



PGA

2017 FASHION &
DEMO EXPERIENCE

PGA EDUCATION CONFERENCE

Must be Registered to Attend Sessions

AUGUST 14 - 16, 2017

LAS VEGAS, NV | THE VENETIAN HOTEL

MONDAY, AUGUST 14 - PGA FASHION & DEMO EXPERIENCE EDUCATION CONFERENCE - THE VENETIAN HOTEL (LEVEL 4)

Time	Track	Topic	Speaker	Session	Room Number
9:00am-2:30pm	Teaching & Coaching	CPP 2.0 Certification Kick Start Program, 5 PGA Required MSR Credits	Todd Sammons, PGA, Director of Member Education, PGA of America	101	RM 2- Marcello 4405-4406
8:30am-2:00pm	Teaching & Coaching	FlightScope Academy Professional Certification, 5 PGA Required MSR Credits	Stephen Aumock, Director of Instruction, FlightScope Alex Trujillo, USA Sales and Support Manager, FlightScope	102	RM 1- Marcello 4402-4504

TUESDAY, AUGUST 15 - PGA FASHION & DEMO EXPERIENCE EDUCATION CONFERENCE - THE VENETIAN HOTEL (LEVEL 4)

1 PGA Required MSR Credit per Hour

Time	Track	Topic	Speaker	Session	Room Number
A Focus on Professional Development					
9:00am-10:00am	Keynote	Characteristics of PGA Members Sought After by Top Employers	<i>Moderator:</i> John Easterbrook, PGA, Chief Membership Officer, PGA of America Dana Garmany, Chairman & Chief Executive Officer, Troon Joe Assell, Co-Founder & CEO, GolfTEC	201	RM 1- Marcello 4402-4504
10:15am-11:15am	Leadership	What Drives Your Club's Financial and Operational Health?	Henry DeLozier, Partner, Global Golf Advisors	202	RM 1- Marcello 4402-4504
Coffee Break					
11:30am-12:15pm	Golf Fitness & Wellness	The Body Swing Connection	Dave Phillips, Co-Founder, TPI	203	RM 2- Marcello 4405-4406
11:30am-12:15pm	Sales & Marketing	PGA Professional Marketing Success Stories	Cary Cavitt, PGA Life Member	204	RM 1- Marcello 4402-4504
12:30pm-1:15pm		PGA Town Hall	All PGA Professionals Invited		
Lunch Break					
2:00pm-3:00pm	Sales & Marketing	How To Increase Tournament Business	Phil Immordino, President GTAA, NGTA,GTAC	205	RM 2- Marcello 4405-4406
2:00pm-3:00pm	Teaching & Coaching	Psychological Tools used in Teaching and Coaching	Alison Curdt, PGA, LPGA, 2015 LPGA Teacher of the Year, 2016 SCPGA Teacher of the Year	206	RM 1- Marcello 4402-4504
3:15pm-4:15pm	Teaching & Coaching	Are You A Glider, Spinner or Launcher?	Mike Adams, PGA, 2016 Teacher of the Year Dr. Scott Lynn, PHD	207	RM 1- Marcello 4402-4504
3:15pm-4:15pm	Retail	Focusing on Your Focal Points and Mannequin Styling	Andrea Rowan, AGM Education Team	208	RM 2- Marcello 4405-4406
4:30pm-5:30pm	Teaching & Coaching	Junior Golf - Engagement & Development	Eric Hogge, PGA, Sr. Faculty Member, PGA of America	209	RM 1- Marcello 4402-4504
4:30pm-5:30pm	Leadership	What To Expect When Interviewing For A Selection Committee And A Private Club	Kirk Reese, CCM, Denehy Club Thinking Partners	210	RM 2- Marcello 4405-4406



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WEDNESDAY, AUGUST 16 - PGA FASHION & DEMO EXPERIENCE EDUCATION CONFERENCE - THE VENETIAN HOTEL (LEVEL 4) *1 PGA Required MSR Credit per Hour*

Time	Track	Topic	Speaker	Session	Room Number
8:00am-9:30am	Keynote	The Best Business Practices of Award Winning Instructors	<i>Panelists:</i> Mike Adams, PGA, 2016 Teacher of the Year Mike Malaska, PGA, 2011 PGA Teacher of the Year Alison Curdt, PGA, LPGA, 2015 LPGA Teacher of the Year, 2016 SCPGA Teacher of the Year <i>Moderator:</i> Dawes Marlatt, PGA, Sr. Director of Education, PGA of America	301	RM 1- Marcello 4402-4504
9:45am-10:45am	Teaching & Coaching	Golf Like All Sports Relate to Each Other	Mike Malaska, PGA, 2011 PGA Teacher of the Year	302	RM 1- Marcello 4402-4504
9:45am-10:45am	Leadership	From Director of Golf to General Manager	Thomas B. Wallace III, CCM, ECM, Partner Dick Kopplin, Partner Kopplin, Kuebler & Wallace	303	RM 2- Marcello 4405-4406
Coffee Break					
11:00am-12:00pm	Leadership	The Fundamentals of Diversity & Inclusion	Sandy Cross, Sr. Director of Diversity & Inclusion, PGA of America	304	RM 2- Marcello 4405-4406
11:00am-12:00pm	Leadership	Steps in Maximizing Your Value Proposition to Your Employer	Tim Marks, PGA Don Sweeting, PGA, CMAA, PGA of America Employment Services	305	RM 1- Marcello 4402-4504
Lunch Break					
12:30pm-1:30pm	Golf Fitness & Wellness	A Roadmap To Marketing & Programming Your Successful Golf Fitness Program	Dillon Johnson, Co-Owner, Director of Golf & Fitness Programming, RallySport Health & Fitness	306	RM 2- Marcello 4405-4406
12:30pm-1:30pm	Teaching & Coaching	How to Transform Your Teaching Business Through The Coaching Programs Model	Will Robins, PGA 2016/2017 Golf Digest Best Young Teacher in America	307	RM 1- Marcello 4402-4504