

Sweet-16

EDUCATION SEMINARS

FEBRUARY 16 - 18, 2020 | THE COEUR D'ALENE GOLF & SPA RESORT



Michael O'Donnell

Director of PGA Learning Centers
Director of Golf Program Development
PGA of America

HOW TO CREATE VALUE FOR CONSUMERS, YOUR EMPLOYER AND YOURSELF

12-hour interactive workshop exploring the principles and opportunities necessary to create an enhanced environment to impact added value to both the golfer and the golf professional.

Additional discussion on discovering future tools coming online and how to leverage their use to create even more benefits

- Improve your career and life by focusing on what really matters
- Learn how to create and measure your impact
- Build a successful career by becoming an expert to consumers and to your employer

PGA PROFESSIONAL BACKGROUND

Mike O'Donnell has been the Senior Director of Player Development for the PGA of America since 2013. He directs strategic development and implementation of all PGA of America initiatives to increase golf participation as he works closely with industry influencers to maximize and expand the opportunities in the growth of the game.

O'Donnell has played a key roll as a guest speaker at the PGA Sweet 16 Education Conference over the past several years, brining with him the latest PGA initiatives and programs from the national level to the Pacific Northwest Section.



Monte Koch

PGA Career Consultant, PGA Career Services
PNW PGA & Rocky MTN. PGA Sections

SO YOU WANT TO FOCUS ON PLAYER DEVELOPMENT/MEMBER ENGAGEMENT? NOW WHAT?

- Focus on creating and planning for careers in teaching and coaching, and for general management with beliefs in developing engagement using "core business functions" for your facility
- Promotional messaging and planning for members and customers based on who you are...

TEACHING & COACHING - HOW TO GET STARTED AND SUCCEED. A PGA PANEL DISCUSSION.

- Transitioning from golf operations to player development/member engagement focused mindset
- Discussions with Tim Fraley, PGA (private facility), Carissa Simmons, PGA (independent off-site facility), David Fern, PGA (municipal public facility).

SCHEDULE OF EVENTS

SUNDAY 2/16

- Check-in to Resort (4:00 PM)
- 6:00 - 8:00 PM Inland Empire Chapter Spring Mtg.
- 8:00 - 9:00 PM Social Hour - 7th Floor Club Room
Two Complimentary Beverage tickets provided (stay package guests)

MONDAY 2/17

- Casual Golf Attire
- 7:30 - 8:00 AM Continental Breakfast
- 8:00 AM - 12:00 PM **Mike O'Donnell, PGA of America**
Creating Value: The Principles of Meaningful Engagement with Real Impact
- 12:00 - 1:00 PM LUNCH
Sponsored by:
PACIFIC GOLF & TURF **EZGO**
A Textron Company
- 1:00 - 5:00 PM **Mike O'Donnell, PGA of America**
Workshop Continuation

TUESDAY 2/18

- Casual Golf Attire
- 7:30 - 8:00 AM Continental Breakfast
- 8:00 AM - 12:00 PM **Mike O'Donnell, PGA of America**
Leveraging Future Tools for Your Benefit
- 12:00 - 1:00 PM LUNCH
Sponsored by:
PACIFIC GOLF & TURF **EZGO**
A Textron Company
- 1:00 - 5:00 PM **Monte Koch, PGA of America**
Player Development/Engagement for Teaching & Coaching and General Management. PGA Panel Discussions - Transitioning from Golf Ops. to Player Development & Member Engagement



2-DAY CONFERENCE PACKAGES

STANDARD DELUXE 2-NIGHT PACKAGE

ONLY *\$199 (per person, shared room for nights of 2/16 & 2/17)

- Two night luxury lakeside accommodations at The Coeur d'Alene Golf & Spa Resort (2/16 - 2/17)
- Continental Breakfast and Lunch each day
- Hosted Cocktail hour on Sunday, 2/16 from 8 - 9 PM
- Two Days PGA Section Education (16 MSR)
- PGA Apprentices receive AMP Education Credit
- Opportunity for meeting MSR, Sunday evening, 6 - 8 PM
- Full use of fitness center and pool during stay
- Spouse stays for free! (on individual \$259 package)

MAKE IT A SPRING GETAWAY!

UPGRADE TO LAKE VIEW TOWER ROOMS

STANDARD DELUXE ROOM PACKAGE

INDIVIDUAL ONLY *\$259

(add 3rd night, 2/18 for *\$119)

LAKE TOWER ROOM UPGRADE

INDIVIDUAL ONLY *\$319

(add 3rd night, 2/18 for *\$159)

LAKE TOWER SHARED ROOM UPGRADE

***\$249 (each)**

TWO-DAY WORKSHOP ONLY - \$150

Includes PGA Education Workshops, Continental Breakfast and Lunch daily.

REGISTRATION FORM

NAME: _____

ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____

PHONE: _____

EMAIL: _____

CREDIT CARD PAYMENTS MUST BE PROCESSED BY
PNW PGA ONLINE REGISTRATION APPLICATION.
DEADLINE: THURSDAY, FEBRUARY 13, 2020

PLEASE SELECT PACKAGE OPTIONS (CHECK ALL THAT APPLY)

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

- ☐ STANDARD INDIVIDUAL 2-DAY PACKAGE - \$259 (\$293.71)
- ☐ STANDARD SHARED 2-DAY (2 PGA per room) - \$199 (\$225.67 each)
- ☐ LAKE TOWER INDIVIDUAL 2-DAY PACKAGE - \$319 (\$361.75)
- ☐ LAKE TOWER 2-DAY SHARED ROOM (2 PGA) - \$249 (\$282.37 each)

☐ ADD STANDARD NIGHT TO STAY ON 2/18 - \$119 (\$134.95)

☐ ADD LAKE TOWER NIGHT TO STAY ON 2/18 - \$159 (\$180.31)

IF SHARING ROOM WITH ANOTHER PGA PRO, PLEASE INDICATE
NAME OF ROOMMATE: _____

☐ EDUCATION ONLY BOTH DAYS (\$150 for 2-Day Workshop, 2/17 & 2/18)

☐ EDUCATION ONLY - 2/17 (\$75) ☐ EDUCATION ONLY - 2/18 (\$75)

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

EMAIL: GOLF@CDARESORT.COM

PGA Required MSR's/AMP Education for Associates