

2ND YOUTH & FAMILY GOLF SUMMIT

presented by OMEGA

SUNDAY + MONDAY, JANUARY 24-25, 2016

ORANGE COUNTY CONVENTION CENTER | ORLANDO, FL

CREATE LIFELONG CUSTOMERS, TODAY:

- Increase family golf activity at your facility
- Drive rounds and revenue from youth and family golfers
- Latest insights on programming for all abilities
- Youth development strategies from around the globe
- New research at the forefront of youth athletic development
- Discover which youth results employers value most

PGA/LPGA members, PGA Students and PGA Apprentices **\$275** | Non-Members **\$299**

*Discounted price of **\$225** for PGA/LPGA Members and Apprentices available NOW through December 31st, 2015!*



PGATM

Youth & Family Golf
Summit

Register on PGA.ORG

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PGA

Youth & Family Golf Summit

SUNDAY, JANUARY 24TH

11:00 a.m. Registration & Light Lunch

Opening Ceremony

12:00 p.m. **“The Past, Present and Future of Youth & Family Golf”**

12:15 p.m. **Welcome Message** – Derek Sprague, PGA

12:20 p.m. **Introduction & Overview** – Rick Murphy, PGA

Youth Programs for Growing Participation & Revenue

12:30 p.m. **Using PGA Junior League Golf as Your Youth Cornerstone Panel** - Suzy Whaley, PGA, featuring Josh Tremblay, PGA, Aurora Kirchner-McCain, PGA, and Tom Mason, PGA

1:15 p.m. **Leveraging Drive, Chip and Putt at Your Facility** – Bob Baldassari, PGA

1:45 p.m. **Build Character and Skill with PGA Junior Golf Camps** – Marc Haddad, Brian Bickford, PGA and Mike Wade, PGA

2:15 p.m. **Monetize Your Youth & Family Golf Programs** – Tim Krebs, PGA, Brian Tolnar, PGA, and Tom Morton, PGA

3:00 p.m. Break

3:15 p.m. **Scaling Golf Courses for Youth & Family Yardages** – John Godwin, PGA & Will Robbins, PGA

3:45 p.m. **Maximize the Impact of Golf in Schools** – Rick Grayson, PGA & Ted Logan

4:00 p.m. **Measure & Communicate the Value of Your Youth & Family Golf Business** – Rick Murphy, PGA

4:30 p.m. **International Roundtable on Global Youth Development** – Emanuel Kasio (Kenya), Alejandro Duque (Costa Rica), Neil Plimmer, PGA (England) and Jesus Rodriguez (Spain)

5:30 p.m. **“Turning the Clock Forward” reception**, sponsored by OMEGA

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Youth & Family Golf Summit

MONDAY, JANUARY 25TH

7:00 a.m. Breakfast

The Science Behind How We Learn New Skills & The Art of Teaching

8:00 a.m. **How to Develop, Not Derail Kids' Learning** – Dr. Robert Bjork & Dr. Fran Priozzollo

9:30 a.m. **A Different View on Youth Golf** – Michael Hebron, PGA

10:00 a.m. Break

10:15 a.m. **Teaching, Coaching & Parenting** – Dr. Steve Norris

11:15 a.m. **Sparkling an Early Interest in Golf** – Nicole Weller, PGA & Patricia Donnelly

12:15 p.m. Lunch

The Mindset to Grow Youth & Family Golf

1:00 p.m. **Breaking the Fishbowl and Creating a Growth Mindset** – Dr. Bhrett McCabe

1:30 p.m. **Coaching vs. Teaching: Aspects of Youth Golf Instruction** – Glenn Cundari, PGA of Canada

2:30 p.m. **Engaging Youth with Disabilities** – Steve Jubb, PGA, Beth Major (USGA) and Brendon Elliott, PGA

3:00 p.m. Break

3:15 p.m. **Survey Says...#teens – What Teens Tell Us about Their Golf Coaches/Coaching** – Ryan Graff, V.P. Program Development, The First Tee

3:45 p.m. **Top Golf** – Rodney Farrell

4:15 p.m. **What Employers Value in Youth Programming** – Cathy Harbin, PGA, Tom Reilly, PGA and Michael Padden

5:00 p.m. **Closing Comments** – Brian Crowell, PGA & Rick Murphy, PGA