



**PGA**  
2010 FALL EXPO

AUGUST 16 - 18, 2010 | THE VENETIAN | LAS VEGAS, NEVADA

## GENERAL MANAGEMENT BEST PRACTICES -- THINGS YOU SHOULD KNOW

### Topic Description

**Category:** Leadership & Human Resources  
**Career Path:** General Management

**Subject:** GENERAL MANAGEMENT BEST PRACTICES -- THINGS YOU SHOULD KNOW

**Presenter:** Mark J. Black, PGA Master Professional, Director PGA/PGM Program, representing Arizona State University.

- **Why You Are Taking This Course:**  
Understand the differences between all departments while giving you the tools to help you to motivate, mentor, coach and lead your team to desired outcomes. You will be exposed to materials that will help you to coordinate the different strategies in an effective business plan. This course will also help you to get out of the box and to keep your job.
- **In attending this program, you will benefit from learning:**
  1. F&B sales and efficiencies
  2. Grounds and maintenance that exceeds guest expectations
  3. Teaching programs that generate more golfers
  4. Retail best practice ideas that create better gross margin
  5. Internal efficiencies that generate better bottom line results
- **To transfer this newfound knowledge into bottom-line results, you the PGA Professional should plan to:**
  1. See the differences between departments and how to work as a team toward common goals
  2. Set performance expectations that meet and exceed your guest expectations
  3. Better prepare realistic expectations by department to maintain your market share
  4. Create excitement resulting in maximizing efficiencies and team success
- **Plan tomorrow to implement your action plans:**
  1. Make
  2. Help
  3. Create

### Who Should Attend

- PGA Members employed or interested in furthering their career in General Management, PGA Apprentices, University Students, and International PGA Members

### Schedule

August 17, 2010 \* PGA Fall Expo \* Venetian Resort & Convention Center\* Room # \* 10:45A - 11:45A