



PGA
Carolinas Section

SUPER SHOW

Presented by: **greensboro**
NORTH CAROLINA
Convention & Visitors Bureau

FEBRUARY 20-22, 2022



**Greensboro
Coliseum
Complex**



SUPER SHOW VENUES: The Special Awards & Honors Dinner will be at **Greensboro Country Club – Irving Park**. The Annual Meeting, Merchandise Show & Educational Seminars are at the **Greensboro Coliseum Special Events Center**.
Greensboro Coliseum – 1921 West Gate City Blvd, Greensboro, NC 27403

26 MSR AVAILABLE! – \$7,500 CASH JACKPOT DRAWING! – FREE PARKING!

SPECIAL AWARDS & HONORS DINNER / *Presented by Club Car*

GREENSBORO COUNTRY CLUB – IRVING PARK | 410 Sunset Drive, Greensboro, NC 27408
Sunday, February 20 | 6:00 PM Cocktail Reception, 7:00 PM Dinner | 2 MSR: PGA Total
Business attire (coat & tie) | Dinner is \$85 per adult / \$15 per child



ANNUAL MEETING / *Presented by GolfProPayments & Majors Challenge*

Monday, February 21 | 8:00 – 10:00 AM | 2 MSR: PGA Required | Continental breakfast & lunch included
Featuring Officer Elections & Town Hall with PGA of America CEO Seth Waugh | Business attire (coat & tie).



28th ANNUAL MERCHANDISE SHOW

Monday, February 21 ~ 10:00 AM – 5:00 PM | Tuesday, February 22 ~ 9:30 AM – 2:00 PM
4 MSR: PGA Total (2 MSR for Show Attendance + 2 MSR available via Vendor Scorecards)
Featuring door prizes, Cadillac experiences, a Streamsong Trip for 2 from Signature Golf, and a \$7,500 cash jackpot pool for attending Carolinas PGA Members in good standing!



SOCIAL RECEPTIONS / *Presented by the Carolinas Golf Salesman Association*

Monday, February 21 | 4:00 – 6:00 PM | Old Pro's Gathering - Cash Bar – On the Show Floor
Monday, February 21 | 5:30 – 8:00 PM | Location TBD - Complimentary Drinks/Appetizers



EDUCATION SESSION #1 / *Presented by Next Round*

Monday, February 21 | 5:00 – 6:30 PM | 2 MSR: PGA Required
Bob Ford, PGA – Professional Emeritus – Seminole GC & Oakmont CC – “Lessons from a Career in Golf”



EDUCATION SESSION #2 / *Presented by BlueGolf*

Tuesday, February 22 | 8:00 – 9:30 AM | 2 MSR: PGA Required | Continental breakfast included
Will Robins, PGA – Motivational Speaker and Golf Coach – “From Burnout to Balance”



EDUCATION SESSION #3 - WINTER TEACHING SUMMIT

Presented by Dustin Johnson Foundation

Tuesday, February 22 | 2:00 – 5:00 PM | 3 MSR: PGA Required | Lunch included
Scott Cowx – Director of Instruction, Scott Cowx Certified Worldwide, PGA Tour Coach, Hamilton, Ontario
Jimmy Hamilton, PGA – Golf Academy at Wildwood Green – 2021 CPGA Teacher of the Year



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

1 Hour Long – No RSVP required – Seats available for approximately 100 attendees – Speakers/Times subject to change



MONDAY, February 21 - Stage 1

1:00 pm – PGA Lifelong Learning
2:15 pm – CPGA Officers Forum
3:30 pm – Women in Golf – Networking

TUESDAY, February 22 – Stage 1

10:00 am – Attracting Talent – Staffing 101
11:15 am – Golf Fitness
12:30 pm – Preparing for the Next Step in your Career

MONDAY, February 21 – Stage 2

2:15 pm – Player Development
3:30 pm – Understanding PGA PGM 3.0

TUESDAY, February 22 – Stage 2

10:00 am – Give Back to our Nation's Military Heroes
11:15 am – Mentoring Future PGA Professionals
12:30 pm – Your Community & PGA REACH

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

CAROLINAS PGA SUPER SHOW REGISTRATION FORM

Deadline: Friday, February 11 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



Item 1

CPGA MEMBER VERIFICATION

☐ Carolinas PGA Member/Associate (no charge)

☐ Other Section/Non-CPGA Professional (\$50 admin fee)

Item 2

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): _____

Item 3

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

Item 4

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:

Item 5

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 11)

-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)

☐ Bob Ford

☐ Will Robbins

☐ Teaching Summit

Item 6

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

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

2022 SUPER SHOW FEATURED SPEAKERS



Seth Waugh – PGA Town Hall Forum

Seth Waugh, former CEO of Deutsche Bank Americas, joined the PGA of America as Chief Executive Officer in September 2018. Waugh guides the business and overall strategy, serving the Association's nearly 29,000 PGA Professionals. Waugh holds a B.A. in Economics and English from Amherst College, and is a member of numerous boards, including his role as Trustee at Wake Forest University. During the town hall session, Waugh will expand on the PGA's move to Frisco, TX, provide an update on the deferred compensation proposal for PGA Professionals, and answer questions from the membership.

Bob Ford – “Lessons from a Career in Golf”

Bob Ford, PGA is considered one of the preeminent club professionals in America and among the most highly regarded people in the game of golf. Bob served as the Head PGA Professional at both Oakmont Country Club (retiring in 2016) and Seminole Golf Club until his retirement last June. Bob owns an outstanding teaching and playing career; however, his greatest talent has been mentoring, training and placing more than 50 Assistant Professionals into Head Professional positions. Bob was inducted into the PGA of America Hall of Fame in 2005 and received the 2017 Bob Jones Award, the highest honor the USGA can bestow. Bob will share the lessons he learned on his journey and offer his advice to aspiring PGA professionals.



Will Robins, PGA – “From Burnout to Balance in 12 Weeks”

Will Robins, a certified PGA professional, is helping revolutionize golf instruction worldwide by helping golf professionals guarantee results with their players. Will owns and operates WRGolf Coaching based in Sacramento County, CA and is the CEO of Robins Golf Logistix (RGX), a consulting company that mentors instructors on coaching programs. During this session, Robins will show you the following: how to make the shift from individual lessons to results-based group coaching; use the PGA.Coach system effectively; communicate your value to owners and managers; speed up player results; retain golfers and build referral business. As a result, you will have a 2022 roadmap to increase revenue and profit, double your hourly income, reduce your work time by 40% and guarantee 25% off your players' handicaps in 12 weeks.

CPGA WINTER TEACHING SUMMIT

Scott Cowx – “Golf 2022 - Rewinding 22 years and Fast Forwarding 22 more...”

Scott Cowx is the Director of Instruction at the Pulpit Club in Hamilton, Ontario. He was the 2019 Canadian PGA Teacher of the Year and is regarded as one of the top coaches in the world, especially in the field of swing biomechanics. In this two hour presentation, Cowx will highlight the peaks and valleys over the past two decades in the golf industry as well as revealing where things might progress over the next two decades. With his daily interactions with over 2,100 SCCertified Coaches worldwide, he has gleaned much appreciation of best industry practices all over the globe. This presentation will hopefully intrigue, entertain and prepare you for the next phase of your Carolina PGA career.



Jimmy Hamilton, PGA – 2021 Palmer Maples CPGA Teacher of the Year – “Creating Relationships & Blending the Simplicity of Old School with the Technology of Today.”

Jimmy Hamilton is the Director of Instruction at Wildwood Green Golf Club in Raleigh. He played collegiately at the University of Maryland, and has been a PGA member for 40 years. Golf coaches must understand as much as they can about their students. Knowing where they are in life, time constraints, physical limitations, and their desires will help change patterns and habits. Join Jimmy as he explores how to get the most out of your students while using traditional methods with some modern technology.

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.

PGA Lifelong Learning and Its Impact on Your Career Growth – Dawes Marlatt, Senior Director, PGA Member Education presents the PGA's Lifelong Learning Career Paths, PGM and Pathways to PGA Specialization, Certification and Master Professional status.

CPGA Officers Forum – Join the current CPGA Officers as they discuss the strategic plan and vision for the Section and PGA REACH Carolinas Foundation. Much of this session will be fielding questions from the membership and seeking member input on our section's path.

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

Add a Player Development Program to Your Business: PGA Regional League Manager, Doug Wert, PGA will share new enhancements, tools, and resources for the 2022 season. Elevate your player development programs to create new golfers at your facility through profitable programs such as PGA Jr. League, PGA Family Cup, and PGA.coach that are fun, social, inclusive, and sustainable. Featuring a complete overview of this year's PGA Jr. League.

Understanding the PGA PGM 3.0 Associate Program: Led by PGM Program leaders, this session will help PGA Professionals understand the specifics of the PGA's PGM 3.0 Associate Program.

Attracting Talent 101: The world has changed, but have you changed with it? PGA Career Consultant Mike Mueller, PGA will teach you how to do an important self-analysis to help you better attract talented employees in the future.

Learn How to Improve Both Swing Technique and Golf Fitness: Golf Fitness X and Orange Whip have joined forces to offer an online golf swing training program and coaching certification. Showcasing enhanced Orange Whip products, this unique program blends golf instruction with functional training to improve your golfers' swings as they get fit.

Prepare for the Next Step in your Career: How do you know what the "correct" career move is for you? Join PGA Career Consultant Mike Mueller, PGA to learn the important questions to ask yourself as you consider your next decision.

Give Back to Our Nation's Military Heroes and Their Families Through the Game of Golf: Join Jessica Asbury (PGA REACH), Sara Bush (Folds of Honor) and Harold Hill (PGA HOPE Carolinas Ambassador) to learn more about the Carolinas PGA military initiatives and how you can become more involved to help serve our veterans and servicemen and women.

A Guide to Mentoring Future PGA Professionals: Brock White, PGA, of Methodist University will outline best practices to guide your Associates as they work to become the next talented generation of PGA Professionals.

Impacting Lives through Your Community: PGA REACH Carolinas Program Director, Jessica Asbury will share the three major pillars that can help you make an impact in your community. Through our youth, military, and diversity and inclusion initiatives we can change lives through the game of golf via the leadership of our Carolinas PGA Members.