



Ted D. Eleftheriou

Director of PGA Learning Centers
Director of Golf Program Development
PGA of America

THE BUSINESS OF COACHING AND HOW IT ADDS VALUE TO GOLFERS, YOUR FACILITY, THE COMMUNITY AND THE GAME OF GOLF

12-hour interactive workshop, exploring and evaluating skills and knowledge to better understand the value of the PGA Professional to their respective facilities, the communities they serve and related job functions. Explore marketing to the "Why" and customer engagement. Dive in-depth to discover what consumers truly desire based on imperial data and proven strategies to drive results and sales conversion.

PGA PROFESSIONAL BACKGROUND

Ted Eleftheriou has been teaching golf since 1993 with client lists to include tour players, collegiate athletes and celebrities. With career stops as the Eastern Regional Director of the Nike Learning Centers, Ted has taught as a consultant, speaker, and written countless articles for the PGA of America, PGA Tour, Nike Golf and many other publications. His current roll with the PGA of America directs a team of educators throughout the organization on a variety of topics.



Jeff Ellison

Chief Executive Officer
Pacific Northwest Section PGA

RULES OF GOLF - GETTING UP TO SPEED FOR 2019

Major changes to the rules of golf have come about recently. How will this affect tournament play and the importance of educating members and casual players.



Monte Koch

PGA Career Consultant, PGA Career Services
PNW PGA & Rocky Mtn. PGA Sections

FIVE TOOLS FOR LEADERSHIP

Nearly every major league sport has "five tool players" who are game changing, team changing and organizational changing players. PGA professionals can make the same impact at their facilities/clubs by delivering these "five tools for leadership" with their team, staff, peers and the golf community they serve. Doing so will drive engagement with staff, customers and drive financial success for the facilities (and result in a better job and benefits for the MVP golf professionals delivering it).

SCHEDULE OF EVENTS

SUNDAY 2/17

6:00 - 8:00 PM

8:00 - 9:00 PM

Check-in to Resort (4:00 PM)

Inland Empire Chapter Spring Mtg.

Social Hour - 7th Floor Club Room
Two Complimentary Beverage tickets provided (stay packages)

MONDAY 2/18

7:30 - 8:00 AM

8:00 AM - 10:00 AM

10:00 AM - 12:00 PM

12:00 - 1:00 PM

1:00 - 5:00 PM

Casual Golf Attire

Continental Breakfast

Jeff Ellison, PNW Section
2019 Rules of Golf - Up to Speed

Monte Koch, PGA
Five Tools for Leadership

LUNCH

Sponsored by:



Ted Eleftheriou, PGA of America
Business of Coaching Workshop

TUESDAY 2/19

7:30 - 8:00 AM

8:00 AM - 12:00 PM

12:00 - 1:00 PM

1:00 - 5:00 PM

Casual Golf Attire

Continental Breakfast

Ted Eleftheriou, PGA of America
Business of Coaching Workshop

LUNCH

Sponsored by:



Ted Eleftheriou, PGA of America
Business of Coaching Workshop



2-DAY CONFERENCE PACKAGES

STANDARD DELUXE 2-NIGHT PACKAGE

ONLY *\$189 (per person, shared room for nights of 2/17 & 2/18)

- Two night luxury lakeside accommodations at The Coeur d'Alene Golf & Spa Resort (2/17 - 2/18)
- Continental Breakfast and Lunch each day
- Hosted Cocktail hour on Sunday, 2/17 from 8 - 9 PM
- Two Days PGA Section Education (16 MSR)
- PGA Apprentices receive AMP Education Credit
- Opportunity for meeting MSR, Sunday evening, 6 - 8 PM
- Full use of fitness center and pool during stay
- Spouse stays for free! (on individual \$249 package)

MAKE IT A SPRING GETAWAY!

UPGRADE TO LAKE VIEW TOWER ROOMS

STANDARD DELUXE ROOM PACKAGE

INDIVIDUAL ONLY *\$249

(add 3rd night, 2/20 for *\$119)

LAKE TOWER ROOM UPGRADE

INDIVIDUAL ONLY *\$299

(add 3rd night, 2/20 for *\$159)

LAKE TOWER SHARED ROOM UPGRADE

***\$229 (each)**

TWO-DAY WORKSHOP ONLY - \$140

Includes PGA Education Workshops, Continental Breakfast and Lunch daily.

REGISTRATION FORM

NAME: _____

ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____

PHONE: _____

EMAIL: _____

CREDIT CARD PAYMENTS MUST USE ONLINE REGISTRATION APPLICATION.

DEADLINE: THURSDAY, FEBRUARY 14, 2019

PLEASE SELECT PACKAGE OPTIONS (CHECK ALL THAT APPLY)

* Accommodation package pricing does not include 13.4% tax & surcharge.

- STANDARD INDIVIDUAL 2-DAY PACKAGE - \$249 (\$282.37)
- STANDARD SHARED 2-DAY (2 PGA per room) - \$189 (\$214.33 each)
- LAKE TOWER INDIVIDUAL 2-DAY PACKAGE - \$299 (\$339.07)
- LAKE TOWER 2-DAY SHARED ROOM (2 PGA) - \$229 (\$259.87 each)
- ADD STANDARD INDIVIDUAL NIGHT ON 2/19 - \$119 (\$134.95)
- ADD STANDARD SHARED NIGHT ON 2/19 - \$89 (\$100.93 each)
- ADD LAKE TOWER INDIVIDUAL NIGHT ON 2/19 - \$149 (\$168.97)
- ADD LAKE TOWER SHARED NIGHT ON 2/19 (2 PGA) - \$109 (\$123.61 each)
- IF SHARING ROOM WITH ANOTHER PGA PRO, PLEASE INDICATE NAME OF ROOMMATE: _____
- EDUCATION ONLY (\$140 for 2-Day Workshop, 2/18 & 2/19)
- EDUCATION ONLY ON 2/18 (\$70) EDUCATION ONLY 2/19 (\$70)

CALL 800-935-6283 | FAX 208-667-5683 | OR EMAIL YOUR REGISTRATION

EMAIL: GOLF@CDARESORT.COM

PGA Required MSR's/AMP Education for Associates