



**Buying Summit**  
*Frisco*

# PGA OF AMERICA EDUCATION PROGRAM

## SESSIONS AT A GLANCE

**Monday, July 28, 2025** | Omni PGA Frisco Resort & Spa

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

GOLF RETAIL & SALES STRATEGIES



SESSIONS REQUIRE AN ALL-ACCESS SUMMIT BADGE















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## SESSIONS AT A GLANCE

**Monday, July 28, 2025** | Home of the PGA of America

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



TEACHING & COACHING



EXECUTIVE MANAGEMENT



GOLF OPERATIONS



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