



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 | Todd Sammons, PGA, Director of Member Education, PGA of America | 101 | RM 2- Marcello 4405 |
| 8:30am-2:00pm | Teaching & Coaching | FlightScope Academy Professional Certification | Stephen Aumock, Director of Instruction, FlightScope Alex Trujillo, USA Sales and Support Manager, FlightScope | 102-FS | RM 1- Marcello 4402 |
| 8:30am-2:00pm | Teaching & Coaching | Foresight Sports PEAK™ Certified Professional Training | Liam Mucklow, Director of Education, PEAK™ | 102-FC | RM 3-Marcello 4401 |

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

| 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>Panelists:</i> Dana Garmany, Chairman & Chief Executive Officer, Troon Joseph Assell, Co-Founder & CEO, GolfTEC Chris Cain, PhD, PGA, Director PGA-Golf Management Program-UNLV <i>Moderator:</i> John Easterbrook, PGA, Chief Membership Officer, PGA of America | 201 | RM 1- Marcello 4402 |
| 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 |
| Coffee Break | | | | | |
| 11:30am-12:15pm | Golf Fitness & Wellness | The Body Swing Connection | Dave Phillips, Co-Founder, TPI | 203 | RM 2- Marcello 4405 |
| 11:30am-12:15pm | Sales & Marketing | PGA Professional Marketing Success Stories | Cary Cavitt, PGA Life Member | 204 | RM 1- Marcello 4402 |
| 12:15pm-1:15pm | | PGA Town Hall - All PGA Professionals Invited | Paul K. Levy, PGA, President, PGA of America, John Easterbrook, PGA, Chief Membership Officer, PGA of America, Tom Brawley, PGA, Sr. Director, Membership Services, PGA of America | | RM 1- Marcello 4402 |
| Lunch Break | | | | | |
| 2:00pm-3:00pm | Sales & Marketing | How To Increase Tournament Business | Phil Immordino, President GTAA, NGTA,GTAC | 205 | RM 2- Marcello 4405 |
| 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 |
| 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 |
| 3:15pm-4:15pm | Retail | Focusing on Your Focal Points and Mannequin Styling | Kris Wortman, Vice President of Merchandising and Design, EP NY | 208 | RM 2- Marcello 4405 |
| 4:30pm-5:30pm | Teaching & Coaching | Junior Golf - Engagement & Development | Eric Hogge, PGA, Sr. Faculty Member, PGA of America | 209 | RM 1- Marcello 4402 |
| 4:30pm-5:30pm | Leadership | What To Expect When Interviewing For a Selection Committee at a Private Club | Kirk Reese, CCM, Executive Vice President, Denehy Club Thinking Partners | 210 | RM 2- Marcello 4405 |



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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 |
|---------------------|-------------------------|---|---|---------|---------------------|
| 8:30am-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> Eric Hogge, PGA, Sr. Faculty Member, PGA of America | 301 | RM 1- Marcello 4402 |
| 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 |
| 9:45am-10:45am | Leadership | From Director of Golf to General Manager | Thomas B. Wallace III, CCM, ECM, Partner Kurt Kuebler, Partner Kopplin, Kuebler & Wallace | 303 | RM 2- Marcello 4405 |
| 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 |
| 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 |
| 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 |
| 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 |