



Master Schedule - As of August 17, 2011

Monday, August 22				
Audience	Start Time	End Time	Event	Location
Exhibitor	2:00 PM	5:00 PM	Exhibitor Check-In and Set Up	Callaway Golf Center
PGA, Media	5:00 PM	9:00 PM	Demo Night at Callaway Golf Center: giving away 1,000 Pukka Hats, 200 Bugle Tees	Callaway Golf Center
PGA, Media	5:30 PM	7:40 PM	Divine-Nine Industry Golf Outing: closest to the Pin win a private fitting session with Callaway – not the clubs just the fitting	Callaway Golf Center
PGA, Media	6:00 PM	8:00 PM	AGM Networking Event: wine and cheese in the clubhouse	Callaway Golf Center Clubhouse
PGA, Media	5:00 PM	9:00 PM	Pro's Fore Charity Contests with prizes and contests facilitated by former Big Break contestants. Prizes include (3) Grip Guides for Golf (Chip Beck Training Aids) and (3) Tour Edge Drivers	Callaway Golf Center
PGA, Media	5:00 PM	9:00 PM	PGA Sports Academy Skills Testing	Callaway Golf Center
PGA, Media	5:00 PM	8:00 PM	SCOR Golf Media Contest	Callaway Golf Center
Tuesday, August 23				
Audience	Start Time	End Time	Event	Location
Attendee	9:30 AM	10:30 AM	Butch Harmon – Coaching the World's Best Players	Main Stage
Conference Registrants	10:45 AM	11:45 AM	A Long-Term Player Development Plan; David Donatucci, PGA Performance Center	Bellini 2102-2103
Conference Registrants	10:45 AM	11:45 AM	Green Golfer Initiative; Joellen Lampman, Audubon International	Bellini 2104-2105
Conference Registrants	10:45 AM	11:45 AM	Develop Your Unique Selling Proposition; Kevin Strom, PGA	Bellini 2002-2003
Attendee	10:45 AM	11:45 AM	Southwest PGA Section – Best Practices in Growing the Game in Southern Nevada	Main Stage
Attendee	11:30 AM	12:30 PM	What Your Employer Wants Connecting Through Golf 2.0 - Jeff Beaudry, PGA , PGA Employment Consultant	Member Business Center
Attendee	11:30 AM	11:45 AM	The Changing Faces of Women's Golf Fashion – Elizabeth Noblitt & Annmarie Dodd	Spotlight Area
Attendee	12:00 PM	1:00 PM	Forward Spin with Annmarie Dodd & The Association of Golf Merchandisers	Main Stage
Conference Registrants	12:00 PM	1:00 PM	Take the Game to the Customer; Bob Baldassari, PGA & Will Reilly, PGA	Bellini 2102-2103
Conference Registrants	12:00 PM	1:00 PM	Clever Approach to Develop and Sustain Your Customer Base; Kevin Strom, PGA	Bellini 2104-2105
Conference Registrants	12:00 PM	1:00 PM	Knowing Your Customer and Deepening the Engagement with Women; PGA of America; A panel discussion moderated by Le Ann Finger, PGA.	Bellini 2002-2003
Conference Registrants	12:00 PM	1:00 PM	Mastering Magical Persuasion; Traci Brown, Body Language & Persuasion Expert, Champion Cyclist	Bellini 2004-2005
Attendee	1:15 PM	2:00 PM	PING putters are "Fit for Stroke"	Main Stage
Conference Registrants	1:15 PM	2:15 PM	Develop and Implement Your Player Development Program for Your Customers; Bob Baldassari, PGA & Ron Stapanek, PGA	Bellini 2102-2103
Conference Registrants	1:15 PM	2:15 PM	Successful Financial Planning; Vance Falbaum, CIMA Royal Bank of Canada	Bellini 2002-2003
Conference Registrants	1:15 PM	2:15 PM	Know the Customer: Using Social Networking to Make a Stronger Connection; Richard Brasser, PGA and The Targeted Group	Bellini 2104-2105
Conference Registrants	1:15 PM	2:15 PM	Pricing - Are You Short-Changing Your Shop?; Becky Wilkins, AGM Education Team	Bellini 2004-2005
Attendee	2:00 PM	2:15 PM	Focus on Fashion with Annmarie Dodd	Spotlight Area
Conference Registrants	2:15 PM	3:15 PM	Learn to Manage & Balance Your Inventory in Less than an Hour; Becky Wilkins, AGM Education Team	Bellini 2004-2005
Attendee	2:15 PM	3:00 PM	Mark Roling –Turning the Table on 20 Years of Interviewing Golf's Top Players	Main Stage
Attendee	3:00 PM	4:00 PM	Town Hall: Allen Wronowski, PGA, President Joe Steranka, CEO PGA of America	Member Business Center
Attendee	4:00 PM	5:00 PM	ASK an INDUSTRY EXPERT: Women in the Golf Industry is committed to helping members grow their businesses.	Bellini 2001B
Attendee	4:00 PM	4:15 PM	Focus on Fashion with Annmarie Dodd	Spotlight Area
Attendee	5:30 PM	7:30 PM	Welcome Reception presented by Elations	TAO Nightclub
Attendee	10:00 PM	11:00 PM	LAVO After-Party	LAVO Nightclub
Wednesday, August 24				
Audience	Start Time	End Time	Event	Location
Attendee	9:00 AM	5:00 PM	Grand Opening	Venitian Ballroom
Attendee	9:00 AM	5:00 PM	Exhibits, Fashion FOREward Spotlight, New Product Zone Indoor Golf & Performance Center, Career Center	Venitian Ballroom
Conference Registrants	9:30 AM	10:30 AM	GOLF 2.0 - Your Future; Dawes M. Marlatt, PGA	Bellini 2002-2003
Conference Registrants	9:30 AM	10:30 AM	Develop an Effective Plan to Grow Business and Manage Price Perception; Mark Black, PGA	Bellini 2104-2105
Conference Registrants	9:30 AM	10:30 AM	Observation & Physical Evaluation of the Player; David Donatucci, PGA Performance Center	Bellini 2102-2103
Audience	9:30 AM	10:30 AM	Golf Course Ownership Perspective– Adding Value & Building Business	Main Stage
Attendee	9:30 AM	9:45 AM	Focus on Fashion with Annmarie Dodd	Spotlight Area
Conference Registrants	10:45 AM	11:45 AM	Peak Performance Coaching; Lynn Marriott, PGA & Pia Nilsson, PGA of Sweden	Bellini 2102-2103
Conference Registrants	10:45 AM	11:45 AM	Inside the Championship Mind; Traci Brown, Body Language & Persuasion Expert, Champion Cyclist	Bellini 2002-2003
Conference Registrants	10:45 AM	11:45 AM	Amplify Your Revenue with Social Marketing; Richard Brasser, PGA and The Targeted Group	Bellini 2104-2105
Conference Registrants	10:45 AM	11:45 AM	Team Building for Five-Star Service; Cary Cavitt, PGA	Bellini 2004-2005
Attendee	10:45 AM	11:45 AM	"Know Your Customer" - PGA Merchandisers of the Year Best Practices, presented by PGA Magazine	Main Stage
Attendee	11:30 AM	11:45 AM	Focus on Fashion with Annmarie Dodd	Spotlight Area

