



# PGA SUPER SHOW

Carolinas Section

*Presented by*

PRIVATE ESTATE

DESIGNED IN AMERICA

**FEBRUARY 16-18, 2020**



Greensboro  
Coliseum  
Complex



**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, Greensboro, NC 27403

**SPECIAL AWARDS & HONORS DINNER** *Presented by Club Car* | 2 MSR: PGA Total  
GREENSBORO COUNTRY CLUB – IRVING PARK - 410 Sunset Drive, Greensboro, NC 27408  
Sunday, February 16 | 6:00 PM Cocktail Reception, 7:00 PM Dinner | Business attire (coat & tie)  
Dinner is \$85 per adult / \$15 per child (Cost includes two (2) drink tickets for cocktail reception)

**27 MSR  
available!**

**ANNUAL MEETING** *Presented by Greensboro CVB & GolfProPayments*

Monday, February 17 | 8:00 – 10:00 AM | 2 MSR: PGA Required | Continental breakfast and lunch included |  
*Featuring Officer Elections & Town Hall Session with PGA of America Leadership*  
– Business attire (coat & tie). **First 500 attendees at the Private Estate booth will receive a PGA logoed shirt!**

**27<sup>th</sup> ANNUAL MERCHANDISE SHOW** | 2 MSR: PGA Total + Another 2 via Vendor Scorecards

Monday, February 17 | 10:00 AM – 5:00 PM ~ Tuesday, February 18 | 9:30 AM – 2:00 PM  
\$\$ *Featuring door prizes, Cadillac experiences, Signature Golf Streamsong Trip for 2,  
and a \$6,000 cash jackpot pool for attending Carolinas PGA Members in good standing!* \$\$

**RECEPTIONS: OLD PRO'S GATHERING & KAU RESTAURANT & BAR**

Monday, February 17 | 4:00 – 6:00 PM | Old Pro's Gathering - Cash Bar - Trade Show Floor

Monday, February 17 | 5:30 – 8:00 PM | KAU Restaurant/Bar - 2003 Yanceyville St,  
Greensboro, NC 27405 - 336.656.2410 – Complimentary Drinks/Appetizers –  
Presented by: Carolinas Golf Salesman Association

**Cash Jackpot  
is back!!!**

**EDUCATION SESSION #1** *Presented by OpenRounds*

Monday, February 17 | 5:00 – 6:30 PM | 2 MSR: PGA Required  
Rich Lerner – Golf Channel – “Lessons from a Lifetime in Golf”

**Free  
Parking!**

**EDUCATION SESSION #2** *Presented by GolfStatus*

Tuesday, February 18 | 8:00 – 9:30 AM | 2 MSR: PGA Required | Continental breakfast included  
Dr. Bob Rotella – World Renowned Sport Psychologist – “Golfing with Your Mind”

**EDUCATION SESSION #3: WINTER TEACHING SUMMIT** *Supported by Operation 36*

Tuesday, February 18 | 2:00 – 5:00 PM | 3 MSR: PGA Required | Lunch included  
Brian Manzella, PGA – Golf Digest Top 50 Teacher in America – “Better Faster: Separating Fact from Fiction”  
Robbie Fritz, PGA – Greensboro CC – 2019 CPGA Teacher of the Year – “Lessons Learned on the Tee”  
Operation 36 – Player Development – “The 3 Keys to Building a Sustainable Long-Term Beginner Golf Program”

**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 17- Stage 1

1:00 pm – Enhance your Events with Cadillac  
2:15 pm – Unlocking the Secrets of CC Processing  
3:30 pm – Golf & Politics – Your Future Depends on It

MONDAY, February 17 – Stage 2

1:00 pm – Challenges to Solve/Opportunities to Exploit  
2:15 pm – PGA Junior League Forum  
3:30 pm – PGA HOPE / Folds of Honor Forum

TUESDAY, February 18 – Stage 1

10:00 am – PGA Specializations – Lifelong Learning  
11:15 am – Planning for Your Financial Future  
12:30 pm – Employee Recruiting & Retention

TUESDAY, February 18 – Stage 2

10:00 am – Associate Level 1 Workshop  
11:15 am – Associate Level 2 & 3 Workshop  
12:30 pm – TBD

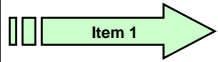
**Please view the third page of this document for detailed information on all of our speakers.**

# CAROLINAS PGA SUPER SHOW REGISTRATION FORM

**Deadline: Friday, February 7 at 4:00 PM**

ADMISSION BADGES CAN BE PICKED UP AT THE SHOW

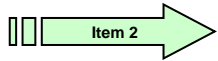
Online registration is also available for all functions at [www.Carolinas.PGA.com](http://www.Carolinas.PGA.com)



## 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: \_\_\_\_\_

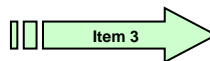
**ADDITIONAL MERCHANDISE SHOW BADGES FOR GUESTS.** Please **PRINT** the name(s) of your **non-PGA** guests along with their company name **clearly**. Other PGA Professionals **must** register themselves.

Guest Name (1) : \_\_\_\_\_

Guest Name (3): \_\_\_\_\_

Guest Name (2): \_\_\_\_\_

Guest Name (4): \_\_\_\_\_



## ADDITIONAL LUNCHES

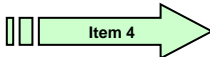
Lunch is included free of charge for PGA Members & Associates on Monday; and included for professionals registered for the Teaching Summit on Tuesday. You can purchase additional lunches for yourself or non-PGA guests for \$25 per day.

Monday Lunch Guest Name: \_\_\_\_\_ \$25

Tuesday Lunch Guest Name: \_\_\_\_\_ \$25

Monday Lunch Guest Name: \_\_\_\_\_ \$25

Tuesday Lunch Guest Name: \_\_\_\_\_ \$25



## CPGA AWARDS & HONORS DINNER Presented by Club Car

☐ I am attending the Awards Dinner (\$85). Children 12 & under (\$15). List name & age.

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

\_\_\_\_\_ \$85

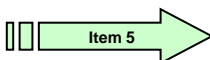
\_\_\_\_\_ \$85

\_\_\_\_\_ \$85

\_\_\_\_\_ \$85

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 7)

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

**Session 1: \$55**

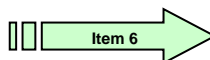
**Session 2: \$55**

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

☐ Rich Lerner

☐ Bob Rotella

☐ 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

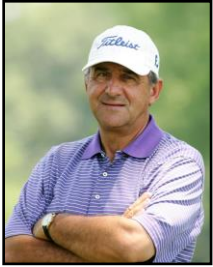
To pay by credit card you must register online at [www.Carolinas.PGA.com](http://www.Carolinas.PGA.com)

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

## 2020 SUPER SHOW FEATURED SPEAKERS

### **Rich Lerner – “Lessons from a Lifetime in Golf”**

Rich Lerner joined Golf Channel in 1997, and has been a versatile mainstay ever since. He currently serves as a play-by-play host for Golf Channel's PGA Tour tournament coverage, and as a lead host for the network's Live From programming, airing on-site from the game's biggest events. During Live From, Lerner writes and narrates essays that add perspective to critical moments in the sport, and the players who make them happen. He also reports on compelling long-form stories on In Play with Jimmy Roberts, anchors the network's coverage of the Drive, Chip and Putt Championship National Finals from Augusta National Golf Club, and hosts Legendary Conversation, recalling the memorable moments with the game's most historic figures.



### **Dr. Bob Rotella – “Golfing with Your Mind”**

Dr. Bob Rotella known internationally for his work in applied sports psychology and consistently recognized as the world's premier sports psychologist. His book *Golf is Not a Game of Perfect* is the best-selling sport psychology book of all time. In the world of golf, *Links Magazine* recognizes Rotella as one of the “Top 25 Instructors of All Time,” *Golf World* magazine honored him as one of the “Top 10 Golf Teachers of the 20th Century” and named him “Godfather of Sports Psychology for Golf,” *Golf Magazine* included him as one of the “Top 10 Teachers of the Decade.” It is well known that he works with players from the PGA, CHAMPIONS and LPGA TOURS. Since 1984 golfers coached by Rotella have won more than 300 Tournaments and 74 Majors!

## CPGA WINTER TEACHING SUMMIT Supported by Operation 36

### **Brian Manzella, PGA – “Better Faster: Helping Your Students by Separating Fact from Fiction”**

Brian will share how utilizing real world solutions developed over 36 years on the lesson tee, along with the practical use of science and technology, will upgrade your teaching toolbox. Brian is the 28th ranked teacher in America on *Golf Digest's* 50 Best Teachers in America List, his fourth consecutive time in the Top 50. He is a 5-time and current *Golf Magazine* Top 100 Teacher in America. A 30-year member of the PGA of America, Brian was the 2013 PGA Gulf States Section Teacher of the Year and the PGA Kentucky Section Teacher of the Year in 2003.



### **Robbie Fritz, PGA – 2019 Palmer Maples CPGA Teacher of the Year – “Lessons Learned on the Tee”**

Robbie Fritz, PGA is the Director of Instruction at Greensboro CC and will share the top four things he has learned from observing and learning from over 90 different golf professionals on the lesson tee. Fritz is a PGA Certified Professional in Instruction, who earned his undergraduate and MBA from Methodist University. Certifications include: U.S. Kids Golf, TPI, TrackMan, Flatstick, Plane Truth, Stack and Tilt, American Development Model, PGA.Coach, and was a Former Master Instructor at Jim McLean Golf Schools. Fritz was recently honored as a *Golf Digest* Best Young Teachers in America - 2018-2019, *Golf Digest* Best by State List 2019-2020, and as an Operation 36 Top 50 Coach - 2019.

### **OPERATION 36 – “The 3 Keys to Building a Sustainable Long-Term Beginner Golf Program”**

PGA Professionals Ryan Dailey and Matthew Reagan will share what they have learned over the past 10+ years in creating an on-course development model and a coaching program to guide a beginner golfer from their first-round to becoming a life-long golfer.

## COMPLIMENTARY INFORMAL EDUCATION ON THE MERCHANDISE SHOW FLOOR (60 minutes each)

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

**Challenges to Solve / Opportunities to Exploit:** Jay Karen, CEO of the National Golf Course Owners Association, will share his perspective on the external and environmental conditions changing in society and in the golf industry. Course operators will walk away with advice and tips on combating the challenges and exploiting the opportunities, so that you can lift your golf business.

**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](#).

**Golf & Politics – Your Future Depends on It:** Noted Carolinas Golf Lobbyist and Legislative Counsel to the CGCSA, Chris Valauri, will be joined by state government officials to discuss pertinent local golf issues such as the 2020 election, taxes, state golf councils, travel and tourism funding. Invited panelists include Chairman of the NC Senate Commerce Committee Rick Gunn, NC Majority Whip Leader Jon Hardister, NCGCOA President Del Ratcliffe and TBD South Carolina state representatives.

**Enhance your Events with Cadillac:** Are you looking to add some sizzle to your golf events? Come learn what is available through Cadillac, the PGA of America's Official Vehicle Partner.

**Unlocking the Secrets of CC Processing by GolfProPayments:** Learn how to lower overhead & increase profit through understanding your statement, common misconceptions, and industry myths. We will review pricing models, the latest way to pay securely, and best practices for accepting payments at your course or facility.

**PGA HOPE & Folds of Honor Forum:** Join Brian Oliver, Perry Green, 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.

**PGA Specializations - Lifelong Learning:** PGA of America Education Committee Chair Ed Ibarguen presents the PGA's new Life Long Learning Career Paths, PGM 3.0 Framework, and Pathways to PGA Specialization, Certification and Master Professional status.

**Planning for Your Financial Future:** The Carolinas PGA Financial Advisors from BB&T- Scott & Stringfellow will lead an in-depth discussion on the basic fundamentals of planning for your retirement, including recommended strategies to ensure your financial future.

**The Changing Golf Industry: Employee Recruiting & Retention in a Transforming World:** PGA Career Consultant Michael Mueller explores the perception that our industry is suffering from a lack of qualified, passionate employees. But is that really true? This thought provoking session will examine the growing disconnect between employers and employees and offer solutions address the issue.

**Associate Workshops (2 sessions):** PGA University Directors discuss tips, advice, and pitfalls to avoid to successfully navigate each level of the PGM program. All Associates and their PGA Member supervisors are highly encouraged to attend this informative session.