



# PGA

2019 FASHION &  
DEMO EXPERIENCE

# PGA Show Education Conference SCHEDULE AT A GLANCE

As of May 31, 2019

Must Be Registered To Attend Sessions

## Certifications

MONDAY, AUGUST 12	
9:00am - 2:30pm	9:00am - 12:30pm
Marcello 4402   Venetial Hotel, Level 4	Marcello 4401B   Venetian Hotel, Level 4
<p><b>SPECIALIZED TEACHING &amp; COACHING JUMP START PROGRAM</b></p> <p>Todd Sammons, PGA, Director of Education, PGA of America</p> <p><b>Session: 101</b></p>	<p><b>RETAIL STRATEGIES COURSE III</b></p> <p>Tracy Moffatt, Owner/Consultant, K &amp; K Consulting</p> <p><b>Session: 102</b></p>

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	<b>WIN AT FOOD &amp; BEVERAGE-BEST PRACTICES IN THE HOSPITALITY BUSINESS</b> Kurt Kuebler, Partner, Kopplin, Kuebler & Wallace  Session: 201		<b>IS THERE A PROCESS TO TEACH OR LEARN A GOLF SWING THROUGH?</b> Mike Malaska, PGA, 2018 Southwest Section Teacher of the Year  Session: 202	<b>5 PILLARS OF A SUCCESSFUL GOLF PROFESSIONAL</b> Cary Cavitt, PGA Life Member  Session: 203
8:45am-9:45am	<b>TECHNOLOGY PANEL</b> Eric Hogge, PGA, Moderator Mark Connell, PGA, JC Video Christopher Smith, PGA, Eugene Country Club Alison Curdt, PsyD, PGA, LPGA  Session: 204			
10:00am-11:00am	<b>TRENDS IMPACTING GOLF PARTICIPATION</b> Henry DeLozier,Principal, Global Golf Advisors  Session: 205	<b>CAREER PLANNING- HOW TO GET IT RIGHT</b> Michael Mueller, PGA Don Sweeting, PGA  Room: Marcello 4402 Session: 206		<b>5 FREE TECHNOLOGY PLATFORMS THAT CAN IMMEDIATELY HELP YOUR BUSINESS</b> Kris Hart, Sr. Director, Nextgengolf, PGA of America  Session: 207
11:15am-12:15pm	<b>LESSONS LEARNED IN THE PRIVATE CLUB TRENCHES....BEST CAREER PRACTICES FROM A SEASONED INDUSTRY VETERAN</b> Michael Leemhuis, PGA, CCM, CCE, Managing Director, The Collection Clubs  Session: 208		<b>COACHING CONFIDENCE</b> Allison Curdt, PsyD, PGA, LPGA  Session: 209	<b>GROWING AMENITIES AND MEMBERSHIP</b> Cary Cavitt, PGA Life Member  Session: 210
1:00pm-2:00pm	<b>PEER TO PEER- RETAIL</b> TBA  Session: 211 <b>COMPLIMENTARY SESSION</b>			

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		<b>MOVE BETTER PLAY BETTER</b> Blaine Seitz, PGA, TPI, MWOD, Performance Coach & Mobilistist, Mobilitas Golf  Room: Lando 4302 Session: 301	<b>TEACHING WITH TECHNOLOGY... WHAT DO THE NUMBERS MEAN</b> Mike Adams, PGA, 2016 PGA Teacher of the Year  Session: 302	<b>ADDING ON SELLING IN THE OFF-SEASON</b> Phil Immordino, President & Founder, Golf Tournament Association of America, NGTA, GTAC  Session: 303
8:45am-9:45am	<b>RETAIL ACCESSORY TRENDS</b> TBA  Session: 304			
10:00am-11:00am	<b>TBA</b> Denehy Thinking Club  Session: 305	<b>CAN TEACHING GOLF REALLY BE SIMPLE?</b> Kay McMahon, Director of Golf Instruction, eduKaytion Golf  Session: 306	<b>CONNECTING WITH MILLENNIALS</b> Kelly Gilley, PGA Keith Soriano,PGA  Session: 307	
11:15am-12:15pm	<b>RECRUITING &amp; RETAINING STAFF</b> Chris Kulinski,PGA Tim Marks,PGA  Session: 308		<b>KEY METRICS FOR SUCCESS</b> Tracy Moffatt, Owner/Consultant, K & K Consulting  Room: Marcello 4402 Session: 309	<b>CHALLENGES FACING CADDIE PROGRAMS TODAY: HOW THE LEGAL ENVIRONMENT IMPACTS THE OPERATING ENVIRONMENT</b> Mark Brenneman, PGA, Business Development Officer, Caddie Master  Session: 310
12:30pm-1:30pm	<b>PGA PROFESSIONALS AS CEO (CHIEF ENGAGEMENT OFFICER)</b> Monte Koch, PGA Don Sweeting, PGA  Session: 312	<b>WHEN WATCHING SOMEONE SWING ARE YOU SEEING MORE A FINGER PRINT OR A HABIT??</b> Mike Malaska, PGA, 2018 Southwest Section Teacher of the Year  Session: 311	<b>BUILDING FOOD &amp; BEVERAGE DYNAMICS AND REVENUES</b> Lynne LaFond DeLuca, Executive Director, Association of Club Catering & Event Porfessionals  Session: 313	