



# PGA SUPER SHOW

Carolinas Section

Presented by

PRIVATE ESTATE

DESIGNED IN AMERICA

## FEBRUARY 17-19, 2019



**SUPER SHOW VENUES:** The Special Awards & Honors Dinner will be at Greensboro Country Club – Irving Park. The Annual Meeting, Merchandise Show, and Educational Seminars are at the Greensboro Coliseum Special Events Center. Greensboro Coliseum – 1921 West Gate City Blvd.

**SPECIAL AWARDS & HONORS DINNER Presented by Club Car** | 2 MSR: PGA Total  
GREENSBORO COUNTRY CLUB – IRVING PARK - 410 Sunset Drive, Greensboro, NC  
Sunday, February 17 | 6:00 PM Cocktail Reception, 7:00 PM Dinner | Featuring Live Music!  
Dinner is \$79 per adult / \$15 per child (Cost includes two (2) drink tickets for cocktail reception)  
Business attire (coat & tie)



**ANNUAL MEETING Pres. by G'boro CVB, Merchant Services, Ltd., & Signature Golf**  
Monday, February 18 | 8:00 – 10:00 AM | 2 MSR: PGA Required | Continental breakfast and lunch included | *Featuring Town Hall Session with PGA of America President Suzy Whaley*  
– Business attire (coat & tie). **First 100 attendees to check in receive a shirt from Private Estate!**



**26<sup>th</sup> ANNUAL MERCHANDISE SHOW** | 2 MSR: PGA Total + Another 2 via Vendor Scorecards  
Monday, February 18 | 10:00 AM – 5:00 PM ~ Tuesday, February 19 | 9:30 AM – 2:00 PM  
\$\$ *Featuring door prizes and a \$6,000 cash jackpot pool for attending Carolinas PGA Members in good standing!* \$\$

### RECEPTION “OLD PRO’S GATHERING”

Monday, February 18 | 4:00 – 6:00 PM | *A Gathering Spot & Cash Bar on the Trade Show Floor*



### EDUCATION SESSION #1 Presented by GOLF Business Solutions

Monday, February 18 | 5:00 – 6:30 PM | 2 MSR: PGA Required  
Kraig Kann – Kann Advisory Group – “A Challenging Golf Market Needs a Brand New You”

### EDUCATION SESSION #2 Presented by GolfStatus

Tuesday, February 19 | 8:00 – 9:30 AM | 2 MSR: PGA Required | Continental breakfast included  
Jim Deaton, PGA – PGA of America Rules Committee – “A PGA Professional’s Need-to-Know of the New Rules Changes”  
Attendees receive a complimentary copy of the 2019 Rules of Golf.



### EDUCATION SESSION #3: WINTER TEACHING SUMMIT

Tuesday, February 19 | 2:00 – 5:00 PM | 3 MSR: PGA Required | Lunch included  
Scott Hamilton, PGA – Golf Digest Top 50 Teacher in America – “Blending Technologies to Help Golfers”  
Jason Baile, PGA – Belfair – 2018 Palmer Maples CPGA Teacher of the Year – “Creating a Coaching Culture”  
Dr. Scott Lynn, PhD – Swing Catalyst – “Understanding Leg Dominance in order to Optimize Ground Reaction Forces and Pressure Shifts in the Golf Swing”  
Chris Månsson – Kinexit – “How Fitness Impacts the Golf Swing - Getting Golfers to Train Better to Play More”

### INFORMAL EDUCATION ON MERCHANDISE SHOW FLOOR

1 MSR: PGA Required Per Session  
1 Hour Long – No RSVP required – Seats available for approx. 100 attendees – Speakers/Times subject to change

#### MONDAY, February 18

1:00 pm – Making Golf More Inclusive – Sandy Cross  
2:15 pm – PGA Jr. League Forum – Daryl Batey, PGA  
3:30 pm – Women in Golf (networking opportunity)

#### TUESDAY, February 19

10:00 am – Enhance Your Merchandising Skills  
11:15 am – Personal & Professional Development  
12:30 pm – PGA HOPE / Folds of Honor Forum

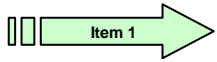
Please view the third page of this document for detailed information on all of our speakers.

We look forward to seeing you in Greensboro!

# CAROLINAS PGA SUPER SHOW REGISTRATION FORM

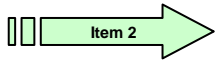
**Deadline: Friday, February 8 at 4:00 PM** ADMISSION BADGES CAN BE PICKED UP AT THE SHOW

Online registration is also available for all functions at [www.Carolinas.PGA.com](http://www.Carolinas.PGA.com)



## CPGA MEMBER VERIFICATION

- Carolinas PGA Member/Associate (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 #: \_\_\_\_\_

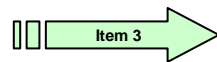
Facility/Employer: \_\_\_\_\_

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 Presented by Club Car

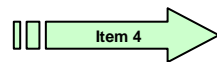
- I am attending the Awards Dinner (\$79). Children 12 & under (\$15). List name & age.

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

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

Please list any individuals you would like to be seated with and we will do our best to accommodate your request:

\_\_\_\_\_



## CPGA WINTER EDUCATION SEMINARS

Select "All Three" and pay one discounted price. **Best Value...Save \$40!!**

- All three (3) Education Sessions – \$165 (Add \$25 Late Fee if submitted after February 8)

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

**Session 1: \$55**

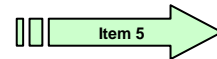
**Session 2: \$55**

**Session 3: \$95** (includes lunch)

Kraig Kann

New Rules of Golf

Teaching Summit



## PAYMENT INFORMATION

\$ \_\_\_\_\_ : TOTAL AMOUNT OF ITEMS CHECKED ABOVE

Send a check made payable to "Carolinas PGA" to Carolinas PGA – 6271 Bryan Park Rd., Browns Summit, NC 27214

To pay by credit card you must register online at [www.Carolinas.PGA.com](http://www.Carolinas.PGA.com)

**QUESTIONS: Please contact Ben Weeks at (336) 398-2678 or [bweeks@pgahq.com](mailto:bweeks@pgahq.com)**

## 2019 SUPER SHOW FEATURED SPEAKERS

### **Kraig Kann – “A Challenging Golf Market Needs a Brand New You”**

As someone who's hosted thousands of television and radio shows during his career, [Kraig Kann](#) is a master at the art of connecting with an audience. Now it's your turn to listen and learn what makes people take notice, how they stay engaged and why the golf industry today demands that you think differently about the value you bring and how you present yourself.



With golf's key stakeholders clearly focused on bringing new players to the game and keeping current players in it for the long haul, innovative thinking has never been more important. But what about your personal role in golf? How can your business reach a new level amidst challenges faced by the game? How can you climb to your highest professional summit? The focus of Kraig Kann's inspirational keynote is you, and it's the perfect fit for our membership as 2019 begins.

The former Golf Channel studio host and C-suite executive at the LPGA has spent more than 25 years in the game, including roles on various industry leadership boards such as Golf 20/20 and a seat on the golf communication committee for the Rio 2016 Olympic Games.

Kann will share his powerful vision on the critical need for an entrepreneurial mindset while also promoting the idea of carving out your own niche in the industry. So, make sure to be there for an interactive and inspirational message that sends you home with tools that build your business and your brand.



### **Jim Deaton, PGA – “A PGA Professional's Need-to-Know of the New Rules Changes”**

Jim has been a member of the PGA of America Rules Committee since 1987. He has officiated at 26 PGA Championships, 4 Ryder Cups, many Senior PGA Championships, 2 Masters, PGA Professional Championships, PGA Girls and Boys Junior Championships, and other PGA events. Jim was mentored by Larry Startzel and Robert O. Smith. He has taught more than 25 PGA / USGA Rules of Golf Workshops since 1987.

## CPGA WINTER TEACHING SUMMIT Presented by Swing Catalyst

### **Scott Hamilton, PGA – “Blending Technologies to Help Golfers”**

Scott Hamilton has been the Director of Golf at Cartersville Country Club (Georgia) since 1993. He is currently listed as one of Golf Digest's Top 50 Instructors and Golf Magazine's Top 100 instructors. Golf Digest ranked him #1 as “The Best Teacher in Your State” for Georgia 2017-18. Hamilton currently teaches 10 exempt players on the PGA Tour and 2 on the LPGA Tour including Boo Weekley, Aaron Baddeley, Chris Kirk and Russell Henley.



### **Jason Baile, PGA – 2018 CPGA Teacher of the Year – “Creating a Coaching Culture”**

Jason Baile, PGA is the Director of Instruction at Belfair in Bluffton, SC. He attended East Carolina University and Greensboro College where he played on the nationally ranked Greensboro College golf team. His career includes stops at Raleigh CC, Old North State, Kinloch Golf Club and Sea Island Golf Club, where he worked with Todd Anderson, Jack Lumpkin, Gale Peterson and Mike Shannon. He is a multiple winner of the Hilton Head Island Teacher of the Year.

**Dr. Scott Lynn, PhD – Swing Catalyst – “Understanding Leg Dominance in order to Optimize Ground Reaction Forces and Pressure Shifts in the Golf Swing”** Dr. Lynn has a PhD (Biomechanics) from Queen's University in Kingston, ON, Canada. He is now a professor of Kinesiology at California State Univ., Fullerton, and is actively involved in golf biomechanics research. Lynn works as the Research and Education Director for Swing Catalyst where he investigates the golfer's connection to the ground. Lynn has worked with numerous top golf teachers and players in the world.



**Chris Månsson – Kinexit – “How Fitness Impacts the Golf Swing - Getting Golfers to Train Better to Play More”** Chris Månsson is the co-founder of the online platform Kinexit designed to give coaches an easy and low-cost way of providing personalized exercise programs for their golfers.

## INFORMAL EDUCATION ON THE MERCHANDISE SHOW FLOOR (Each session is 60 minutes)

*No advanced registration is required. First come, first serve. Seats for approximately 100 attendees.*

**Making Golf More Inclusive** – If you aspire to create a game, a workforce and a supply chain that reflect America, join Sandy Cross, PGA of America Chief People Officer, to discover the difference between inclusion and diversity, the dimensions of difference, how to manage unconscious bias, diversify your workforce, and identify key demographic megatrends that your business can capitalize on.

**Grow Your Business with PGA Junior League** – PGA Regional League Manager, Daryl Batey, PGA and PGA REACH Coordinator Jessica Asbury 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 this year's [PGA Junior League](#).

**Women In Golf (Networking Opportunity)** – CPGA Officer Paige Cribb will moderate a panel of distinguished Carolinas PGA Professionals to share their secrets to success, and discuss existing and new opportunities to increase female professional participation with the Carolinas PGA. Female PGA Professionals and Associates are highly encouraged to attend this networking session.

**Enhance Your Merchandising Skills:** Mike Elliott (President, Greg Norman) and Chris Knott (Chief Merchandiser Officer, Johnnie-O) will lead a dynamic discussion to share their knowledge and expertise to improve your Merchandising Skills.

**Personal & Professional Development Model: Creating a roadmap for personal fulfillment & career success.** Join PGA Career Consultants Mike Mueller & Keith Soriano as they guide you through the Personal & Professional Development Model.

**PGA HOPE & Folds of Honor Forum:** Join Brian Oliver, Jessica Asbury and Sara Bush to learn more about the Carolinas PGA military initiatives and how you can become more involved to help serve our veterans and service men and women.