

# SUPERSHOW



CAROLINAS

PRESENTED BY *Unknown* GOLF

# SCHEDULE

**16**  
Feb

**5:00 PM**

**Special Awards & Honors Dinner** *Presented by Club Car*  
Greensboro Country Club - Irving Park  
2 PDR | \$109 per Adult & \$20 per Child  
Business Attire (Coat and Tie)

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

**Annual Meeting** *Presented by GolfProPayments*  
2 PDR | 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**

**CPGA Happy Hour**  
Cash Bar | Show Floor

**17**  
Feb

**5:00 - 6:30 PM**

**Education Session 1 - Taylor Zarzour**  
*The Changing Landscape of Professional Golf*  
2 PDR

**5:00 - 8:00 PM**

**Social Reception**  
Topgolf - Greensboro

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

**Education Session 2 - Kevin Scott**  
*Leveraging AI to Streamline your Golf Operation*  
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 pm

**18**  
Feb

**2:00 - 5:00 PM**

**Winter Teaching Summit**  
3 PDR | Lunch Included



# SUPERSHOW



CAROLINAS

PRESENTED BY *Unknown* GOLF

# EDUCATION

## TAYLOR ZARZOUR

MONDAY

FEB 17 | 5:00 - 6:30PM

2 PDR

XM Radio Host

*The Changing Landscape of Professional Golf*

TUESDAY

FEB 18 | 8:00 - 9:30AM

2 PDR | CONTINENTAL BREAKFAST INCLUDED

## KEVIN SCOTT

Chief Technology Officer  
PGA of America

*Leveraging AI to Streamline your Golf Operation*

TUESDAY

FEB 18 | 2:00 - 5:00PM

3 PDR | Lunch Included

## WINTER TEACHING SUMMIT

SEAN KENNEDY, PGA

2024 CPGA TEACHER OF THE YEAR

DANA DAHLQUIST

OWNER - Dana Dahlquist Golf Instruction

## INFORMAL EDUCATION

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

### MONDAY, February 17- Stage 1

1:00 pm – 2025 PGA Championship Preview

2:15 pm – Lead from any Seat

3:30 pm – Evolution of Equipment with XXIO

### TUESDAY, February 18 - Stage 1

10:00 am – Make a difference with PGA REACH

11:15 am – Golf Instruction Trends

12:30 pm – PGA Coach - Powering the Game's Best Coaches

### MONDAY, February 17 - Stage 2

1:00 pm - Past Presidents Panel

2:15 pm – CPGA Officer Panel

3:30 pm – PGA GROW & the value of Mentorship

### TUESDAY, February 18 - Stage 2

10:00 am – Rules of Golf and Course Marking

11:15 am – 2025 CPGA Tournament Preview

12:30 pm – Retail Best Practices



# SUPERSHOW EDUCATION



## 2025 SUPER SHOW FEATURED SPEAKERS



### *Taylor Zarzour: The Changing Landscape of Professional Golf*

Taylor Zarzour currently serves as the Host of the "The Starter with Taylor Zarzour" on Sirius XM Radio and is the radio voice for golf's major championships. He also works as a play-by-play commentator for college football and college baseball for SEC Network's Saturday afternoon college football action. Zarzour moved to North Carolina in 2004 as the Program Director and Morning Host for Triangle Sports Talk 1490/1090 in Raleigh/Durham. He later became the Sports Director for Curtis Media Group in Raleigh, while also hosting his own daily sports talk show. In January 2011, Zarzour moved to Charlotte to join 610 WFNZ, as the host of The Drive each weekday afternoon.

### *Kevin Scott: Leveraging AI to Streamline your Golf Operation*

The PGA of America promoted Kevin J. Scott to be the Association's first-ever Chief Technology Officer in 2022. Scott previously served as Head of Technology, leading the design and launch of the PGA's consumer digital products – PGA.com and PGA Coach. He also transformed the technology and digital units into one customer-centric, product-minded organization of top engineers, designers, and product managers. In support of PGA Professionals, the Ryder Cup and all of the PGA's championship events, he led the design and build of e-commerce, ticketing, scoring, customer relationship management, digital marketing, hospitality, ERP, data warehouse, websites and mobile apps. The PGA of America is now entirely cloud native, enabling a more collaborative and productive workforce. Rather than maintaining traditional IT systems, the company's technology investments are now focused on creating valuable products and digital experiences. This led to significant cost savings for infrastructure, operations and computing. Scott's technology team also modernized the Association's websites, apps, learning management systems and omni-channel marketing services.



## WINTER TEACHING SUMMIT SPEAKERS



### **Sean Kennedy, PGA**

Kennedy began his golf career in 1993 and has been a PGA Class A golf professional since 1997. A passionate teacher and innovator, he has developed a proprietary skill-based learning process for members of The Cliffs, which has been hailed by Golf Channel's Cameron McCormick as "ahead of the curve." He is certified in FlightScope, The Golfing Machine, and Gray Institute Biomechanics. Kennedy's approach to teaching is science-based in neurology and motor learning. I've spent thousands of hours studying biomechanics, anatomy, kinesiology, physics, kinetics, kinematics and many different swing methods and systems. My toolbox is well-researched and experienced.

### **Dana Dahlquist**

Dana's goal is to help players create swings that are functional and repeatable under pressure, not just swings that look good on camera on the driving range. Originally trained with a background in mechanics (MORAD specifically), Dana's teaching has evolved to understand the forces players must apply to create the matchups needed in their swing. This is fundamental for a player understanding their DNA and producing a dynamically stable, repeatable swing. Dahlquist was worked with Bryson DeChambeau, Viktor Hovland, Beau Hossler and countless other top players.



# 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 [Carolinas.PGA.com](http://Carolinas.PGA.com)

## CPGA MEMBER VERIFICATION

**CAROLINAS PGA MEMBER**  **OTHER SECTION/NON-CPGA PROFESSIONAL (\$50)**

## CPGA ANNUAL MEETING & MERCHANDISE SHOW

**ANNUAL MEETING (NO CHARGE)**  **MERCHANDISE SHOW (NO CHARGE)**

NAME: \_\_\_\_\_ PGA MEMBER #: \_\_\_\_\_

FACILITY/EMPLOYER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

**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 \$30 per day**

MONDAY GUEST NAME (1): \_\_\_\_\_ \$30 TUESDAY GUEST NAME (1): \_\_\_\_\_ \$30

MONDAY GUEST NAME (2): \_\_\_\_\_ \$30 TUESDAY GUEST NAME (2): \_\_\_\_\_ \$30

## CPGA AWARDS & HONORS DINNER *presented by Club Car*

**I am attending the Awards Dinner (\$109). Children 12 & under (\$20). List name & age.**

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

GUEST NAME (1): \_\_\_\_\_ \$109 GUEST NAME (3): \_\_\_\_\_ \$109

GUEST NAME (2): \_\_\_\_\_ \$109 GUEST NAME (4): \_\_\_\_\_ \$109

## 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 7)**

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

SESSION 1 - TAYLOR ZARZOUR: \$60  SESSION 3 - TEACHING SUMMIT: \$95

SESSION 2 - KEVIN SCOTT: \$60  ALL THREE: \$195

## PAYMENT INFORMATION

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

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)