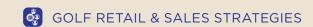


PGA OF AMERICA EDUCATION PROGRAM

SESSIONS AT A GLANCE

Monday, July 28, 2025 Omni PGA Frisco Resort & Spa		
11:00AM - 12:00PM	TIME AND ATTENTION: HOW TO MAKE THE HARDEST PART OF RETAIL A LOT EASIER Samantha Conner, The Boutique Hub Marshall Room	
12:00PM - 12:30PM	LUNCH Wadkins / Elder Foyer	
12:30PM - 1:30PM	OWNING YOUR POWER Johnny Guidry, Something Major Marshall Room	
1:30PM - 2:30PM	REIMAGINING WELLBEING, LEADERSHIP & LONGEVITY Randi Braun, Something Major Marshall Room	
2:45PM - 3:45PM	RETAIL IN TRANSITION: WHAT RETAILERS NEED TO KNOW NOW Dane Cohen, The Boutique Hub Marshall Room	
3:45PM - 4:45PM	THE MERCHANDISING STRATEGY CIRCLE - A WORKSHOP TO BRAINSTORM NEW IDEAS Lisa Langas, PGA Show PGA Buying Summit Marshall Room	









Frisco

Buying Summit PGA OF AMERICA EDUCATION PROGRAM

SESSIONS AT A GLANCE

Monday, July 28, 2025 Home of the PGA of America			
11:00AM - 11:50AM	HOW TO GET YOUR JUNIOR TO COLLEGE GOLF Tommy O'Brien Jr, PGA Conference 101	TEACHING & FITTING PUTTERS AND HOW TECHNOLOGY CAN ENHANCE THE EXPERIENCE Eric Hogge, PGA Certified Professional Seminar 1-3	
12:00PM - 12:50PM	A GUIDE TO A GOLFER'S IMPROVEMENT Tim Cusick, PGA Master Professional Conference 101	ENHANCING WORKPLACE DYNAMICS THROUGH EMOTIONAL INTELLIGENCE AND RESPECTFUL COMMUNICATION Dawes Marlatt, PGA Master Professional Seminar 1-3	
1:00PM - 1:50PM	EDUCATION & EMPLOYMENT TRENDS: WHAT EMPLOYERS WANT PGA OF AMERICA CAREER SERVICES TEAM Keith Soriano, PGA Keith Fisher, PGA Certified Professional Lobby and Seminar 1-3	Kevin Walls, PGA Master Professional Jim West, PGA	
2:00PM - 2:50PM	KEYNOTE: ASSOCIATION AND INDUSTRY UPDATES Don Rea, President, PGA of America Derek Sprague, Chief Executive Officer, PGA of America Seminar 1-3	PGA Buying Summit Frisco Keynote Session	
3:00PM - 3:50PM	CAN A PGA COACH GUARANTEE LOWER SCORES FOR PLAYERS? Jared Butts, PGA Seminar 1-3	OPTIMIZING GOLF COURSE OPERATIONS WITH BENCHMARKING SOFTWARE Mike Suglich, CPA Conference 101	









