

# EXPERIENCE THE POWER OF THE *NEW* YOUTH & FAMILY GOLF SUMMIT!

MONDAY, JANUARY 20, 2014 | 7:00 a.m. - 6:00 p.m.  
ORANGE COUNTY CONVENTION CENTER | ORLANDO



# PGA™

## Youth & Family Golf Summit

### INVEST IN YOURSELF AND YOUR FACILITY:

- Drive More Money to *Your* Bottom Line
- Discover Ways to Get More Families Playing Golf
- Learn the Latest Insights to Create Programs for All Skill Levels

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PGA/LPGA members and PGA Apprentices **\$249** | Non-Members **\$289**



For More Information and to Register **TODAY**  
Go to [PGALinks.com/YouthSummit](http://PGALinks.com/YouthSummit)

# YOUTH & FAMILY GOLF SUMMIT SCHEDULE

MONDAY, JANUARY 20, 2014



# PGA™

## Youth & Family Golf Summit

6:50 a.m. – 7:50 a.m.	Registration and Healthy Breakfast
7:50 a.m. – 8:15 a.m.	Allen Wronowski, PGA & Rick Murphy, PGA – Welcome and Overview
8:15 a.m. – 8:45 a.m.	Dottie Pepper, LPGA – Keynote Speaker
8:45 a.m. – 9:30 a.m.	Nicole Weller, PGA/LPGA & Brendon Elliott, PGA – Developing, Marketing and Growing a Successful Youth and Family Golf Program that Increases your Bottom Line
9:30 a.m. – 10:15 a.m.	Dr. Robert Bjork & Michael Hebron, PGA – The Science Behind Learning and Teaching: Research vs. Intuition as a Guide to Learning and Teaching New Skills
10:15 a.m. – 10:45 a.m.	Break – Visit the Vendor “Tool Box” for Building Your Youth Business
10:45 a.m. – 11:30 a.m.	Glenn Cundari, PGA of Canada – Coaching for Long-term Athlete Development: Improving Participation and Performance in Sport
11:30 a.m. – 12:15 p.m.	Rick Grayson, PGA, Dennis Johnsen, PGA & Don Law, PGA – Showcase Three Successful Youth and Family Programs: Driving Immediate Revenue to You!
12:15 p.m. – 1:15 p.m.	Healthy Lunch – Visit the Vendor “Tool Box” for Building Your Youth Business
1:15 p.m. – 2:00 p.m.	Gary Gray – Fitness for Youth and Families: Developing Athleticism for the Golf swing and For Life. Introducing the “Free Two Play” Concept
2:00 p.m. – 2:45 p.m.	Glenn Cundari, PGA of Canada; Dedric Holmes, Senior Director of Coach Training & Delivery, The First Tee & Dr. Robert Bjork – Teaching and Coaching for Real Learning
2:45 p.m. – 3:15 p.m.	Paul Metzler, PGA of America – The Lifetime Value of Youth and Family Golf to You, Your Facility and Bottom Line: Quantified
3:15 p.m. – 4:00 p.m.	Sandy LaBauve, PGA & John Godwin, PGA – Youth and Family Golf Equipment, Club Fitting and Training that Will Enhance Your Program
4:00 p.m. – 4:30 p.m.	Break – Visit the Vendor “Tool Box” for Building Your Youth Business
4:30 p.m. – 5:00 p.m.	Kate Tempesta, LPGA – Building Family Participation at Your Facility – Start with the Children!
5:00 p.m. – 5:15 p.m.	Building Programming for Youth with Disabilities
5:15 p.m. – 5:45 p.m.	Ashleigh Anderson – Golf: A Life Story
5:45 p.m. – 6:00 p.m.	Rick Murphy, PGA – Closing Comments
6:00 p.m. – 7:00 p.m.	Reception with Nutrition Offerings