



PGA Expo Begins Business With a Bang, Concludes Today in Las Vegas

Show Hours

Wednesday: 9:00 a.m. – 3:00 p.m.

Important Locations

Registration – Venetian Ballroom

Conference – Bellini Meeting Rooms

Main Stage – End of #600 Aisle

PGA Member Business Center – Titian Room

Show Office & Sales/Marketing Booth – End of #900 Aisle

Media Center – Bellini Room

New Product Zone – End of #700 Aisle

Indoor Golf Performance and Training Center – #1,000 Aisle

Career Center – End of #900 Aisle

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The 2011 PGA Expo began with a bang Tuesday, with a star-studded cast of special guests and events welcoming PGA Professionals, buyers and industry leaders at the Venetian Resort Hotel Casino in the heart of the famed Las Vegas Strip.

PGA of America President Allen Wronowski hit a ceremonial drive perfectly on cue with confetti cannons to officially open the 2011 PGA Expo, which was quickly transformed into a marketplace bustling with business as 200-plus exhibitors showed off their latest apparel, golf equipment and accessory lines. A full schedule of educational seminars, guest speakers and fashion presentations also highlighted the first day of the 27th PGA Expo, which continues Wednesday from 9 a.m. to 3 p.m.

“There are always new products to see, and there is nothing better than coming to Las Vegas this time of year for a getaway,” said Kyle Howard, PGA Professional and buyer from Golf Etc. in Odessa, Texas. “I’m here to buy apparel for the fall and for next spring. So far, I’ve seen several lines I’ve never seen before.”

“This is Old Home Week for me, because I’m originally from Las Vegas and this is the only time of the year I get to network with all of the people I have worked with in the golf business,” said Bari Brandwynne, PGA teaching professional at Los Angeles Country Club. “I also like to attend the educational seminars to pick up some (PGA) MSR hours. The education courses and the guest speakers this year are exceptional.”

Renowned golf instructor Butch Harmon, who has taught touring professionals Tiger Woods, Phil Mickelson, Adam Scott and many others, drew a standing-room-only crowd on the PGA Expo Main Stage Tuesday to help tee off the first full day of exhibitions and presentations. The 68-year-old Harmon encouraged golf professionals to “teach with passion and enthusiasm” and encouraged golf instructors to “keep it simple; less is more when it comes to teaching golf.”

In the afternoon, NBC-Golf Channel analyst Mark Roling engaged in an insightful session on the Main Stage during which he reviewed his memorable moments covering the Ryder Cup Matches, U.S. Open and various other PGA Tour events, during which he has interviewed a galaxy of stars such as Tiger Woods, Arnold Palmer, Jack Nicklaus and a litany of major champions.

Several companies used the 2011 PGA Expo to launch new products and introduce new lines to the thousands of attendees on Tuesday.

Quagmire Golf co-owner and creative director Geoff Tait launched the Arnie Line of apparel based on the fashions worn by World Golf Hall of Famer Arnold Palmer. “We’re looking at a whole new generation of Arnold Palmer clothing inspired by what Arnie wore in the ‘50s, ‘60s and ‘70s,” noted Tait. “The ‘50s-style clothing has collars and other features just like the shirts and sweaters Arnie wore, while the ‘60s line is more retro, and the ‘70s line is more modern looking and features performance fabrics and some all-cotton pieces.”

AHEAD also was scoring significant attention on Day One with its new additions to the PGA Authentics Performance Collection line, which debuted at the 2011 PGA Merchandise Show in Orlando, Fla. “The PGA Authentics brand has been very well accepted since it was first introduced in Orlando, and it just keeps gaining momentum,” said Jeff Waller, national sales manager for AHEAD and PGA Authentics. “The PGA has always been a strong brand, so it was very popular from the moment it was launched early this year.”

“That’s what I like about the PGA Expo in Las Vegas – you can always see the latest apparel and be the first to see what’s going to be hot the next year,” said Scott Olberts, PGA Professional and buyer at Aspen Valley Country Club in Flagstaff, Ariz.

“I’m looking for tee prizes for our tournaments coming up, and I’ve already seen a lot of new products we will bring in this fall and next season.”

Putting the Spotlight on Fashion... PGA Expo’s New Fashion FOREward Spotlight

The apparel hall of the PGA Expo has added the new Fashion FOREward Spotlight to provide a forum to focus on new trends, styles and designs. Offering a designer showcase, fresh programming each day and an industry meeting place, the Fashion FOREward Spotlight is helping buyers uncover sought-after merchandise and accessories for their market to drive soft-good sales.

innovative new brands that add some freshness to the golf landscape,” said Dodd. It’s not just about trends but the shift we’re seeing throughout golf.

The doors are wide open and I find fashion to be part of the game’s conversation now more than ever.”

Annmarie Dodd, AGM fashion consultant, veteran fashion reporter and a contributing editor to Khaki Crusader, is hosting multiple sessions daily with apparel leaders and up-and-coming designers about what is influencing fashion in golf’s ever-changing landscape.

Focus on Fashion sessions today feature companies such as Ecco, Kikkor, Tommy Hilfiger, Iconic and John Ashworth from Linksoul at 9:30 a.m., 11:00 a.m., 1:30 p.m. in the Fashion FOREward Spotlight, Booth #135.

Fashion Foreward Spotlight participating companies include Daily Sports, Evan Golf, Golf For Kids, Grace for Game Golf, Kikkor Golf, Iconic, Pima Direct, Travis Mathews and Ecco.

“This season we have a good blend of industry leaders and



WE ARE GOLF

Booth #107

Make your voice heard on Capitol Hill.

Contact your members of Congress on pending disaster legislation affecting the golf industry.

2011 New Product Zone Winners

CoinCaddie: Booth #731

Grip Solid: Booth #722

Insta Golf Shoes: Booth #527



Today's Schedule of Events

Mark Roling on the Main Stage

Mark Roling calls Arnold Palmer his all-time favorite interview.

"Arnie was always gracious with his time and always a great interview," noted Roling. "My most memorable interview ever was when Arnie played his final round in his final U.S. Open at Oakmont. He came out of the scoring tent after signing his scorecard and came right over to me. By the time the interview was over, we were both in tears."

Roling said that the Ryder Cup Matches were his favorite to cover.

I absolutely love the Ryder Cup because it has passion and a type of pressure you don't find in other golf events, since you are playing for team and country. Every Ryder Cup has a different character and a different set of storylines. They all have drama, especially by the time Sunday's singles matches roll around."



Orlando, Florida
January 25-28, 2012
www.pgashow.com

See you at the 2012 PGA Merchandise Show!

Time	Topic	Location
9:00 am	PGA Expo Show Floor Opens	Venetian Ballroom
9:00 am – 3:00 pm	Exhibits, Fashion FOREward Spotlight, New Product Zone Indoor Golf & Performance Center, Career Center	Venetian Ballroom
9:30 am – 10:30 am	GOLF 2.0 - Your Future -Educ. Conf	Bellini 2002-2003
9:30 am – 10:30 am	Develop an Effective Plan to Grow Business and Manage Price Perception -Educ. Conf.	Bellini 2104-2105
9:30 am – 10:30 am	Golf Course Ownership Perspective– Adding Value & Building Business	Main Stage
9:30 am – 10:30 am	Focus on Fashion with Annmarie Dodd	Spotlight Area
9:30 am – 10:30 am	Observation & Physical Evaluation of the Player: David Donatucci, PGA Performance Center	Bellini 2102-2103
10:45 am – 11:45 am	Peak Performance Coaching -Educ. Conf.	Bellini 2102-2103
10:45 am – 11:45 am	Inside the Championship Mind -Educ. Conf.	Bellini 2002-2003
10:45 am – 11:45 am	Amplify Your Revenue with Social Marketing -Educ. Conf.	Bellini 2104-2105
10:45 am – 11:45 am	Team Building for Five-Star Service -Educ. Conf.	Bellini 2004-2005
10:45 am – 11:45 am	"Know Your Customer" - PGA Merchandisers of the Year Best Practices, presented by PGA Magazine	Main Stage
11:00 am – 12:00 pm	Focus on Fashion with Annmarie Dodd	Spotlight Area
11:30 am – 12:30 pm	Grow Your Value Starting NOW - The Strategy of Golf 2.0	PGA Member Business Ctr.
12:00 pm – 1:00 pm	Peak Performance Practice for Skill Development -Educ. Conf.	Bellini 2102-2103
12:00 pm – 1:00 pm	Create and Deliver the Welcoming Service Model -Educ. Conf.	Bellini 2004-2005
12:00 pm – 1:00 pm	Making Your Voice Heard on Issues Affecting the Golf Industry	Main Stage
1:00 pm – 2:00 pm	Visual Merchandising Tour & Ideas from the 100 Best Shops -Educ. Conf.	Bellini 2004-2005
1:15 pm – 2:00 pm	Jim Huber – "Four Days In July" & Twenty Years in Golf Journalism (free book to first 50 attendees)	Main Stage
1:30 pm – 2:30 pm	Focus on Fashion with Annmarie Dodd	Spotlight Area
2:00 pm – 3:00 pm	What Are You Communicating to Your Players -Educ. Conf.	Bellini 2004-2005
3:00 pm	PGA Expo Show Floor Closes	

The Role of Government Relations in Golf

~ Noon – 1 p.m. ~ Main Stage

PGA Professionals and golf business leaders have the opportunity today to better understand government processes and the critical role of government relations at all levels. On the PGA Expo Main Stage, "Golf Industry Votes: Making Your Voice Heard on Issues Affecting the Golf Industry"

will focus on current government legislation, relations and the importance of golf industry advocacy in the current economic climate. The seminar is open to all attending industry professionals and will be led by Joe Steranka, CEO PGA of America, Tom Addis, Executive Director and Chief Executive Officer of the

Southern California PGA; Craig Kessler, Director of Governmental Affairs at Southern California Golf Association; and Mike McCullough, Director of Environmental and Water Resources at Northern California Golf Association. PGA Members will earn 1 MSR credit for attendance.

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