



PGA

2019 FASHION & DEMO EXPERIENCE

PGA Show Education Conference

SCHEDULE AT A GLANCE

As of July 31, 2019

Must Be Registered To Attend Sessions

Certifications

MONDAY, AUGUST 12			
9:00am-2:30pm	SPECIALIZED TEACHING & COACHING JUMP START PROGRAM Session: 101	Todd Sammons, PGA, Director of Education, PGA of America	Marcello 4405 Venetian Hotel

NEW! Complimentary Technology Forum

TUESDAY, AUGUST 13			
1:30pm-2:30pm	GOLF ENTERTAINMENT TECHNOLOGY = NEW REVENUE	National Golf Course Owners Association (NGCOA)	Show Floor Stage Venetian Hotel
4:00pm-5:00pm	FACILITY MANAGEMENT TECHNOLOGY TO BOOST SPENDING & ENGAGEMENT	National Golf Course Owners Association (NGCOA)	Show Floor Stage Venetian Hotel
WEDNESDAY, AUGUST 14			
11:00am-12:00pm	TECHNOLOGY BEST PRACTICES IN TEACHING AND COACHING GOLF	PGA Golf Exhibitions	Show Floor Stage Venetian Hotel

TUESDAY, AUGUST 13

	EXECUTIVE MANAGEMENT Lando 4302 Venetian Hotel, Level 4	TEACHING & COACHING Marcello 4402 Venetian Hotel, Level 4	GOLF OPERATIONS Marcello 4405 Venetian Hotel, Level 4
7:30am-8:30am	WIN AT FOOD & BEVERAGE-BEST PRACTICES IN THE HOSPITALITY BUSINESS Thomas Wallace, Partner, Kopplin, Kuebler & Wallace Sam Lindsley, Kopplin, Kuebler & Wallace Session: 201	IS THERE A PROCESS TO TEACH OR LEARN A GOLF SWING THROUGH? Mike Malaska, PGA, 2018 Southwest Section Teacher of the Year Session: 202	5 PILLARS OF A SUCCESSFUL GOLF PROFESSIONAL Cary Cavitt, PGA Life Member Session: 203
8:45am-9:45am	FAULTS AND FIXES USING YOUR TECH TOOLBOX Alison Curdt, PsyD, PGA, LPGA, Master Professional in Instruction, Director of Instruction, Alison Curdt Golf at Wood Ranch Golf Club Session: 204 Room: Marcello 4402		
10:00am-11:00am	TRENDS IMPACTING GOLF PARTICIPATION Henry DeLozier, Principal, Global Golf Advisors Session: 205	CAREER PLANNING- HOW TO GET IT RIGHT Don Sweeting, PGA, Director PGA Career Services, PGA of America Michael Mueller, PGA, Career Consultant, PGA of America Session: 206 Room: Marcello 4402	5 FREE TECHNOLOGY PLATFORMS THAT CAN IMMEDIATELY HELP YOUR BUSINESS Kris Hart, Sr. Director, Nextgengolf, PGA of America Session: 207
11:15am-12:15pm	LESSONS LEARNED IN THE PRIVATE CLUB TRENCHES....BEST CAREER PRACTICES FROM A SEASONED INDUSTRY VETERAN Michael Leemhuis, PGA, CCM, CCE, Managing Director, The Collection Clubs Session: 208	COACHING CONFIDENCE Alison Curdt, PsyD, PGA, LPGA, Master Professional in Instruction, Director of Instruction, Alison Curdt Golf at Wood Ranch Golf Club Session: 209	GROWING AMENITIES AND MEMBERSHIP Cary Cavitt, PGA Life Member Session: 210
1:00pm-2:00pm	RETAIL ROUNDTABLE BEST PRACTICES IN THE INDUSTRY Desane Blaney, AGM Executive Director/CEO Darcy Lyberger, AGM Past President Tracy Moffatt, Owner/Consultant, K&K Consulting, President, AGM Session: 211 Room: Marcello 4405 COMPLIMENTARY SESSION		

WEDNESDAY, AUGUST 14

	EXECUTIVE MANAGEMENT Lando 4302 Venetian Hotel, Level 4	TEACHING & COACHING Marcello 4402 Venetian Hotel, Level 4	GOLF OPERATIONS Marcello 4405 Venetian Hotel, Level 4
7:30am-8:30am		MOVE BETTER PLAY BETTER Blaine Seitz, PGA, Director of Performance, ACE Golf, Mobilitas Golf Session: 301 Room: Lando 4302	TEACHING WITH TECHNOLOGY...WHAT DO THE NUMBERS MEAN Mike Adams, PGA, 2016 PGA Teacher of the Year Session: 302
8:45am-9:45am	ADDING ON SELLING IN THE OFF-SEASON Phil Immordino, President & Founder, Golf Tournament Association of America Session: 303		
10:00am-11:00am	RETAIL ACCESSORY TRENDS Desane Blaney, AGM Executive Director/CEO Session: 304 Room: Marcello 4402	HOW TO POSITION THE ASK Kirk Reese, CCM, Executive VP, Denehy Thinking Club Session: 305	CAN TEACHING GOLF REALLY BE SIMPLE? Kay McMahon, Director of Golf Instruction, eduKaytion Golf Session: 306
11:15am-12:15pm	CONNECTING WITH MILLENNIALS Kelly Gilley, PGA, Career Consultant, PGA of America Keith Soriano, PGA, Career Consultant, PGA of America Session: 307	RECRUITING & RETAINING STAFF Tim Marks, PGA, Director PGA Career Services, PGA of America Chris Kulinski, PGA, Employment Consultant, PGA of America Session: 308	KEY METRICS FOR SUCCESS Tracy Moffatt, Owner/Consultant, K&K Consulting, President, AGM Session: 309 Room: Marcello 4402
12:30pm-1:30pm	CHALLENGES FACING CADDIE PROGRAMS TODAY: HOW THE LEGAL ENVIRONMENT IMPACTS THE OPERATING ENVIRONMENT Mark Brenneman, PGA, Chief Business Development Officer, CADDIEMASTER John Krikorian, Chief Operating Officer, CADDIEMASTER Session: 310	PGA PROFESSIONALS AS CEO (CHIEF ENGAGEMENT OFFICER) Don Sweeting, PGA, Director PGA Career Services, PGA of America Monte Koch, PGA Career Consultant Session: 312	WHEN WATCHING SOMEONE SWING ARE YOU SEEING MORE A FINGER PRINT OR A HABIT?? Mike Malaska, PGA, 2018 Southwest Section Teacher of the Year Session: 311
		BUILDING FOOD & BEVERAGE DYNAMICS AND REVENUES Lynne LaFond DeLuca, Executive Director, Association of Club Catering & Event Professionals Session: 313	