

Sweet-16 (+ 8)

EDUCATION SEMINARS

FEBRUARY 19 - 21, 2018 | THE COEUR D'ALENE GOLF & SPA RESORT



Mike O'Donnell

 Senior Director of Player Development
 PGA of America

PGA PROFESSIONAL VALUE AND IDENTIFYING THE VALUE OF THE CUSTOMER

Two-Day interactive workshop exploring and evaluating skills and knowledge to better understand the value of the PGA Professional to their respective facilities and job functions. Dive in-depth to discover what consumers truly desire based on imperial data and proven strategies to drive results and sales conversion.

PGA PROFESSIONAL FEEDBACK

"...Mike O'Donnell, Senior Director of Player Development, provided South Florida PGA members with a great look at consumer behavior and patterns and how that can be influenced to help grow the game. More importantly, members came away with a better understanding of how to quantify their player development efforts so they can communicate their true value to the facility."



Judy Alvarez

 Coach Judy, MS/PGA/LPGA Master Golf Professional
 PGA HOPE Instructor Trainer

PGA HOPE - HELPING OUR PATRIOTS EVERYWHERE, INSTRUCTOR TRAINING

PGA HOPE is the flagship military program of the PGA REACH, the charitable foundation of the PGA of America. PGA HOPE introduces golf to veterans with disabilities to enhance their physical, mental, social and emotional well-being.

Adaptive Golf - Teaching Golf with Disability Considerations

- SCI (Spinal Cord Injury)
- PTSD (Post Traumatic Stress Disorder)
- Limb loss
- Hearing and sight limitations
- Sensitivity training
- Disability differences
- Veteran culture

SCHEDULE OF EVENTS

SUNDAY 2/18	Check-in to Resort (4:00 PM)
MONDAY 2/19	Casual Golf Attire
7:30 - 8:00 AM	Continental Breakfast
8:00 AM - 12:00 PM	Mike O'Donnell, PGA of America <i>PGA Development Workshop</i>
12:00 - 1:00 PM	LUNCH <i>Sponsored by:</i> PACIFIC GOLF & TURF EZGO <small>A Textron Company</small>
1:00 - 5:00 PM	Mike O'Donnell, PGA of America <i>Development Workshop</i>
TUESDAY 2/20	Casual Golf Attire
7:30 - 8:00 AM	Continental Breakfast
8:00 AM - 12:00 PM	Mike O'Donnell, PGA of America <i>Development Workshop</i>
12:00 - 1:00 PM	LUNCH <i>Sponsored by:</i> PACIFIC GOLF & TURF EZGO <small>A Textron Company</small>
1:00 - 5:00 PM	Mike O'Donnell, PGA of America <i>PGA Development Workshop</i>
WEDNESDAY 2/21	Casual Golf Attire
7:30 - 8:00 AM	Continental Breakfast
8:00 AM - 12:00 PM	Judy Alvarez, MS/PGA/LPGA <i>PGA HOPE Instruction Training</i>
12:00 - 1:00 PM	LUNCH <i>Sponsored by:</i> PACIFIC GOLF & TURF EZGO <small>A Textron Company</small>
1:00 - 5:00 PM	Judy Alvarez, MS/PGA/LPGA <i>PGA HOPE Instruction Training</i>

MSR's Earned:

 PGA Education
 Other non-PGA Education

2-DAY OR 3-DAY CONFERENCE PACKAGES

STANDARD DELUXE 2-NIGHT PACKAGE

ONLY *\$179 (per person, shared room for nights of 2/18 & 2/19)

- Two or Three nights luxury lakeside accommodations at The Coeur d'Alene Golf & Spa Resort (2/18 - 2/20)
- Continental Breakfast and Lunch each day
- Hosted Cocktail hour on Monday, 2/19 from 8 - 9 PM
- Up to 3 Days PGA Section Education (up to 24 MSR)
- PGA Apprentices receive AMP Education Credit
- Opportunity for meeting MSR, Monday evening, 6 - 8 PM
- Full use of fitness center and pool during stay
- Spouse stays for free! (on individual \$239 package)

MAKE IT A SPRING GETAWAY!

UPGRADE TO LAKE VIEW TOWER ROOMS

STANDARD DELUXE ROOM PACKAGE

INDIVIDUAL ONLY *\$239

(add 3rd night, 2/20 for *\$119)

LAKE TOWER ROOM UPGRADE

INDIVIDUAL ONLY *\$299

(add 3rd night, 2/20 for *\$149)

LAKE TOWER SHARED ROOM UPGRADE

***\$219 (each)**

TWO-DAY WORKSHOP ONLY - \$135 (Add Day 3 for \$60)

Includes PGA Education Workshops, Continental Breakfast and Lunch daily.

REGISTRATION FORM

NAME: _____

ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____

PHONE: _____

EMAIL: _____

CREDIT CARD PAYMENTS MUST USE ONLINE

REGISTRATION APPLICATION.

DEADLINE: FEBRUARY 14, 2018

PLEASE SELECT PACKAGE OPTIONS (CHECK ALL THAT APPLY)

* Accommodation package pricing does not include 13.4% tax & surcharge.

- STANDARD INDIVIDUAL 2-DAY PACKAGE - \$239 (\$271.03)
 - STANDARD SHARED 2-DAY (2 PGA per room) - \$179 (\$202.99 each)
 - LAKE TOWER INDIVIDUAL 2-DAY PACKAGE - \$299 (\$339.07)
 - LAKE TOWER 2-DAY SHARED ROOM (2 PGA) - \$219 (\$248.35 each)
 - ADD STANDARD INDIVIDUAL NIGHT ON 2/20 - \$119 (\$134.95)
 - ADD STANDARD SHARED NIGHT ON 2/20 - \$89 (\$100.93 each)
 - ADD LAKE TOWER INDIVIDUAL NIGHT ON 2/20 - \$149 (\$168.97)
 - ADD LAKE TOWER SHARED NIGHT ON 2/20 (2 PGA) - \$109 (\$123.61 each)
- IF SHARING ROOM WITH ANOTHER PGA PRO, PLEASE INDICATE NAME OF ROOMMATE: _____
- EDUCATION ONLY (\$135 for 2-Day Workshop, 2/19 & 2/20)
 - EDUCATION ONLY DAY 3 (\$60, 2/21 Only) ALL 3 DAYS (\$195)

CALL 800-935-6283 | FAX 208-667-5683 | OR EMAIL YOUR REGISTRATION

EMAIL: GOLF@CDARESORT.COM

MSR's Earned:

PGA Education

Other non-PGA Education