



Education Committee: Aaron Waltz, PGA
Spring Meeting Report: March 27, 2017

Spring Meeting 2017:

- a) March 28th
 - i) Jim Hackenberg, PGA
 - (1) Orange Whip preso & sponsorship
 - ii) Mark Blackburn, PGA
 - (1) Critical Thinking Coaching – The Blackburn Taxonomy
 - (2) Coaching Practical / Application of Critical Thinking Coaching
 - iii) Daniel Wolocko, PT, SCS, CSCS
 - (1) Mercy Elite Sponsor
 - (a) Training Lateral vs. Vertical Power in the Golf Swing
 - iv) Cocktail Reception
- b) March 29th
 - i) Jason Sutton, PGA
 - (1) The evolution of Teaching – Blending Old School Ideas with New School Technology
 - (2) Solving the Putting Puzzle
 - ii) Michigan PGA Panel
 - (1) Charlie Vandenberg, MP
 - (a) MC Panel of 3-5 Professionals
 - (b) 45 min discussion
 - iii) Jason Carbone, PGA
 - (1) What I've Learned from the Best of the Best to Make Golf Easier to Learn

Fall Meeting 2017

- a) Open to concepts
 - i) Presentation on new online education courses from the PGA:
 - (1) Revenue Management: Tee Time Education
http://apps.pga.org/professionals/apps/education/revenue_management/index.cfm
 - (a) Introduction to Golf Course Revenue Management
 - (b) Forecasting and Booking Patterns
 - (c) Differential Pricing & Segmentation
 - (d) Distribution Channel Management
 - (e) Strategic Management & Competitive Analysis
 - (2) Strategic Management Simulations
http://apps.pga.org/professionals/apps/education/strategic_management_simulations/
 - (a) Improve Sales by Developing Loyal Customers
 - (b) Business Impact of Teaching & Coaching
 - (c) Connect with Her and juniors
 - (d) Drive Membership Sales
 - ii) Merchandising
 - (1) Top vendors in the industry
 - (2) PGA Professional roundtable