

PGA Magazine Sell-Through Boot Camps & Roundtables

Key Data Points

- Single-day learning environment for PGA Professionals and AGM members at no cost, at exceptional private and resort venues.
- Event locations have included: Sawgrass Country Club, San Antonio County Club, Wellesley Country Club, Oakland Hills Country Club, Oklahoma City, La Qunita Country Club, Valley Country Club, Hyde Park Golf & Country Club, Audubon Country Club, Isleworth Country Club, Royal Oaks Country Club, Washington Golf & Country Club, etc.
- 760+ attendees at the PGA Magazine Sell-Through Boot Camps over the last 5 years and 200+ attendees at the PGA Magazine Roundtables over the last 3 years.
- Discussion topics: Relevant Selling, Knowing your Customer & Product Selection, Merchandising & Industry Trends, Marketing, Tournaments, Outings, and Hot Products, Visual Merchandising & Trends, etc.



PGA Magazine Sell-Through Boot Camps & Roundtables

It's easy for us as PGA Professionals to become insulated by the details of our own operations. I try to make it a priority to find out what my peers and their institutions are doing to improve their own operations, along with raising their own value as a PGA Professional. The Roundtable Series gives me a chance to accomplish just that with very little time commitment. All of the topics discussed are of importance; many of which I take note to consider for my club - I have put several into place to great benefit. Those contributing to the roundtable discussions represent a great mix of experience and background, from those fairly new to the business to some with decades of solid reputations behind them. All are some of the brightest, most passionate people in our industry. I hope to participate in these types of events for years to come.

Andrew Stevens, PGA

Head Professional
Calumet Country Club



It is at events like the *PGA Magazine* Roundtable that I learn about new products or techniques that are used by successful golf professionals. All facilities have a different environment and different types of members, so with that said, we all need to take what we think might work and adapt it to our club and membership. These meetings are also a great time to reconnect with friends that we might not get to see as much as we would like and see if we can all help each other be more successful. It is easy to just keep doing the same things in our current positions, I was so very appreciative of *PGA Magazine* and their sponsors to offer me the opportunity to be a part of a roundtable discussion regarding the current state of the golf business and merchandising. It was a wonderful day of learning from some of the greatest minds in the industry.

Jon Paupore, PGA

PGA Director of Golf
Red Ledges



PGA Magazine Sell-Through Boot Camps & Roundtables

As PGA Professionals, it is always great to gather together to learn from one another and continue growing. The *PGA Magazine* Roundtable Series gives us the opportunity to do just that. Being able to share our experiences and learn from each other is great for our industry.

Michael Weehunt, PGA

Head Professional
Pine Forest Country Club



It is crucial that professionals continue to reinvent themselves in their jobs so to keep it fresh and keep them challenged as we continue through our career. Thank you again for the invitation and I hope to be included again in the future.

Jeremy Lathwell, PGA

Head Professional
Walnut Creek Country Club



The *PGA Magazine* Roundtable was an educational highlight of our season. There was great idea sharing amongst some of the brightest PGA merchandisers in our region. We all left with new concepts to implement, validation of some of our best practices, and new contacts with whom we could network. It was a privilege to host the event at Audubon Country Club and I look forward to participating in future Roundtables.

Eric Gilliland, PGA

Head Professional
Audubon Country Club



PGA Magazine Sell-Through Boot Camps & Roundtables

The Sell-Through Boot Camp was beneficial to myself and my assistant, Joe Hanna. Not only did it allow us to network with our peers, but it also allowed us all to share some great ideas with each other.

Sara Muldoon, PGA

Director of Golf

Hershey Country Club



I thought the Sell-Through Boot Camp was very beneficial. I liked how there were people who were from private as well as public facilities in attendance. It is always helpful to hear other clubs' perspective on merchandise and new ideas on how to better sell-through product. Thank you for including me in the boot camp!

Blair Smith

Buyer/Merchandiser

Royal Oaks Country Club



The Sell-Through Boot Camp was a very worthwhile day. In a comfortable setting, we heard from our peers about a number of successful promotions and ideas that they've used to increase sales and/or interest. The use of technology was the springboard for many ideas, making these ideas readily accessible to all members. Our director of golf and I attended together and came away with several great ideas that we have implemented. Thanks for such a valuable session.

Nancy Jones

Club Merchandise Manager

Seabrook Island Club



PGA Magazine Sell-Through Boot Camps & Roundtables

Thanks for inviting me to attend the Sell-Through Boot Camp. It was not only educational, but fun as well. Any time you have an opportunity to share ideas, best practices and philosophies with fellow professionals and industry leaders it can only be a win-win situation for everyone involved. I look forward to being able to participate again in the future!

Steve Vickery, PGA

Head Professional
Paint Creek Country Club



The Roundtable Series events are invaluable. The *PGA Magazine* staff does a great job facilitating worthwhile conversations among the golf professional, buyers and vendor partners in an open and inviting environment. Sharing of ideas comes naturally and everyone walks away feeling energized with new ideas they can implement.

Jenny Stendahl

Golf Operations Manager
Rush Creek Golf Club



The meetings were very interactive and well represented by PGA Professionals from public, resort and high-end private clubs. It was a great way to hear what other golf professionals are doing and how they are being successful in many areas. Thanks for including me!

David Damesworth, PGA

Head Professional
Orange Tree Golf Club



PGA Magazine Sell-Through Boot Camps & Roundtables

Attending the Sell-Through Boot Camp opened my eyes to new practices that I immediately brought back to our golf shop. The ability to gain knowledge and ideas from such a strong group of buyers and merchandisers in an open forum was invaluable.

Greg Dobbins, PGA

Assistant Professional
The Wanderers Club at Wellington



The roundtable discussion hosted at Interlachen by Nathan Ollhoff was a perfect blend of best practices from the golf professional's standpoint. Learning more and more about what successful shops do to create an incredible member experience was beneficial to all in attendance. Listening to Gavin Heap from Martin - Fennec about what he sees as he travels to golf shops and understanding the do's and do nots was extremely helpful coming from an industry expert.

Phil Anderson, PGA

Director of Golf
Southview Country Club



I attended a *PGA Magazine* Roundtable Series in June. The networking opportunity with other PGA Members was very positive. I also enjoyed discussing best practices from each facility, which I shared with my staff and implemented some of the ideas into our operation. The overall experience was professional and educational.

Steve Nichols, PGA

Head Professional
Eagle Mountain Golf Club



PGA Magazine Sell-Through Boot Camps & Roundtables

recently attended a *PGA Magazine* Roundtable Series event in our area. As a PGA Professional, time is my most valuable resource. Those four hours of discussing ideas with my fellow PGA Professionals was time well spent. I look forward to the next opportunity.

Jim Schouler, PGA

Head Professional
Fountain Head Country Club



The Sell-Through Boot Camp was a fantastic day! Learning about new ways to merchandise and display products has helped add new excitement to our overall merchandising. The value of sharing ideas and product knowledge with other professionals is invaluable.

Brent Lingel, PGA

Head Professional
Keeton Park Golf Course



The *PGA Magazine* Sell-Through Boot Camp was a wonderful seminar from start to finish. Very thought-provoking topics that engaged the participants throughout the event. Keynote speakers were informative and insightful. Excellent opportunity to network with industry professionals with diverse backgrounds.

Kim Powell

Buyer & Merchandiser
Castle Pines Golf Club



PGA Magazine Sell-Through Boot Camps & Roundtables

Hearing ideas from successful merchandisers and golf professionals during the Sell-Through Boot Camp was very beneficial to us. We enjoyed not only gathering tips to better our golf shop, but also comparing ideas on how to work through various struggles in the industry.

Lauren Susen
Golf Shop Manager
Charlotte Country Club



CHARLOTTE COUNTRY CLUB

The Roundtable Series was insightful for me and has inspired me to push for technology we are lacking at our club. Having that technology we discussed at the roundtable would no doubt have a positive impact on our club sales. It would also likely increase my instruction revenue. It was enjoyable to network with my fellow PGA Professionals.

Eric Colchamiro, PGA

Director of Instruction
Oak Pointe Country Club



The roundtable breakfast was interesting and informative, with the sharing of ideas and what is working for each club. You're always trying to get better, improve your service levels and your product lines to appeal to the needs of your membership. Opportunities like this create that desire, you're learning from very qualified industry professionals with I am sure several 100 years of experience.

Herb Moore, PGA

Director of Golf
Raveneaux Country Club



PGA Magazine Sell-Through Boot Camps & Roundtables

One of the greatest things of being a PGA Professional and participating in *PGA Magazine's* Roundtable Series is the ability to share best practices. Like many Sections we all come from varying club types, however, consumer patterns are similar, and we can pull ideas or portions of ideas to better each other's business, show to our members/guests the value of a PGA Professional, and keep all our golf experiences unique and memorable. At the most recent round table, our facility was able to take an idea long forgotten about and implement it back into ours. If we had not attended this idea would have remained in retirement resulting in a simple discount/markdown on the odd ball items remaining from leftover orders.

Patrick Dill, PGA

Director of Golf

Omni Orlando Resort at ChampionsGate

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The *PGA Magazine* Roundtable Series session on merchandising that I attended was incredibly helpful! The session provided an opportunity to share best practice ideas from fellow professionals that I was able to incorporate immediately at my own facility. Specifically, I learned ways to account for those year-end re-stocking fees on footwear within our club's Mill River pricing structure and how to ensure that members' shop credit is being used in a way that is profitable to our shop. Just these two items alone saved our shop thousands over the course of the year and increased our year-end margins significantly. In addition, the sessions provided some great discussions on what is trending and selling well at other local facilities which is always helpful when developing buying plans.

Rory Luck, PGA

Director of Golf

Bent Creek Golf Club



PGA Magazine Sell-Through Boot Camps & Roundtables

I had the opportunity to attend the Sell-Through Boot Camp with my head professional back in July at Admiral's Cove and we both found the topics discussed and the panel involved to be enlightening. Specifically, the discussions about best member practices were very useful and reaffirmed some of the items and practices that we currently have in place and also added insight into programs that we may want to consider to better our services to our members. I would certainly attend another one of these seminars again and would recommend them to anyone who was looking to enhance their level of services at their current facilities.

Don Meadows, PGA

Director of Golf
Quail Valley Golf Club



As a newer member of the PGA and a first-time head professional, attending my first *PGA Magazine* Roundtable was a valuable and fun experience. It afforded me an opportunity to learn from industry leaders in the area in addition to providing a conduit to golf professionals across the nation. I appreciated the relative brevity and focused agenda as they set expectations for the event which were surpassed consistently. While we were there to discuss merchandising and apparel, the opportunity to network with other area professionals addressed a personal goal I never seem to get accomplished. I look forward to the next opportunity to be involved and informed!

Sean Fleming, PGA

Head Professional
The Cascades Club



PGA Magazine Sell-Through Boot Camps & Roundtables

I attended the *PGA Magazine* Roundtable Series at Interlachen Country Club on April 15, 2016. We had about a dozen people participate in the roundtable discussion. It was great to hear what other facilities are doing to help increase their sales and customer service. One of the attendees was Gavin Heap the managing director for Martin Golf, Fennec and Aptus, he had some great insight from the vendor's point of view. We left the discussion with ideas on how to work with your vendors to help get the correct inventory mix and quantity for your golf shop.

Ryan Hanford, PGA

Head Professional
Midland Hills Country Club



In May of 2016, I attended a Roundtable Series hosted by *PGA Magazine*. The roundtable was a terrific day to get together with a large group and share ideas. The facilitator did a nice job of organizing the flow of the conversation as well as the group being very interactive and breaking off into pertinent topics. The highlight for me was some of the stats on video marketing and how others were using it. We implemented videos into our marketing of events and merchandising this year and saw an increase in opens. While it is difficult to track, the use of video marketing will definitely help us moving forward.

Eric Schultz, PGA

Head Professional
Sunnybrook Golf Club



PGA Magazine Sell-Through Boot Camps & Roundtables

The roundtable discussion hosted at Interlachen by Nathan Ollhoff was a perfect blend of best practices from the golf professional's standpoint. Learning more and more about what successful shops do to create an incredible member experience was beneficial to all in attendance. Listening to Gavin Heap from Martin - Fennec about what he sees as he travels to golf shops and understanding the do's and do nots was extremely helpful coming from an industry expert.

Phil Anderson, PGA

Director of Golf
Southview Country Club



I really enjoyed the Sell-Through Boot Camp and felt like it was worth my time. When you get a cross section of the industry that we had in the room from public to semi-private to private to ultra-exclusive private, the common thread is that all the people in that room seemed genuinely interested in merchandising. There were ideas that we had been chewing on and they were either fresh (no one had talked about), people were doing (they were talking about) or stale (had done and not worked). Also, hearing new soft good brands from some of the other clubs was important because I have not been able to attend either PGA Merchandise Show (Orlando/Las Vegas). Overall, I will make time for these in the future.

Brent Blackburn, PGA

Director of Golf
Gentle Creek Country Club



PGA Magazine Sell-Through Boot Camps & Roundtables

I found it useful to not only hear the insight of professionals from similar clubs at the roundtable breakfast, but also got some good ideas from clubs or courses very different from our residential Troon-managed private 18-hole club. The industry is changing so quickly in many different ways and I was particularly interested in hearing how other operations utilize non-traditional communication tools to get their message out. I actually have participated in two of the roundtables over the past year or so and found them informative, productive and enjoyable. I hope to have the opportunity to be involved in the future.

Tom Wilcox, PGA

Director of Golf
Blackstone Country Club



The *PGA Magazine* Roundtable series provides an excellent forum for open discussion, debate and collaborative problem solving on common issues and challenges facing the golf industry and my fellow PGA Professionals. I took the knowledge gained from the highly respected PGA Members in attendance and used it immediately at my facility.

Jon DePriest, PGA

Director of Golf
Sunset Hills Country Club



PGA Magazine Sell-Through Boot Camps & Roundtables

PGA Magazine recently hosted a roundtable discussion in our marketplace with other PGA Members and Merchandise Buyers. The opportunity to spend time with other colleagues from both private, public and resort operations was incredibly beneficial. If the opportunity presents itself in your market, I strongly recommend taking advantage of these roundtable discussions to exchange ideas and approaches which can benefit us all no matter the facility type.

Anthony Land, PGA

Director of Golf
RTJ Trail at Oxmoor Valley



I had the opportunity to attend a roundtable discussion in Chicago hosted by *PGA Magazine* and attended by Scott Davis with AG Green Label. We focused on merchandising of soft goods, both by suppliers and by sales programs. Mr. Davis added much information from the vendor side of our business, regarding the decisions made in creating products for the golf market. The input from the attending golf professionals was very valuable to my operation, and I am glad we have ongoing communication between the supplier side as well as our golf shops.

Dave Hilgenberg, PGA

Head Professional
The Club at Strawberry Creek



PGA Magazine Sell-Through Boot Camps & Roundtables

The *PGA Magazine* Sell-Through Boot Camp was a highly valuable experience for my staff and I. We shared a lot of great insight into strategies for making sure that our golf shop stays profitable, well-merchandised, and relevant to the needs of our membership. Most importantly, it gave us an opportunity to learn from our peers on what products are delivering a high turnover, and other unique merchandise strategies that we could implement in our operation.

Bryan Nicholson, PGA

Head Professional
Northwood Club



The *PGA Magazine* Sell-Through Boot Camp is a great opportunity to share ideas and interact with fellow professionals that are passionate about golf shop merchandising. The opportunity to meet and interact with fellow merchandising professionals builds relationships that will continue beyond the one-day seminar. By attending one of these events, I am confident you come away with at least one new idea that will enhance your merchandising efforts. That one new idea will make attending worthwhile.

Bob Coman, PGA

Director of Golf
Biltmore Golf Course



PGA Magazine Sell-Through Boot Camps & Roundtables

The seminars run by *PGA Magazine* are very well organized. The Sell-Through Boot Camp was no exception. It's a beneficial privilege to listen and share ideas with those that excel in their field. Great ideas about sales promotions, merchandising plans, successful lines, tournament gifts, etc. were shared in a friendly, relaxed atmosphere. As usual, Ryan did an excellent job moderating the event and keeping us focused on the topics.

Marshall Carpenter, PGA

Head Professional
High Ridge Country Club



I really enjoyed the atmosphere and opportunity to learn from others and share ideas regarding merchandising. It is always a unique experience to be in a setting where you have golf professionals from daily fee public, semi-private, private, etc. In such a setting there are things you learn that you may be able to try, and some that financially may be out of reach. For some of those ideas that may be out of reach as a professional you need to learn to tweak it a bit and make adjustments so the ideas are suitable to your facility.

Kevin Reagan, PGA

Senior Head Professional
Granite Falls Golf Club



PGA Magazine Sell-Through Boot Camps & Roundtables

The Sell-Through Boot Camp was an extremely beneficial and enjoyable experience. Having 20 years' experience in the golf industry, gathering with peers to share thoughts, business successes and programs is invaluable. What better environment to learn than amongst our industry professionals. I look forward to attending future events.

Susan Farrell Morrison

Merchandise Manager
Vail Resorts-Red Sky Golf Club



Having a small group session like the one we had at the *PGA Magazine* Roundtable breakfast was extremely beneficial. It's always good to share ideas and trends etc. with fellow professionals and industry folks. But also having such a diverse cross section of the desert clubs was beneficial since we are all in this together. Thanks for hosting and organizing!

David Craig, PGA

Director of Golf
Toscana Country Club



PGA Magazine Sell-Through Boot Camps & Roundtables

The *PGA Magazine* Sell-Through Boot Camp provided me with a tremendous opportunity to grow as a golf professional who manages the merchandising operation at my facility. The insight I gained from industry experts and fellow peers equipped me with tools to buy, merchandise and manage inventory using tried and true practices. My staff and I have seen an increase in sales and margins this past season while the club has realized better cash flows.

Tristen Fay, PGA

Head Professional
Fort Collins Country Club



Attending the *PGA Magazine* Sell-Through Boot Camp was invaluable. The opportunity to gather PGA Professionals together to share successful merchandising tips, communicate outstanding member-focused concepts and help to support one another was awesome. I have incorporated many of the tips and ideas we discussed within my own merchandising operation and I have seen immediate results.

Tommy Moore, PGA

Head Professional
Applecross Country Club



PGA Magazine Sell-Through Boot Camps & Roundtables

The Sell-Through Boot Camp at Cherry Hills Country Club was a beneficial and an informative event. It gave us the opportunity to come together and discuss what works best for us in the Colorado Section. We also were able to discuss a new technique on building a buying plan and we discussed best practices on visual merchandising. Overall the event was a great opportunity to gain fresh ideas and improve how we run our operations.

Katrina Navarrete, AGM

Merchandise Manager
Valley Country Club



The merchandising roundtable held at Greystone C.C. was a golden opportunity to be around some very successful merchandising professionals. There was tremendous value in creating contacts/networking with these folks, but also in learning their standards as well as ways to think outside the box. Several of us who attended have connected very well and rely on each other for ideas and feedback to help us all do better in our shops.

Jeff Jordan, PGA

Director of Golf
Mountain Brook Club



PGA Magazine Sell-Through Boot Camps & Roundtables

The roundtable I participated in on Srixon/XXIO was instrumental in my bringing in XXIO this season. Sharing time discussing XXIO with company executives and many of my peers gave me product perspectives I could not have gained any other way. This roundtable definitely swayed my buying decision.

Jeff Mory, PGA

Director of Golf
Conway Farms Golf Club



The *PGA Magazine* Roundtable Series event was a great experience getting to hear all the different types of demo days and selling clubs in general that all of us use. I am taking away more than I thought I would and will incorporate some of the techniques I heard into my day-to-day operation. There is a wealth of knowledge out there if we just listen to one another and that is why I like participating in these Roundtable discussions. No one has all the answers, but collectively we find something that will work at our own facilities. I highly advise attending if you every have the opportunity.

Darren Howard, PGA

Director of Golf
The Clubs at Houston Oaks



PGA Magazine Sell-Through Boot Camps & Roundtables

Attending a *PGA Magazine* Roundtable Series meeting at Woodmont C.C. in Rockville was extremely valuable. The exchange of ideas and successful business practices, with my fellow PGA Professionals, will undoubtedly help me expand my business at my own club. Communication is the key, between PGA Professionals, and also between us and our diverse client bases.

David Hutsell, PGA

Assistant Professional
Woodholme Country Club



Royal Oaks hosted a *PGA Magazine* Roundtable discussion last fall and I must say I was very impressed. A group made up of golf professional peers and some local buyers/merchandisers spent quality time together in a very well moderated discussion. There was sharing of ideas and discussion of best practices that helped us all become a little better at what we do. It was professionally run and a great use of our time. Thank you Ryan and *PGA Magazine*!

Dean Larsson, PGA

PGA Head Professional
Royal Oaks Country Club



PGA Magazine Sell-Through Boot Camps & Roundtables

I believe any opportunity to network and discuss golf trends with local clubs is invaluable. The Roundtable Series is the platform to discover what's working here in our market (Arizona) with other great local clubs in both the public and private sectors. We discussed best practices, buying trends and selling strategies in a wonderful setting with local golf professionals and merchandise managers. It was great to learn some helpful hints in such a short amount of time.

David Engram, PGA

Director of Golf
Mirabel Club



MIRABEL®

I attended a Roundtable Series breakfast last spring on the topic of hard goods (golf equipment). It was organized and moderated in the most professional way and was held at one of the premier clubs in our area. By the end of the season we had great success and member satisfaction with an equipment manufacturer's product that was very new to the U.S. market. Because of this meeting I was able to learn about and create a successful relationship with a new vendor and provide a wonderful benefit to many of my members looking to improve their golf games.

Mark Esler, PGA

Head Professional
Barrington Hills Country Club



PGA Magazine Sell-Through Boot Camps & Roundtables

I always enjoy the *PGA Magazine* Roundtables. Getting together with your fellow professional's and merchandisers is terrific for hearing what's going on and how inventive others are at their facilities. I find the information and discussion great for steering up ideas that you might use at your own facility. The monitors always ask interesting questions and get everyone involved so that you really feel like everyone participates and contributes to the discussion. I always feel that I walk away being a better-informed PGA Professional. Thanks *PGA Magazine*!

Al Sutton, PGA

Director of Golf,
Paradise Valley Country Club



When I attend a *PGA Magazine* Roundtable Series, I'm always impressed with the quality of presenters and the openness of my fellow PGA Professionals to share in their best practices surrounding the agenda topics of the breakfast. The networking and idea-sharing are what have allowed me to try new products and services for my membership that I would not have normally pursued. Anyone who wants to enhance their knowledge on the current state of the golf industry should highly consider attending as many of these roundtables as possible.

Wes Warren, PGA

Head Professional
Indian Hill Club



PGA Magazine Sell-Through Boot Camps & Roundtables

When the opportunity presented itself to join in the *PGA Magazine* Roundtable, my team was excited to participate. I think it's invaluable to engage with each other, take a pulse on our industry and exchange best practices. Collectively, sharing ideas and offering solutions to everyday challenges strengthens us all as PGA Professionals. We all walked away from the table with a fresh perspective and new ideas to implement at our own facilities.

Bryan Nicholson, PGA

Director of Golf
Northwood Club



The *PGA Magazine* Roundtable discussion was a great experience for me. Sometimes we get tunnel vision as golf professionals and the discussions and ideas that were shared by everyone in attendance were great! I am always looking for ways to improve our operation and listening to others discuss how they merchandise for tournaments and their golf shops, offered great insight. I look forward to participating in more *PGA Magazine* Roundtable discussions in the future!

Nick Haudek, PGA

Assistant Professional
Old Marsh Golf Club



PGA Magazine Sell-Through Boot Camps & Roundtables

My golf shop manager and I had the honor of attending the Sell-Through Boot Camp in Charlotte. The *PGA Magazine* staff did an excellent job in assembling an outstanding group of golf professionals and buyers. The speakers assembled were very knowledgeable but most of all allowed an open “round-table” environment. I found the ability to have an open discussion with fellow peers to be extremely valuable. I would highly recommend attending future Sell-Through Boot Camps. I know I will!

Brian Reppart, PGA

Director of Golf
The Peninsula Club



I attended the *PGA Magazine* Roundtable at the Glenview Club and I thought it was very well done. The information exchanged was positive and very well structured towards private clubs with professionals who own the golf shop. I think seminars like these are very beneficial and wish club professionals had the time to do more of these because the information you get can help shape the direction of the golf shop.

Doug Bauman

PGA Head Professional
Biltmore Country Club



PGA Magazine Sell-Through Boot Camps & Roundtables

The Sell-Through Boot Camp was a great day and very informative. I came away with many new ideas from top merchandisers and professionals at some of the best clubs in the area. I would highly recommend attending a similar event to others. My new merchandising skills have helped increase sales almost 30 percent over last year's totals since putting some of the ideas into practice!

Mark Davis, PGA

Head Professional
Siler City Country Club



I think the *PGA Magazine* Roundtable Series is quite beneficial. Not only do I get the opportunity to hear from a nationally recognized expert in a specific merchandising area, but the additional conversations with other colleagues in "field" can be very advantageous. You must continue to learn and grow if you want to stay ahead of the curve and continue to be an asset for your club and the profession.

Kevin Dunn, PGA

Head Professional
Jefferson City Country Club

