

# PGA Assistant Golf Professional of the Year Conference

## Key Data Points

- Inaugural event in 2018 included fireside chats with PGA President, Suzy Whaley and PGA Chief Membership Officer, John Easterbrook, Jr. and discussions with four national award winners: Zack Chapin, Bob Ford, Scott Nye and Dan Pasternak.
- Opportunity to learn, networking opportunity, exchange of information and reputation of PGA Magazine Conference Series were the top factors that influenced attendance.
- 100% of attendees would recommend the PGA Assistant Golf Professional of the Year Conference to others who are eligible to attend.



# **PGA Assistant Golf Professional of the Year Conference**

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The APOY Conference created such a fantastic and positive environment to talk about golf and its future. *PGA Magazine's* ability to connect industry professionals for the purpose of learning better business practices and strengthening relationships was invaluable. It would be in everyone's best interest to attend these wonderful events. I can't wait to attend another one.

## **Michael Marshall, PGA**

First Assistant Professional  
Oak Ridge Country Club



The APOY is a tremendous experience for a golf professional. To be in a setting with industry leaders is invaluable for an assistant golf professional. I highly encourage anyone who has the opportunity to participate in a *PGA Magazine* event do so. Exceedingly rewarding.

## **Mark Aldrich, PGA**

Assistant Professional  
Worcester Country Club



The APOY is a career opportunity to learn and network from an elite group of PGA Professionals. You will be able to brainstorm on best business practices and revitalize your passion and love for the game of golf. If you are looking to be around the very best talent in our industry, take advantage of this amazing invitation.

## **Santos Caceres, PGA**

Head Professional  
Crandon Golf @ Key Biscayne



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The Assistant Professional of the Year Conference is one of the most positive and unique experiences that I have been a part of during my time in the golf industry. A carefully crafted itinerary offers opportunities to network with peers from across the country, engage in relevant and problem-solving discussions, and receive advice from industry experts. Each invitation has been earned through tremendous effort. I encourage each APOY winner to accept their invitation and meet those who have put forth the same effort in their career.

## **Dan Hastreiter, PGA**

First Assistant Professional  
Whistling Straits Golf Course



I was not sure what to expect coming into the APOY Conference. It's the first year of something like this, a new idea, how would this pan out? Upon arriving, I knew attending was the right choice. I would be hard pressed to compare this experience to another in my PGA career. The magazine staff treated us in such a way that I will never forget it. Winning the APOY award in no way made me think opportunities like this would be presented. I recommend any winner invited to please attend. You will treasure the experience.

## **Eric Mitchell, PGA**

First Assistant Professional  
Anaheim Hills Golf Course



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I want to reach out and extend a huge **THANK YOU** for such a tremendous APOY event. It was a true honor being a part of such a fantastic event with such insightful guests, sponsors, and speakers. Everyone at *PGA Magazine* have truly outdone yourselves in providing a classy, informative, highly valued event.

## **Rick Sutton, PGA**

Assistant Golf Professional  
The Old Course at Broken Sound Club



If you are looking to network and learn from the best golf professionals in the industry, the *PGA Magazine* Assistant Professional of the Year Conference is your best option. I came away from this conference with some many new ideas, friends and industry connections. If you have a chance to attend one of these conferences, do it! You won't regret it!

## **Grant Feilmann, PGA**

Head Professional  
Wakonda Club



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The APOY Conference by *PGA Magazine* is another amazing opportunity to expand your network and knowledge in the golf business. From meeting fellow award winners to the industry leaders who served as speakers, this conference exceeded my expectations. If you have the opportunity, take advantage and say yes!

**Jim Simminger, PGA**

Assistant Professional  
Coldstream Country Club



**Coldstream**

All Section award winners should make it a priority to attend the Assistant Professional of the Year Conference hosted by *PGA Magazine*. The round table discussions, combined with an outstanding roster of special guests, provided me with numerous ideas that I plan to implement at my facility. The networking opportunities and sharing of best practices were outstanding. This was one of the best experiences I have had as a PGA Member.

**Kevin Cain, PGA**

Assistant Professional  
Colonie Golf & Country Club

**Colonie**  
GOLF & COUNTRY CLUB