

SUPER SHOW SCHEDULE

19
Feb

5:30 PM

Special Awards & Honors Dinner *Presented by Club Car*
Greensboro Country Club - Irving Park
2 PDR | \$96 per Adult & \$15 per Child
Business Attire (Coat and Tie)

20
Feb

**8:00 -
10:00 AM**

Annual Meeting *Presented by Golf Pro Payments*
2 PDR | Continental Breakfast & Lunch Included
Business Attire (Coat and Tie)

10:00 AM - 5:00 PM

Merchandise Show

4 PDR: 2 PDR for Attendance & 2 PDR for
Vendor Scorecards
Featuring \$1,500 Cash Jackpot Drawing at 4:30

4:00 PM

PGA Happy Hour *EXTRACURRICULAR and featuring special guest
EXTRACURRICULAR Ambassador Marty "Mr. Style" Hackel*
Cash Bar | Show Floor

5:00 - 6:30 PM

Education Session 1 - Roy Williams
Life Lessons in Coaching & Leadership
2 PDR

5:00 - 8:00 PM

Social Reception *Presented by the Carolinas Golf Salesman Association*
Steel Hands Brewing | Complimentary Drinks & Appetizers

21
Feb

**8:00 -
9:30 AM**

Education Session 2 - Jay Karen
Golf Industry Trends and Projections - SWOT Analysis
2 PDR | Continental Breakfast

9:30 AM - 2:00 PM

Merchandise Show

4 PDR: 2 PDR for Attendance & 2 PDR for
Vendor Scorecards
Featuring \$6,000 Cash Jackpot & Signature Golf Trip
Drawing at 1:30

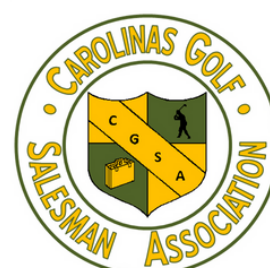
2:00 - 5:00 PM

Winter Teaching Summit *Presented by OnForm and deWiz*
3 PDR | Lunch Included



Golf Pro
PAYMENTS

onform™



greensboro
NORTH CAROLINA
Convention & Visitors Bureau



EXTRACURRICULAR

SUPER SHOW EDUCATION

**ROY
WILLIAMS**

Legendary UNC Basketball Coach

MONDAY
FEB 20 | 5:00 - 6:30PM

"Life Lessons in Coaching & Leadership"
2 PDR

TUESDAY

FEB 21 | 8:00 - 9:30AM

"Golf Industry Trends & Projections"
2 PDR | Continental Breakfast Included

**JAY
KAREN**

CEO of National Golf Course Owners Association

**WINTER
TEACHING
SUMMIT**

presented by



BIOMETRICS PROFESSOR - ST. FRANCIS XAVIER UNIVERSITY

TUESDAY
FEB 21 | 2:00 - 5:00PM

3 PDR | Lunch Included

KRISTA DUNTON, PGA
2022 CPGA TEACHER OF THE YEAR
DR. RICK SESSINGHAUS, PGA
OWNER - FLOWCODE GOLF ACADEMY
DR. SASHO MACKENZIE

INFORMAL EDUCATION

1 PDR | No RSVP Required | Approx. 100 Seats Available

MONDAY, February 20 - Stage 1

1:00 pm – CPGA Centennial Celebration
2:15 pm – Unlocking the Secrets of Credit Card Processing
3:30 pm – CPGA Tournament Preview

TUESDAY, February 21 - Stage 1

10:00 am – Negotiations 101 - How To Advocate For Yourself
11:15 am – Creating a Culture of Inclusion
12:30 pm – Early Youth Golf & ADM Success Tips

MONDAY, February 20 - Stage 2

2:15 pm – Burnout in Golf Professionals
3:30 pm – Golf Professional of the Year Panel

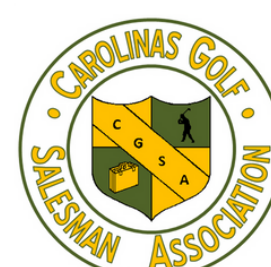
TUESDAY, February 21 - Stage 2

10:00 am – PGA Player Engagement Updates
11:15 am – Merchandising Panel
12:30 pm – Regripping - Service and Profit Potential



Golf Pro
— PAYMENTS —

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Convention & Visitors Bureau



EXTRACURRICULAR

SUPER SHOW EDUCATION

2023 SUPER SHOW FEATURED SPEAKERS



Roy Williams - "Life Lessons in Coaching and Leadership"

Naismith Hall of Fame Basketball Coach Roy Williams is one of the all-time greats! With a total of 903 wins, Williams took his teams to nine Final Fours in his careers at Kansas and North Carolina. As a head coach, Williams coached in a total of six NCAA championship games (1991, 2003, 2005, 2009, 2016, and 2017) including both Kansas and North Carolina. Williams won National Championships in 2005, 2009, & 2017. During this Session, Williams will discuss moments that altered his career, the lessons he learned, and how he applied those to become one of the most successful coaches ever.

Jay Karen - "Golf Industry Trends and Projections"

Jay Karen has been the CEO of the National Golf Course Owners Association since 2015, where he leads the golf industry's trade association and initiatives to support the success of the golf course business, the largest segment of an \$85B industry in the United States. Prior to his appointment at NGCOA, Jay was CEO of Select Registry, a portfolio of over 300 premier boutique hotels, inns and B&Bs. For seven years before that, Jay was President and CEO of the trade association representing owners of small, independent lodging businesses. Jay was also with the NGCOA for ten years early in his career, having served the association in several roles. Jay will provide a state of the union address on the golf industry including current trend. He will also walk through a SWOT analysis focusing on opportunities within the industry moving forward.



WINTER TEACHING SUMMIT SPEAKERS



Krista Dunton, PGA

Krista is the Director of Instruction at Berkeley Hall. She is one of Golf Magazine's Top 100 Teachers in the Country. She is a PGA and LPGA member, and owner of Krista Dunton Golf. Born in Atherton, California, she began playing golf at age 9 at the Stanford University Golf Course. A graduate of the University of Michigan, she played the LPGA Futures Tour before deciding to pursue teaching full-time. Krista spent 10 years teaching in NJ and coached the Princeton Golf Team. She teaches players of all levels from beginner to Tour Players and thrives on helping people reach their full potential in golf. Krista will discuss her passion for the game, mentors, & teaching philosophy.

Dr. Rick Sessinghaus, PGA

Dr. Rick Sessinghaus is a PGA member who has been coaching for over 28 years. He has combined his coaching of technical skills with his expertise in the mental performance side of golf to help all-level golfers play better and enjoy the game more. He has been the long-time swing and mental coach for two-time major winner Collin Morikawa and has coached many elite junior, college, and professional golfers. He authored *Golf: The Ultimate Mind Game* and is the Founder of Flow Code Golf Academy where he shares the mental skills framework for both golfers and coaches. Rick was named Top 50 Instructor by Golf Digest and earned his Doctorate in Applied Sport Psychology. In this presentation, Rick will dive into the process of finding your Flow Code and strategies for helping students evolve the mental component of their game.



Dr. Sasho MacKenzie

Sasho grew up in Prince Edward Island where he participated in numerous sports including golf, volleyball, and track & field. He completed a BSc. in Kinesiology at Dalhousie University in 2000. During his time at Dalhousie, Sasho played on the Men's Volleyball team which won four AUS Championships from 1997-2000 and also competed for the track & field team, winning AUS gold medals in high jump, long jump, and triple jump. Sasho then pursued a PhD in Sport Biomechanics at the University of Saskatchewan. During his time in Saskatoon, he was an assistant coach with the women's volleyball team and also finished his CIS eligibility by competing with the men's track & field team in the pentathlon. In 2002, he earned a CIS gold medal while competing with the Huskies. His current research interests lie in the optimization of human movement with a strong emphasis on sport performance. His research and expertise encompass both optimal sport movement patterns as well as the most advantageous training techniques. Sasho will discuss the biomechanics of the golf swing and current methods for increasing swing speed.

CAROLINAS PGA SUPER SHOW REGISTRATION FORM



Deadline: Friday, February 10 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

1. CPGA MEMBER VERIFICATION

☐ Carolinas PGA Member/Associate (no charge) ☐ Other Section/Non-CPGA Professional (\$50 admin fee)

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): _____

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

4. CPGA AWARDS & HONORS DINNER Presented by Club Car

☐ I am attending the Awards Dinner (\$96). Children 12 & under (\$15). List name & age.

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

_____ \$96 _____ \$96

_____ \$96 _____ \$96

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

5. CPGA WINTER EDUCATION SEMINARS

Select “All Three” and pay one discounted price. Best Value...Save \$30!!

☐ All three (3) Education Sessions – \$185 (Add \$25 Late Fee if submitted after February 10)
-OR- Pick and choose any sessions you would like to attend and pay the individual listed price

Session 1: \$60

Session 2: \$60

Session 3: \$95 (includes lunch)

☐ Roy Williams

☐ Jay Karen

☐ Teaching Summit

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