

Sweet-16
EDUCATION WORKSHOP
FEBRUARY 22 - 23, 2016 | THE COEUR D'ALENE GOLF & SPA RESORT



Mike O'Donnell

Senior Director of Player Development
PGA of America

**PLAYER DEVELOPMENT 2-DAY
SECTION WORKSHOP**

Enhance Income and Increase Job Security

Come join us as we explore instruction and coaching business opportunities to create customers, grow rounds and generate incremental revenue at your facility through structured player development programming that addresses all consumer needs.

AGENDA

- Reflecting on and challenging long-held assumptions regarding the importance of player development, the consumer's motivations and the role of the PGA Professional at any facility.
- A review of applicable marketing principles and marketing tactics which will empower Professionals to inspire and engage with any player, regardless of their ability or position on the consumer pathway.
- An in-depth dive into structured player development programming that can address any type of consumer, with specific emphasis on the recreational player, engaged player and committed player.
- An introduction to quantifying and measuring the financial and facility impact of your player development activities by understanding the key revenue drivers and utilizing the Revenue Scorecard.
- Attendees should expect to walk away from this workshop with an understanding of structured player development programming which can address any consumer's needs and be flexible enough to meet the demands of any facility.

PGA PROFESSIONAL FEEDBACK

"Extremely valuable. Presentation was well done and clear about the subject matter. Brought about many new ideas to make me a more valuable asset to my club and myself."

"This workshop provided me with some excellent ideas to assist in development of players."

"Excellent presentation that provided a new perspective on attracting customers."

"I enjoyed this presentation and it helped open my eyes to new possibilities and encouraged me to be more thoughtful."

SCHEDULE OF EVENTS

MONDAY, 2/22

7:30 - 8:00 AM

Professional Attire (Jacket & Tie)

CONTINENTAL BREAKFAST

8:00 AM - 12:00 PM

Mike O'Donnell, PGA of America
Player Development Workshop

12:00 - 1:00 PM

LUNCH

Sponsored by:



1:00 - 5:00 PM

Mike O'Donnell, PGA of America
Player Development Workshop

6:00 - 8:00 PM

Inland Empire Chapter
Chapter Spring Meeting

8:00 - 9:00 PM

Cocktail Social Hour
2 Hosted Drink Tickets
(resort package stays)

TUESDAY, 2/23

7:30 - 8:00 AM

Professional Attire (Jacket & Tie)

CONTINENTAL BREAKFAST

8:00 - 12:00 PM

Mike O'Donnell, PGA of America
Player Development Workshop

12:00 - 1:00 PM

LUNCH

Sponsored by:



1:00 - 5:00 PM

Mike O'Donnell, PGA of America
Player Development Workshop

MSR's Earned:

PGA Education

Other non-PGA Education



PGA

Pacific Northwest Section

PACIFIC GOLF & TURF



A Textron Company

The Coeur d'Alene

Golf & Spa Resort



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CONFERENCE PACKAGES

STANDARD DELUXE PACKAGE

ONLY *\$169 (per person, shared room)

- Two nights luxury lakeside accommodations at The Coeur d'Alene Golf & Spa Resort (2/21 & 2/22)
- Continental Breakfast and Lunch each day
- Hosted Cocktail hour on Monday, 2/22 from 8 - 9 PM
- Two Days of PGA Section Education (16 credits)
- Opportunity for meeting MSR, Monday evening, 6 - 8 PM
- Full use of fitness center and pool during stay
- Spouse stays for free! (on individual \$219 package)

UPGRADE TO OUR LAKE VIEW TOWER ROOMS!

STANDARD DELUXE ROOM PACKAGE INDIVIDUAL ONLY *\$219

LAKE TOWER ROOM UPGRADE INDIVIDUAL ONLY *\$279

LAKE TOWER SHARED ROOM UPGRADE *\$199 (each)

TWO-DAY WORKSHOP ONLY - \$125

Includes PGA Education Workshop, Continental Breakfast and Lunch daily.

REGISTRATION FORM

NAME: _____

ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____

PHONE: _____

EMAIL: _____

CREDIT CARD: _____

EXP: _____ SEC. CODE: _____

SELECT PACKAGE OPTION:

* Accommodation packages do not include tax & surcharge of 13.4%.

- STANDARD INDIVIDUAL PACKAGE - \$219 (\$248.35)
 - STANDARD SHARED ROOM (2 PGA per room) - \$169 (\$191.65 each)
 - LAKE TOWER UPGRADE PACKAGE - \$279 (\$316.39)
 - LAKE TOWER UPGRADE SHARED ROOM (2 PGA) - \$199 (\$225.67 each)
 - ADDITIONAL STANDARD NIGHT ON 2/23 - \$99 per night
 - ADDITIONAL LAKE TOWER NIGHT ON 2/23 - \$129 per night
- IF SHARING A ROOM WITH ANOTHER PGA PERSON, PLEASE INDICATE NAME OF ROOMMATE: _____
- EDUCATION ONLY (\$125)

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

EMAIL: AMACKIMMIE@CDARESORT.COM

MSR's Earned:

PGA Education

Other non-PGA Education