Clearwater, VP of Instruction, GOLFTEC</p> <p>Location: Tee 3 - OCN Session: DD101</p>
<p>11:30AM - 12:30PM</p>	<p>POWER MULTIPLIERS & WHERE TO FIND THEM IN YOUR SWING</p> <p>Lance Gill, President, Lance Gill Performance, Co-Director Titleist Performance Institute Fitness Advisory Board</p> <p>Mark Blackburn, PGA, Director of Instruction, Greystone County Club</p> <p>Location: Tee 3 - OCN Session: DD102</p>
<p>2:00PM - 3:00PM</p>	<p>TRENDS IN DRIVING- EQUIPMENT & INSTRUCTION</p> <p>Brett Meyer, Senior Certified Instructor/Master Clubfitter, Leadbetter Golf Academy</p> <p>Location: Tee 3 - OCN Session: DD103</p>
<p>3:30PM - 4:30PM</p>	<p>WHERE DOES SPEED REALLY COME FROM?</p> <p>Mike Malaska, PGA, 2018 Southwest Section, Teacher of the Year</p> <p>Location: Tee 3 - OCN Session: DD104</p>



COMPLETE YOUR SESSION EVALUATIONS IN THE PGA SHOW MOBILE APP!
You must complete a session evaluation for each of the education sessions you attend in order to gain MSR Credits.

1. Download the PGA Merchandise Show Mobile App in the Google Play or App Store



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2. Click on Education & select the session that you are evaluating

3. Scroll to the bottom and select "Take the Survey"

4. Enter your first name, last name & email address (*one time only*)

Need help? Ask any PGA Show staff member – we're here to help!

TUESDAY, JANUARY 21 - PGA Show Education Conference, Orange County Convention Center

<p>8:30AM - 2:00PM</p>	<p>SPECIALIZED TEACHING AND COACHING JUMP START PROGRAM Todd Sammons, PGA, Director of Education, PGA of America Room: W230A Session: C101</p>		
	<p>EXECUTIVE MANAGEMENT</p>	<p>TEACHING & COACHING</p>	<p>GOLF OPERATIONS</p>
<p>2:00PM - 3:00PM</p>	<p>HOW GOLF PROFESSIONALS CAN INCREASE REVENUE AT THEIR COURSES Henry DeLozier, Principal, Global Golf Advisors, Inc. Room: W230D Session: T102</p>	<p>PRINCIPLES OF EFFECTIVE TEACHING (& LEARNING) THROUGH THE INTERNET Trillium Rose, MA, PGA, LPGA, Director of Instruction Woodmont Country Club Room: W230C Session: T103</p>	<p>MILLENNIALS ARE REWRITING THE SPENDING RULES; HOW SMART E-COMMERCE IS DRILLING INTO DIRECT-TO-CONSUMER HABITS Shane Knowles, Market Lead, Afterpay Room: WF3 Session: T101  COMPLIMENTARY <small>Shop Now. Pay Later. Interest-Free.</small></p>
<p>3:15PM - 4:15PM</p>	<p>TAKE BACK CONTROL WITH D2C MARKETING Don Rea, PGA, Owner/Operator, Augusta Ranch Golf Club Mike Loustalot, Co-Founder & Chief Evangelist, Sagacity Golf Room: W230D Session: T105</p>		<p>HOW TO BUILD AN OUTSTANDING GOLF STAFF Cary Cavitt, PGA Life Member Room: W230B Session: T104</p> <p>FOOD FOR THOUGHT Whitney Reid Pennell, President RCS Hospitality Group Room: W230C Session: T106</p>
<p>4:30PM - 5:30PM</p>	<p>THE FUTURE OF THE GOLF INDUSTRY WORKFORCE Michael Leemhuis, PGA, Sr. Consultant for ExecuSearch Tom Riley, VP of Human Resources, Billy Casper Golf Co. Room: W230D Session: T108</p>		<p>IF PATTON RAN YOUR BUSINESS: HOW TO WIN THE BATTLE WITH YOUR COMPETITION! Tom Shay, Profits Plus Solutions, Inc. Room: W230B Session: T109</p> <p>INCREASING REVENUE ROUNDS THROUGH A COMPREHENSIVE INSTRUCTOR PROGRAM Todd Sones, PGA, 2019 Nat'l PGA Horton Smith Recipient Room: W230C Session: T107</p>

**SAVE
THE
DATE**



PGA
2021 MERCHANDISE SHOW

JANUARY 26
PGA SHOW DEMO DAY & EDUCATION CONFERENCE
ORANGE COUNTY NATIONAL GOLF CENTER

JANUARY 27 - 29
PGA SHOW EXHIBITS & EDUCATION CONFERENCE
ORANGE COUNTY CONVENTION CENTER

PGASHOW.COM




PGA
2020 FASHION & DEMO EXPERIENCE

AUGUST 12
PGA DEMO EXPERIENCE
TOPGOLF LAS VEGAS


AUGUST 13 - 14
PGA FASHION & DEMO EXPERIENCE & EDUCATION CONFERENCE
THE VENETIAN HOTEL

PGALASVEGAS.COM

WEDNESDAY, JANUARY 22 - PGA Show Education Conference, Orange County Convention Center

	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS	
7:30AM - 8:30AM	POSITIONING THE PGA PROFESSIONAL FOR ENTERPRISE MANAGEMENT Christopher Cain, Ph. D, PGA , Dir, PGA Golf Management University Programs, Harrah College of Hospitality Room: W230D Session: W101	WHAT ARE THE MAJOR CROSSOVERS IN ALL SPORTS AND MOTION? Mike Malaska, PGA , 2018 Southwest Section, Teacher of the Year Room: W230B Session: W102	THE 3 KEYS TO BUILDING A SUSTAINABLE LONG-TERM BEGINNER GOLF PROGRAM Matt Reagan, PGA , CEO & Co-Founder, Operation 36 Golf Ryan Dailey, PGA , CEO & Co-Founder, Operation 36 Golf Room: W230C Session: W103	
8:30AM - 11:30AM	CERTIFICATION AGM CERTIFICATION - RETAIL STRATEGIES III Tracy Moffatt , Owner/Consultant, K&K Consulting, AGM Education Team Room: W230A Session: C102			
9:30AM - 10:30AM	OPENING SESSION - LEADING WITH INNOVATION: HOW TO FUTURE-PROOF YOURSELF, FEARLESSLY INNOVATE, AND SUCCEED IN THE NEW NORMAL Scott Steinberg , Trends Expert & Futurist Room: WF3 Session: W104			
10:45AM - 11:45AM		THE GOLF SWING & MY EVOLUTION David Leadbetter , David Leadbetter Golf Academies Sean Hogan , LGA Global Director of Instruction Room: W230B Session: W106	DEVELOPING ROTATIONAL ATHLETES FOR GOLF PERFORMANCE Damon Goddard , PES, CGFI-3, MCHCF Founder of Goddard Sports Performance & Nutrition Room: WF3 Session: W107 	TAKE YOUR COMMUNICATION FROM GOOD TO GREAT WITH INTEGRATED DIGITAL MARKETING Jessica Lewis , Director of Web & Product Dev Caitlin Wesenberg , Director of Integrated Marketing, Billy Casper Golf & Buffalo Agency Room: W230C Session: W105
12:00PM - 1:00PM	LEADING YOUR ENTERPRISE DURING GOLF'S RENAISSANCE PERIOD Christopher Cain, Ph. D, PGA , Dir, PGA Golf Management University Programs, Harrah College of Hospitality Room: W230D Session: W108	TEACHING WITH GROUND REACTION FORCES - HOW TO MAXIMIZE DISTANCE Mike Adams, PGA , 2016 PGA Teacher of the Year Room: WF3 Session: W109	BUILDING AN ONLINE GOLF SHOP- FROM START UP TO LIVE! Leigha Turner , Director of Retail Baltusrol Country Club, AGM Education Team Room: W230C Session: W110	
1:15PM - 2:15PM	MILLENNIALS & THE VALUE PROPOSITION AT YOUR FACILITY Matt Weinberger , Director Nextgengolf Operations Henry DeLozier , Principal, Global Golf Advisors, Inc. Room: W230D Session: W111	GOLF MIND, BODY & SPIRIT IN 2020 Alison Curdt, PsyD., PGA, LPGA , Master Professional in Instruction, Dir of Instruction, Alison Curdt Golf at Wood Ranch Golf Club Christopher Smith, Certified PGA , Dir of Instruction, Eugene County Club Dave Phillips, PGA , Co-Founder TPI Room: W230B Session: W112	TELL TALE SIGNS YOU ARE A RETAIL NINJA Paul Erickson , Director of Sales & Marketing, Management One Room: W230C Session: W113	

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

	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS
7:30AM - 8:30AM	<p>SO YOU WANT TO BE A COO/GM AT A PRIVATE CLUB - GENERAL MANAGEMENT 101</p> <p>Michael Leemhuis, CCM, CCE, PGA, Leemhuis Consult, Inc.</p> <p>Room: W230D Session: TH103</p>	<p>CREATING CONFIDENT GOLFERS</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: W230B Session: TH102</p>	<p>THE #1 SECRET THAT ALL SUCCESSFUL CLUBS POSSESS</p> <p>Cary Cavitt, PGA Life Member</p> <p>Room: WF3 Session: TH101</p>
10:00AM - 11:00AM	<p>STRATEGIC MANAGEMENT - ESSENTIAL ELEMENTS TO ENHANCE YOUR BUSINESS IMPACT</p> <p>Dawes Marlatt, Master PGA Professional, Senior Director of Education & Organizational Development PGA of America</p> <p>Room: W230D Session: TH109</p>	<p>HELPING YOUR STUDENTS REACH THEIR SCORING POTENTIAL THROUGH SHORT GAME & PUTTING COACHING</p> <p>Todd Sones, PGA, 2019 Nat'l PGA Horton Smith Recipient</p> <p>Room: W230B Session: TH108</p>	<p>OPEN-TO-BUY</p> <p>Paul Erickson, Director of Sales & Marketing, Management One</p> <p>Room: W230C Session: TH107</p>
11:15AM - 12:15PM	<p>DISTINGUISHING YOURSELF IN THE EXECUTIVE SEARCH PROCESS</p> <p>Michael Leemhuis, PGA, Sr. Consultant for ExecuSearch Scott Kmiec, Sr. Director, PGA Career Services</p> <p>Room: W230D Session: TH112</p>	<p>WHAT ARE THE GREEN, RED & YELLOW LIGHTS IN FITNESS FOR GOLF?</p> <p>Mike Malaska, PGA, 2018 Southwest Section, Teacher of the Year</p> <p>Room: W230B Session: TH111</p>	<p>WINNING THE CUSTOMER - UNDERSTANDING THE MIND OF THE CUSTOMER</p> <p>Cary Cavitt, PGA Life Member</p> <p>Room: W230C Session: TH110</p>
12:30PM - 1:30PM	<p>THE PSYCHOLOGY OF SUCCESS: GETTING TO YES VIA THE POWER OF "KNOW"</p> <p>Dr. Robert Winters, Sports Psychologist, Dr. Bob Winters Mental Conditioning Coach</p> <p>Room: W230D Session: TH115</p>	<p>IT'S NOT ABOUT THE SWING!</p> <p>Blain Seitz, PGA, TPI F2, MWOD</p> <p>Room: W230B Session: TH114</p>	<p>PACE OF PLAY: THE KEY PLAYER EXPERIENCE FACTOR FOR THE MODERN GOLFER</p> <p>Bodo Sieber, CEO & Co-Founder, Tagmarshal</p> <p>Room: WF3 Session: TH113</p> <p> COMPLIMENTARY</p>
1:45PM - 2:45PM		<p>LEADBETTER KIDS- YOUTH DEVELOPMENT</p> <p>David Leadbetter, David Leadbetter Golf Academies</p> <p>Room: W230B Session: TH117</p>	<p>MARKDOWNS AND CLEARANCE PLANNING</p> <p>Leigha Turner, Director of Retail Baltusrol Country Club, AGM Education Team</p> <p>Room: W230C Session: TH116</p>

FRIDAY, JANUARY 24 - PGA Show Education Conference, Orange County Convention Center

	EXECUTIVE MANAGEMENT	TEACHING & COACHING	GOLF OPERATIONS
7:30AM - 8:30AM		GOLF'S MENTAL MYTHS EXPOSED Christopher Smith, Certified PGA , Dir of Instruction, Eugene Country Club Dr. Debbie Crew, Ph.D, LPGA Master Professional , CEO Opti Brain Room: W230B Session: F102	WANT TO GROW YOUR CAREER AS A PGA PROFESSIONAL? COMMIT TO GROWING GREEN FEE REVENUE. Don Rea, PGA , Owner/Operator Augusta Ranch Golf Club Mike Loustalot , Co-Founder & Chief Evangelist, Sagacity Golf Room: W230C Session: F101
7:30AM - 9:45AM	CERTIFICATION AGM CERTIFICATION - RETAIL STRATEGIES IV & PROMOTIONS Tracy Moffatt , Owner/Consultant, K&K Consulting, AGM Education Team Room: W230A Session: C103		
8:45AM - 9:45AM	WHAT EVERY CURRENT OR ASPIRING PGA GENERAL MANAGER SHOULD KNOW ABOUT CLUB FINANCES Jim Butler, Ph.D , CEO, Club Benchmarking Room: WF3 Session: F104	BREAKING THROUGH THE FEAR & DEVELOPING REAL CONFIDENCE Dr. Robert Winters , Sports Psychologist, Dr. Bob Winters Mental Conditioning Coach Room: W230B Session: F105	
10:00AM - 11:00AM	READING PRIVATE CLUB FINANCIALS FOR THE PGA PROFESSIONAL Mitchell Stump , CPA, Club Tax Network, Inc. Room: W230D Session: F107	GROWING THE GAME USING ATHLETIC DEVELOPMENT MODEL Brian Phelps, PGA , Director of Instruction & Player Development, The Golf Club of Avon Room: W230B Session: F108	THE POWER OF (RE) BRANDING Glenn Gray , Sr VP, Buffalo Groupe Room: W230C Session: F109
11:15AM - 12:15PM	PRIVATE CLUB ACCOUNTING DEMYSTIFIED FOR THE PGA PROFESSIONAL Mitchell Stump , CPA, Club Tax Network, Inc. Room: W230D Session: F110	IN DEPTH REVIEW OF WHERE POWER MULTIPLIERS EXIST IN THE MODERN DAY SWING Lance Gill , President Lance Gill Performance, Co-Director Titleist Performance Institute Fitness Advisory Board Mark Blackburn, PGA , Director of Instruction Greystone County Club Room: W230B Session: F111	HOW TO TURN MISSED OPPORTUNITIES INTO SUCCESS AND PROFITABILITY Davis Sezna , CEO, Managing Partner Heritage Golf Group Room: W230C Session: F103