

**2025 PGA Merchandise Show - Member Business Center
PGA Member Education Schedule**

<u>TIME SLOT</u>	Wednesday, January 22, 2025	Thursday, January 23, 2025	Friday, January 24, 2025
8:30A - 9:30A	Show opening ceremony	Conducting a Job Search from Start to Finish, Panel Discussion Greg Stenzel, PGA Doug Wert, PGA	Pro Shop E-commerce Solution thru MyShop Will Baccas
9:45A - 10:45A	Marketing the Open Position Joe Doughty, PGA Kevin Drew, PGA	Unlocking College Golf Opportunities for All Panel moderated by Steve Tanner, Sr Director Player Engagement	Building Culture, Team Development & Mentoring Todd Smith, PGA Keith Fisher, PGA
11:00A - 12:00P	PGA Jr. League Gamechangers - learn from some of the most successful PGA Coaches Panel moderated by Kim Shafer, PGA Sr Player Engagement Consultant	Corebridge Golf Retirement Plus Deferred Compensation	
1:15P-2:15P	Effective Mentoring for Your PGA Professionals Dawes Marlatt, PGA Master Professional Sr Director of Education and Talent Development	Supercharging Your Social Media Strategy Dan Bubany, PGA Ryan Adams, PGA Kevin Hyland	
2:30P-3:30P	How to Project a Positive Online Brand Jordan Rogers	TOWN HALL	
3:45P-4:45P	Finding Personal Balance and Promoting Well- being in the Workplace Natalia Andreev, Clinical Manager at Tava Health and Licensed Clinician	PGA Value Guide - Unlocking Revenue Potential Greg Lotzer Ryan Helin	
5:00P-6:00P	International PGA Professionals Town Hall Meeting		
	PGA Career Services		
	PGA Member Benefits		
	PGA Player Engagement		
	PGA Education		
	PGA Membership & Governance		
	PGA Reach		
	Buisness Development		
	PGA Digital		
	PGA Global		