



**PGA**  
**SHOW**

# PGA SHOW EDUCATION CONFERENCE SCHEDULE AT A GLANCE

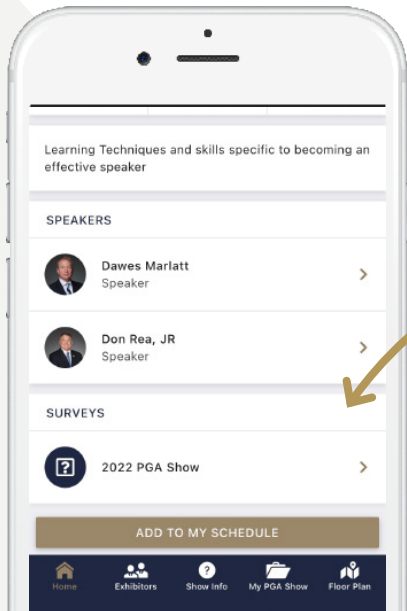
*\*As of January 21, 2022*

**TUESDAY, JANUARY 25, 2022** DEMO DAY - ORANGE COUNTY NATIONAL GOLF CENTER

*Must be registered to attend sessions*

TEACHING AND COACHING	
9:30AM - 10:30AM	<p><b>INCORPORATING CLUB FITTING INTO YOUR COACHING</b> <i>John Hughes, PGA</i></p> <p>Location: Tee 3 - Orange County National Golf Center</p>
11:00AM - 12:00PM	<p><b>COACHING DIFFERENT SWING TYPES - LIVE LESSON LOOK-IN</b> <i>Joe Plecker, PGA</i></p> <p>Location: Tee 3 - Orange County National Golf Center</p>
2:00PM - 3:00PM	<p><b>SHOULD YOU GET FITTED BEFORE TAKING A LESSON?</b> <i>Jeff Smith, PGA</i></p> <p>Location: Tee 3 - Orange County National Golf Center</p>
3:30PM - 4:30PM	<p><b>PRACTICAL WAYS TO GATHER DYNAMIC SWING &amp; BALL FLIGHT INFORMATION</b> <i>Eric Hogge, PGA</i></p> <p>Location: Tee 3 - Orange County National Golf Center</p>

## COMPLETE YOUR SESSION EVALUATIONS IN THE PGA SHOW MOBILE APP!



*You must complete a session evaluation for each of the education sessions you attend in order to gain MSR Credits.*

1. Download the PGA Show Mobile App in the Google Play or App Store
2. Log in to the mobile app with your registration ID (found on your badge) and the zip code you registered with
3. Scroll to the bottom and select "2022 PGA Show" under "Surveys"
4. Fill out the survey, and submit!



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**Need help? Ask any PGA Show staff member - we're here to help!**



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### TUESDAY, JANUARY 25, 2022 EDUCATION SESSIONS - ORANGE COUNTY CONVENTION CENTER

	GOLF OPERATIONS		EXECUTIVE MANAGEMENT		TEACHING AND COACHING
2:00PM - 3:00PM	<b>THE ART OF CUSTOMER SERVICE</b> <i>Bill Cioffoletti,</i> <i>PGA Master Professional</i>		<b>PART 1: LEARN TECHNIQUES TO ENHANCE YOUR COMMUNICATION EFFECTIVENESS</b> <i>Don Rea, PGA Secretary, PGA of America and Dawes Marlatt, PGA Sr. Director Education, PGA of America</i>	<b>QUESTION EVERYTHING: RETHINKING GOLF'S TRADITIONS FOR LONG TERM SUCCESS</b> <i>Andy Weissinger,</i> <i>PGA Master Professional</i>	
	Room: W101AB		Room: W102AB	Room: W103AB	
3:15PM - 4:15PM	<b>ENHANCING YOUR PERFORMANCE MANAGEMENT SYSTEM</b> <i>Don Cook, PGA</i>	<b>GOVERNMENT RELATIONS</b> <i>Hunter Moorhead</i>	<b>PART 2: APPLY LEARNED COMMUNICATION TECHNIQUES AND HABITS TO CLARIFY AND STRENGTHEN YOUR MESSAGE</b> <i>Don Rea, PGA Secretary, PGA of America and Dawes Marlatt, PGA Sr. Director Education, PGA of America</i>		
	Room: W101AB	Room: W103AB	Room: W102AB		
4:30PM - 5:30PM	<b>INCREASING REVENUE THROUGH OUTINGS AND EVENTS</b> <i>Phil Immordino</i>	<b>RETAINING TALENT AND DEVELOPING YOUR TEAM</b> <i>Rich Ballinger,</i> <i>PGA Master Professional</i>			<b>FROM BURNOUT TO BALANCE IN 12 WEEKS - HOW TO DOUBLE YOUR HOURLY INCOME, REDUCE YOUR WORK TIME BY 40% AND GUARANTEE 25% OFF YOUR PLAYERS' HANDICAP</b> <i>Will Robins, PGA</i>
	Room: W101AB	Room: W103AB			Room: W102AB

### WEDNESDAY, JANUARY 26, 2022 EDUCATION SESSIONS - ORANGE COUNTY CONVENTION CENTER

10:00AM - 11:00AM	<b>NGCOA PANEL - TECHNOLOGY, PROFIT, AND THE FUTURE - WHAT YOU DON'T KNOW IS KILLING YOUR BUSINESS!</b> <i>John Brown, Jason Pearsall and Tim Ummel</i>
	Room: W110A
11:00AM - 12:00PM	<b>NGCOA PANEL - REVENUE MANAGEMENT AND SURGING DEMAND - MAXIMIZING REVENUE IN THE RIGHT WAYS!</b> <i>Dan Cortese and Chris May</i>
	Room: W110A





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### THURSDAY, JANUARY 27, 2022 EDUCATION SESSIONS - ORANGE COUNTY CONVENTION CENTER

RETAIL			
8:30AM - 9:30AM	<b>GOLF SHOP KEY METRICS FOR PLANNING IN 2022</b> <i>Tracy Moffatt, AGM past president, K&amp;K Consulting</i> Room: W101AB		
9:30AM - 10:30AM	<b>THE PSYCHOLOGY OF PRICE &amp; MARKDOWN STRATEGIES</b> <i>Dane Cohen, Management One</i> Room: W102AB		
10:30AM - 11:30AM	<b>GOOD, BETTER, BEST MERCHANDISING PRACTICES</b> <i>Leigha Turner, Retail Resolutions, LLC, AGM Regional Director</i> Room: W103AB		
SPONSOR SESSION			
11:00AM - 12:00PM	<b>TAGMARSHAL - HOW CLUBS FUTURE PROOFING OPERATIONS, USING TECHNOLOGY TO CREATE NEXT-LEVEL PLAYER EXPERIENCES THAT ENHANCE EFFICIENCY</b> <i>Bodo Sieber, CEO, Tagmarshal and Joey Walters, General Manager, Tagmarshal</i> Room: W101AB		
1:00PM - 2:00PM	<b>TECHNOGYM - GROUND FORCE REACTION AND ITS APPLICATION IN THE POWER PRODUCTION CONTINUUM</b> <i>Tom Hemmings, Golf Performance Coach and Technogym Golf Fitness Ambassador</i> Room: W102AB		
	GOLF OPERATIONS	TEACHING AND COACHING	EXECUTIVE MANAGEMENT
2:00PM - 3:00PM	<b>BREAKING DOWN GREEN FEE REVENUE IN YOUR POWER HOURS</b> <i>Mike Loustalot, Sagacity and Don Rea, PGA Secretary, PGA of America</i> Room: W103AB	<b>WANNA HIT IT SHORTER? WE DIDN'T THINK SO... RABBIT HOLES &amp; REALITIES OF CREATING SPEED AND POWER IN THE GOLF SWING</b> <i>Christopher Smith, PGA and John Tattersall, PGA</i> Room: W101AB	<b>BECOMING THE LEADER THAT PEOPLE WANT TO FOLLOW</b> <i>Cary Cavitt, PGA</i> Room: W102AB
3:15PM - 4:15PM	<b>PULP FICTIONIZE YOUR PRACTICE TO OPTIMIZE ON-COURSE PERFORMANCE</b> <b>CHRISTOPHER SMITH</b> Room: W103AB	<b>SPEED CONTROL IN PUTTING</b> <i>Joe Hallet, PGA</i> Room: W101AB	<b>THE FIVE PILLARS OF EVERY SUCCESSFUL PGA GOLF PROFESSIONAL</b> <i>Cary Cavitt, PGA</i> Room: W102AB



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### FRIDAY, JANUARY 28, 2022 EDUCATION SESSIONS - ORANGE COUNTY CONVENTION CENTER

	RETAIL	TEACHING AND COACHING		EXECUTIVE MANAGEMENT	GOLF OPERATIONS
9:00AM - 10:00AM	<b>PROFITABILITY VS. CASH FLOW IN YOUR GOLF SHOP</b> <i>Dane Cohen, Management One</i>  Room: W101AB	<b>SCORING ZONE: TEACHING COMMON PLAYERS SOLUTIONS TO COMMON PROBLEMS IN THE SHORT GAME</b> <i>Todd Sones, PGA</i>  Room: W102AB		<b>INTELLIGENCE AND LEADERSHIP</b> <i>Christopher Cain, PGA Phd</i>  Room: W103AB	
10:15AM - 11:15AM	<b>PROPS AND FIXTURES TO MAXIMIZE PRODUCT SALES</b> <i>Jacinta Courter</i>  Room: W101AB	<b>GREAT FEEDBACK GETS YOU GREAT PRACTICE AND GREAT IMPROVEMENT</b> <i>Jeff Smith, PGA</i>  Room: W102AB	<b>TEACHING VS. COACHING</b> <i>David Armitage, PGA Master Professional</i>  Room: W103AB		
11:30AM - 12:30PM	<b>TOP TRENDS IN SOCIAL MEDIA TODAY: BEST PRACTICES TO ACHIEVE PROVEN RESULTS IN 2022 AND BEYOND</b> <i>Jennifer Morton, AGM Marketing Director</i>  Room: W101AB	<b>TEACHING THROUGH THE BALL FLIGHT LAWS</b> <i>Tim Cusick, PGA, PGA of America</i>  Room: W102AB			<b>IMPROVING GOLFER RETENTION - USGA DATA, ANALYSES AND CONCLUSIONS</b> <i>Dave Pierce</i>  Room: W103AB
<b>GOLF OPERATIONS</b>					
9:00AM - 12:00PM	<b>SPECIALIZED GOLF OPERATIONS JUMP START PROGRAM</b> <i>Todd Sammons, PGA Director of Education, PGA of America and Nicole Pillay, PGA</i>  Room: W105				

## 2023 • ORLANDO

**TUESDAY, JANUARY 24**

PGA SHOW DEMO & FITTING DAY  
& EDUCATION CONFERENCE

**WEDNESDAY, JAN 25 - FRIDAY, JAN 27**

EXHIBITS & EDUCATION  
CONFERENCE



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**SAVE THE DATE**

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