

JANUARY 25-27



Expert education on golf course ownership and operations

Part of Virtual PGA Show Week

GolfBusinessConference.com

GBC21 Education Schedule-at-a-Glance

Session descriptions and speaker biographies can be found at GolfBusinessConference.com

You must be registered for Golf Business Conference 2021 (a separate registration from the PGA Show) to attend these sessions

Monday, January 25		
Time	Session Title	Speaker(s)
11:00 am – 11:50 am	The Election, COVID-19 and Legislation <i>An update and look ahead to 2021</i>	Holly Wade , Executive Director NFIB Research Center
12:00 pm – 12:50 pm	Winning the “Find a Golf Course Near Me” Internet Battle <i>How to compete when the competition is stacked against you...</i>	Harvey Silverman , Principal Silverback Golf Marketing Rob Hoffman , Chief Marketing Officer Gallus Golf
1:00 pm – 1:50 pm	What’s Really Driving the Golf Surge and Keys to Sustaining It <i>Connecting Your Growth Strategy to Golfer Behaviors</i>	Jon Last , President Sports & Leisure Research Group Dolf May , VP Sales & Marketing Troon
2:00 pm – 2:50 pm	Controlling Capital Project Costs from the “Need Stage” <i>Putting Objectivity and Strategy into the Capital Cost Planning</i>	Jim Ehret , President and Principal Owner Ehret Construction Consulting

Tuesday, January 26		
<i>PGA Professionals have complimentary access to Tuesday’s sessions</i>		
Time	Session Title	Speaker(s)
11:00 am – 11:50 am	Maximizing ROI for the Property You Have <i>Novel course designs, millennials, and vision</i>	Agustin Pizá , Founder Pizá Golf
12:00 pm – 12:50 pm	So You Want to Own a Golf Course? <i>Take this test to see if you are ready</i>	Cathy Harbin , PGA, LPGA, Owner Pine Ridge Golf & Country Club Chuck Bennell , Former President Tam O’Shanter Company
1:00 pm – 1:50 pm	State of the Industry <i>State of the Union Aside, Let’s Talk about Golf</i>	Jim Koppenhaver , Founder & President Pellucid Corp Stuart Lindsay , Principal Edgehill Golf Advisors
2:00 pm – 2:50 pm	Mars, Venus and Millenials, Oh My! <i>Customer service strategies for 2021 and beyond</i>	Whitney Reid Pennell , President RCS Hospitality Group

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Wednesday, January 27

Time	Session Title	Speaker(s)
11:00 am – 12:00 pm	PGA Keynote	
12:20 pm – 12:55 pm	Buying or Selling A Golf Course in 2021? <i>What's the state of the golf course market?</i>	Larry Hirsh , President Golf Property Analysts
1:15 pm – 1:50 pm	Top Marketing Trends for 2020 <i>Preparing for Success in 2021</i>	Kris Strauss , Sr. VP Sales & Marketing Troon Ashley van Dissel , VP of Sales & Marketing Touchstone Golf
1:55 pm – 2:30 pm	Modern Math! Dynamic Goal Times + Smart Intervals + Pace of Play = Revenue <i>Improve player experiences AND increase revenue, through efficient management</i>	Steven Borrer , Director of Golf Bandon Dunes Golf Resort Bodo Sieber , CEO Tagmarshal
2:35 pm – 3:05 pm	Inclusion Guidelines for Golf Facilities <i>A Must Do Checklist for All</i>	Linnet Carty , Director of Inclusion & Community Engagement PGA of America
3:15 pm – 4:00 pm	NGCOA Annual Meeting and 2021 Awards Ceremony	

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NGCOA members, other golf course owners and operators, and PGA Professionals can register for both Golf Business Conference 2021 and the 2021 PGA Show Virtual Experience & Marketplace. Simply select both paid events in Step 3 of the registration process.

GBC21 attendees will earn continuing education credits from the PGA of America, Ladies Professional Golf Association (LPGA), Club Management Association of America (CMAA), and Golf Course Superintendents Association of America (GCSAA).

Learn more at golfbusinessconference.com.