



# PGA

2018 FASHION &  
DEMO EXPERIENCE

# Education Conference Program SCHEDULE AT A GLANCE

As of July 31, 2018

*Must Be Registered To Attend Sessions*

## MONDAY, AUGUST 13

<p><b>9:00AM- 2:30PM</b></p>	<p><b>CPP 2.0 CERTIFICATION KICK START PROGRAM</b> <b>Session: 101</b></p>	<p><b>Todd Sammons</b>, PGA, Director of Education, PGA of America</p>	<p>Room 2   Marcello 4405 Venetian Hotel</p>
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## INDUSTRY CERTIFICATIONS

## TUESDAY, AUGUST 14

<p><b>9:30AM- 12:30PM</b></p>	<p><b>AGM CERTIFIED RETAIL MANAGER PROGRAM - RETAIL STRATEGIES COURSES I &amp; II</b> <b>Session: AGMT</b></p>	<p><b>Tracy Moffatt</b>, President, AGM</p>	<p>Marcello 4401B Venetian Hotel</p>
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## WEDNESDAY, AUGUST 15

<p><b>9:00AM- 12:00PM</b></p>	<p><b>AGM CERTIFIED RETAIL MANAGER PROGRAM - RETAIL STRATEGIES COURSES I &amp; II</b> <b>Session: AGMW</b></p>	<p><b>Tracy Moffatt</b>, President, AGM</p>	<p>Marcello 4401B Venetian Hotel</p>
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**TUESDAY, AUGUST 14 - THE VENETIAN HOTEL (LEVEL 4)**

**COMPLIMENTARY**

**SESSION**

9:00am-10:00am

**OPENING SESSION | Session 201 | Room 1 | Marcello 4402**  
**THE FITTING EXPERIENCE: DRIVING REVENUE & HELPING PEOPLE PLAY BETTER GOLF | Jeremy Beck, PGA, Sr. VP Operations, GOLFTec**

**EXECUTIVE MANAGEMENT**  
 Room 3 | Lando 4302

**TEACHING & COACHING**  
 Room 1 | Marcello 4402

**GOLF OPERATIONS**  
 Room 2 | Marcello 4405

10:15am-11:15am

**EXECUTIVE MANAGEMENT AND SKILL DEVELOPMENT FOR GOLF PROFESSIONALS**  
 Henry DeLozier, Principal, Global Golf Advisors  
 Session: 202

**THE INVISIBLE SWING-WHAT ARE WE MISSING?**  
 Mike Malaska, PGA, 2011 PGA Teacher of the Year  
 Session: 203

**CREATING HIGH PERFORMANCE - ORGANIZATIONAL DEVELOPMENT**  
 Dawes Marlatt, PGA Master Professional, Senior Director for Education & Organizational Development, PGA of America  
 Session: 204

**COFFEE BREAK**

11:30am-12:30pm

**KEY PRINCIPALS OF TEAM DEVELOPMENT**  
 Thomas B. Wallace III CCM, CCE, ECM, Partner, Kopplin Kuebler & Wallace  
 Session: 205

**TAPPING INTO YOUR BEST GOLF**  
 Alison Curdt, PsyD, PGA, LPGA, Master Professional in Instruction, Dir of Instruction, Alison Curdt Golf at Wood Ranch Golf Club  
 Session: 206

**USING DATA TO CREATE INCENTIVE-BASED PROGRAMS TO INCREASE GREEN FEE REVENUE**  
 Don Rea, PGA, Owner Augusta Ranch Golf Club, Mike Loustalot, Co-Founder: The ORCA Report  
 Session: 207

12:45pm-1:45pm

**ADAPTIVE GOLF RESOURCE FORUM**  
 Gianna Rojas, Founder of Adaptivegolfers.com, USAGA Ambassador  
 Session: 215

**WHAT EMPLOYERS ARE SEEKING IN CANDIDATES- IMPROVE YOUR OPPORTUNITY TO LAND THAT JOB!**  
 Tim Marks, PGA, Director PGA Career Services, PGA of America, Don Sweeting PGA, CMAA, Director PGA Career Services, PGA of America  
 Session: 214

**SHOW FLOOR**

3:00pm-4:00pm

**GOING FROM DIRECTOR OF GOLF TO GENERAL MANAGER**  
 Kirk Reese, CCM, Exec VP, Denehy Club Thinking Partners  
 Session: 208

**PELVIC POWERHOUSE**  
 Lance Gill, Performance Director, Titleist Performance Institute Fitness Advisory Board, President, Lance Gill Performance  
 Session: 209

**THE SELLING PROCESS - HOW TO CLOSE MORE DEALS**  
 Phil Immordino, President & Founder, Golf Tournament Association of America  
 Session: 210

4:15pm-5:15pm

**HOW TO CREATE A CULTURE OF ENTREPRENEURSHIP AND INNOVATION WITHIN YOUR GOLF BUSINESS**  
 Colin Weston, Host & Creator of The Modgolf Podcast  
 Session: 211

**PUTTER FITTING & TEACHING WITH TECHNOLOGY**  
 Eric Hogge, PGA, Senior Faculty Member, PGA of America  
 Session: 212

**VISUAL MERCHANDISING - BACK TO BASICS**  
 Tracy Moffatt, President, AGM  
 Session: 213

8:30am-9:30am

**OPENING SESSION | Session 301 | Room 1 | Marcello 4402**  
**THE GOLF SWING MATRIX | Mike Adams, PGA, 2016 PGA Teacher of the Year, Terry Rowles, Director of Instruction, Metedeconk, Nat'l GC**

**EXECUTIVE MANAGEMENT**  
 Room 3 | Lando 4302

**TEACHING & COACHING**  
 Room 1 | Marcello 4402

**GOLF OPERATIONS**  
 Room 2 | Marcello 4405

9:45am-10:45am

**JUMPSTART YOUR LEADERSHIP**  
 Kurt Kuebler, CCM, Partner, Kopplin Kuebler & Wallace  
 Session: 302

**COACHING JUNIORS IN THE MENTAL GAME**  
 Alison Curdt, PsyD, PGA, LPGA, Master Professional in Instruction, Director of Instruction, Alison Curdt Golf at Wood Ranch Golf Club  
 Session: 303

**HOW TO GROW YOUR GREEN FEE REVENUE WITH SIMPLE REVENUE MANAGEMENT TECHNIQUES**  
 Don Rea, PGA, Owner Augusta Ranch Golf Club, Mike Loustalot, Co-Founder: The ORCA Report  
 Session: 304

**COFFEE BREAK**

11:00am-12:00pm

**A PANEL DISCUSSION: THE PATH FROM GOLF PROFESSIONAL TO GENERAL MANAGER**  
 Kirk Reese, CCM, Exec VP, DENEHY Club Thinking Partners, Chris Card, President, Club Operations, The Club at New Seabury, Grand Harbor Golf & Beach Club, Todd Keefer, General Manager/COO, Wilshire Country Club, Adam Fannon, CEO/GM, Bel-Air Country Club  
 Session: 305

**TWO MAIN WAYS TO SWING-WHAT IS THE DIFFERENCE & WHICH ONE IS BEST?**  
 Mike Malaska, PGA, 2011 PGA Teacher of the Year  
 Session: 306

**HOW TO SETUP & USE GOOGLE ANALYTICS TO MAKE DATA-DRIVEN MARKETING DECISIONS**  
 Greg Dionne, Senior Marketing Specialist, RELX Group  
 Session: 307

**LUNCH BREAK**

12:30pm-1:30pm

**INDUSTRY TRENDS AND INSIGHTS: GOLF'S RENAISSANCE PERIOD**  
 Christopher P. Cain, PhD, PGA, CHE  
 Session: 308

**PRACTICAL WAYS TO GATHER DYNAMIC SWING & BALL FLIGHT INFORMATION**  
 Eric Hogge, PGA, Senior Faculty Member, PGA of America  
 Session: 309

**BETTER GOLF FROM THE INSIDE OUT**  
 Blaine Seitz, PGA Golf Performance Coach, Mobilitas Golf  
 Session: 310

**WEDNESDAY, AUGUST 15**