



PGA BIG WEEK

Carolinas Section

2017 Schedule of Events

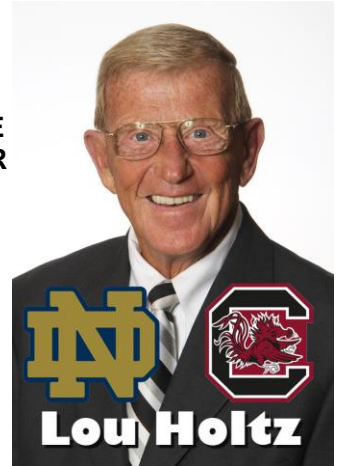
REGISTRATION DEADLINE: 5:00 PM FRIDAY, FEBRUARY 10th

ADMISSION BADGES MAILED IN ADVANCE, OR YOU CAN PICK THEM UP AT THE SHOW



Greensboro Coliseum Complex

ALL SCHEDULED EVENTS WILL TAKE PLACE **FEB 19-21** AT THE GREENSBORO COLISEUM COMPLEX SPECIAL EVENTS CENTER
1921 W. Lee St., Greensboro, NC 27403



EARLY BADGE PICK-UP

Sunday, February 19 | 2:00 – 5:00 PM

SPECIAL AWARDS & HONORS DINNER Presented by Club Car

Sunday, February 19 | 5:00 PM Cocktail Reception, 6:00 PM Dinner | 2 MSR: PGA Total
Cocktail Reception is NO CHARGE & open to anyone; Dinner is \$79 per adult / \$20 per child
Attire: Business Attire (Coat & Tie)

ANNUAL MEETING Presented by Greensboro CVB, Page & Tuttle and Source4

Monday, February 20 | 8:00 – 10:00 AM | 2 MSR: PGA Required | Continental breakfast and lunch included
Featuring Town Hall Discussion with PGA of America CEO Pete Bevacqua – Attire: Business Attire (Coat & Tie)

24th ANNUAL MERCHANDISE SHOW | 2 MSR: PGA Total

Monday, February 20 | 10:00 AM – 5:00 PM

Tuesday, February 21 | 9:30 AM – 2:00 PM

\$\$ Featuring a cash jackpot drawing of \$5,000 for one lucky attending Carolinas PGA Member in good standing! \$\$

RECEPTION “OLD PRO’S CORNER”

Monday, February 20 | 4:00 – 6:00 PM | A Gathering Spot & Watering Hole on the Trade Show Floor

EDUCATION SESSION #1

Monday, February 20 | 5:00 – 6:30 PM | 2 MSR: PGA Required

Former Notre Dame and South Carolina Head Football Coach Lou Holtz will give a motivational speech entitled “Winning Every Day - The Game Plan for Success” in this can’t miss session!

EDUCATION SESSION #2

Tuesday, February 21 | 8:00 – 9:30 AM | 2 MSR: PGA Required | Continental breakfast included

2A – Jeff Boss - Former Navy Seal – “Navigating Chaos: Leadership Lessons from Complex Environments”

2B – Joy Cook - “The Secret Sauce: The Key to Effectively Reaching Millennials in the Age of Social Media”

2C – Jack Nance & Tom Johnson – Carolinas Golf Association – “USGA Tournament Management Software”

EDUCATION SESSION #3: WINTER TEACHING SUMMIT Presented by FitGolf

Tuesday, February 21 | 2:00 – 5:00 PM | 3 MSR: PGA Required | Lunch included

Bill Sampson, PGA – Old Tabby Links – 2016 Carolinas PGA Teacher of the Year – “Teaching Senior Golfers”

David Ostrow – FitGolf – “The Body & The Golf Swing”

Jim Hardy, PGA – Top 10 PGA Golf Instructor and Author of the Plane Truth – “The Release and Club Delivery”

INFORMAL EDUCATION ON MERCHANDISE SHOW FLOOR 1 MSR: PGA Required Per Session

No RSVP required – Seats available for approximately 75 attendees – Speakers/Times subject to change

MONDAY, February 20

1 pm – Grow Your Business with PGA Jr. League Golf

2 pm – Social Media On & Off the Golf Course

3 pm – Women In Golf (networking opportunity)

TUESDAY, February 21

10 am – Employee Communication/Resumes/Job Hunt

11 am – Assistant/Apprentice Round Table

Noon – Player Development Workshop

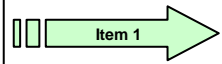
Please view the 3rd page of this document for detailed information on all of our speakers.

We look forward to seeing you in Greensboro!

CAROLINAS PGA BIG WEEK REGISTRATION FORM

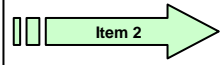
Deadline: Friday, February 10 at 5:00 PM

Online registration is also available for all functions at www.Carolinas.PGA.com



CPGA MEMBER VERIFICATION

- Carolinas PGA Member/Apprentice (no charge) Other Section/Non-CPGA Professional (\$25 admin fee)



CPGA ANNUAL MEETING & MERCHANDISE SHOW

- Annual Meeting (no charge) Merchandise Show (no charge)

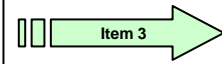
Name: _____ PGA Member #: _____

Facility/Employer: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

ADDITIONAL MERCHANDISE SHOW BADGES FOR GUESTS. Please **PRINT** the name(s) of your **non-PGA** guests along with their company name **clearly**. Other PGA Professionals **must** register themselves.

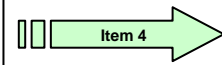


CPGA AWARDS & HONORS DINNER

- I am attending the Awards Dinner (\$79). Children 18 & under (\$20). List name & age.
Open seating for non-award winners and other guests.

Clearly list names of your **non-PGA** dinner guests. **Other PGA Professionals must register themselves.**

_____ \$79	_____ \$79
_____ \$79	_____ \$79
_____ \$79	_____ \$79
_____ \$79	_____ \$79



CPGA WINTER EDUCATION SEMINARS

Select "**All Three**" and pay one discounted price. Please **indicate below** your choices for Session 2.

- All three (3) Education Sessions – \$150 (Add \$25 Late Fee if submitted after February 10th)

OR- Pick and choose any sessions you would like to attend and pay the individual listed price

Session 1: \$50

Session 2: \$50 (please pick one of the three sessions listed below):

Session 3: \$85 (includes lunch)

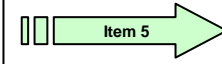
Lou Holtz

2A – Jeff Boss/Navy Seal

2B – Marketing to Millennials

2C – USGA Tournament Mgmt

Teaching Summit



PAYMENT INFORMATION

\$ _____: TOTAL AMOUNT OF ITEMS CHECKED ABOVE

Check AMEX Discover MasterCard Visa Name on card: _____

Credit Card #: _____ CVV Security Code: _____ Exp. Date: _____

Carolinas PGA Section – 6271 Bryan Park Rd., Browns Summit, NC 27214 – t (336) 398-2742 – f (336) 398-2743

QUESTIONS: Please contact Nazmieh Daniels at (336)398-2678 or ndaniels@pgahq.com

Online registration is also available for all functions at www.Carolinas.PGA.com

2017 "BIG WEEK" FEATURED SPEAKERS

Lou Holtz – “Winning Every Day - The Game Plan for Success”

Former Notre Dame and South Carolina Head Football Coach Lou Holtz has established himself as one of the most successful college football coaches of all time. Holtz is the only coach in the history of college football to: 1) Take 6 different teams to a bowl game. 2) Win 5 bowl games with different teams. 3) To have 4 different college teams ranked in the final Top 20 poll. Despite never inheriting a winning team, he compiled a 243--127--7 career record that ranked him third in victories among active coaches and eighth in winning percentage. Holtz was selected for the College Football Hall of Fame in 2008.

Jeff Boss – “Navigating Chaos: Leadership Lessons from Complex Environments”

As a Navy SEAL at the highest level, Jeff was exposed to extremely complex challenges that impacted not only himself but his team and, ultimately, the mission. In this talk, Jeff shares the leadership lessons he learned from operating in complex environments, and what they mean for you. Prior to founding Tier One Leadership Solutions, Jeff was a Navy SEAL where, across 8 deployments, his top military awards included: 4 bronze stars with valor, 2 purple hearts, 2 presidential unit citations and 6 combat action ribbons.

Joy Cook – “The Secret Sauce: The Key to Effectively Reaching Millennials in the Age of Social Media”

Joy Cook is the owner and lead strategist of Joy Cook Public Relations Group. This presentation will focus on using social media to attract millennials to the golf course. Joy has been featured on: CSPAN, BBC, FOX, CBS, ABC, NBC affiliates, and NPR. She specializes in fostering relationships through digital engagement. Affectionately, titled “Ms. Twitter,” Joy took her Twitter talents to the White House as an invited guest of President Barack Obama.

Jack Nance & Tom Johnson – Carolinas Golf Association – “USGA Tournament Management Software”

The USGA will be replacing GHIN's client and web based versions of Tournament Pairing Program (TPP) during 2017. These tournament software products will no longer be available for club use at the end of 2017. GHIN is replacing these products with a new product called USGA Tournament Management for Clubs (TM). TM is a cloud based system designed by Golf Genius Software. This session will offer participants an introduction to TM covering the basic concepts and challenges. Topics to be covered include: Terminology, TM Capabilities & Features, Rollout Plans and Schedule, and Requirements and Specifications

CAROLINAS PGA WINTER TEACHING SUMMIT

Bill Sampson, PGA – Old Tabby Links – 2016 Carolinas PGA Teacher of the Year – “Teaching Senior Golfers”

Bill has instructed outstanding golfers like Don Allen (three-time low amateur at The Masters, player of 5 U.S. Opens and more) and Gary Shimmin (ranked top 10 Super Senior by Golf Week 2013). His illustrious 20 year career at Old Tabby Links has included the CPGA Bill Strausbaugh Award (2007), Golf Professional of the Year (2011) and a #2 teacher in the state of South Carolina ranking by Golf Digest.

David Ostrow – FitGolf – “The Body & The Golf Swing” – David is the CEO of FitGolf and is an accredited physical therapist & expert in golf body mechanics. His session will cover the Toe Touch vs. Overhead Deep Squat and Early Hip Extension, as well as the Team Approach to Golf Training for the betterment of the student.

Jim Hardy, PGA – Top 10 PGA Golf Instructor and Author of the Plane Truth – “The Release and Club Delivery”

Jim is a native of Houston, Texas and brings many perspectives to golf instruction. The PGA Life Member is a former PGA Tour and Senior PGA Tour player. He has authored four books headlined by "The Plane Truth for Golfers." He was named one of America's 50 Greatest Teachers by Golf Digest.

INFORMAL EDUCATION ON THE MERCHANDISE SHOW FLOOR (Each Session is 50 minutes)

No advanced registration is required. First come, first serve. Seats for approximately 75 attendees.

Grow Your Business with PGA Junior League Golf – CPGA Player Development Manager Chris Gaines, PGA will identify the tools and resources needed to create new golfers at your facility through profitable programs that are fun, social, inclusive, and sustainable. Featuring a complete overview of new improvements to [PGA Junior League Golf](#).

The Power of Digital Presence: Using Social Media to Grow Your Game On & Off the Golf Course – CPGA Media and Promotions Director, Liz Muroski will share insightful tips and knowledge about the importance of growing your presence in the digital space. Liz will cover what social media profiles you REALLY need and best practices for using them to network on and offline.

Women In Golf (Networking Opportunity) – CPGA Vice President Paige Cribb will moderate a panel of distinguished Carolinas PGA Professionals to share their secrets to success, and discuss existing and new CPGA events to increase female professional participation and networking opportunities. Female PGA Professionals and Apprentices are highly encouraged to attend this can't miss session.

Employee Communication, Resume Writing & Job Hunting Skills – Join Director of PGA Employment Services Don Sweeting, PGA for an informative discussion on how to leverage PGA employment tools, like the PGA compensation survey, to enhance your current position. Don will also cover best practices for employee communication, reporting, resume writing and job hunting in the golf industry.

Assistant/Apprentice Round Table - A distinguished panel of CPGA Professionals including John Faidley (Forsyth CC), Robert Linville (Precision Golf School) and Rob Pilewski (Pinehurst Resort) will discuss key topics for assistants and apprentices to excel and advance. The CPGA Assistants' Association will also provide an update on plans for the upcoming 2017 season. Assistants & Apprentices only.

Player Development Workshop – Hosted by Mike Aldrich, PGA - Player Development Regional Manager. In 2013, Mike became only the 20th PGA Certified Professional in Player Development. He is a TPI Certified Golf Fitness Instructor, TPI Level 2 Junior Coach, US Kids Certified Golf Coach and Positive Coaching Alliance Double-Goal Coach.