



PGA

WINTER CHAMPIONSHIPS

2010 TaylorMade-adidas GOLF PGA WINTER CHAMPIONSHIPS

PGA Golf Club, Port St. Lucie, Florida



ENTRY INFORMATION

ENTRY DEADLINE INFORMATION

Entry deadline for Quarter Century Championship, Senior Stroke Play Championship, and Senior-Junior Team Championship is 5:00 p.m., EST, Wednesday, December 16, 2009. Entry deadline for Women's Stroke Play Championship and Stroke Play Championship is 5:00 p.m., EST, Wednesday, January 6, 2010. Entry deadline for Match Play Championship is 5:00 p.m., EST, Wednesday, January 13, 2010. It is the player's responsibility to meet the appropriate entry deadline.

Since its inception in 1954, the *PGA Quarter Century Championship* has been held for PGA members who have obtained 25 years of membership. The prize money for this 36-hole stroke-play competition is distributed among nine age group divisions. The TaylorMade-adidas Golf PGA Quarter Century champions will be the overall winners from each course. A plaque will be given to the winner of a special division for 50-year members. The field will be limited to 288 players.

The *PGA Senior Stroke Play Championship* is an individual stroke play competition based on age groups. Both the Ryder and Wanamaker courses will be played. The Senior Stroke Play champions will be the overall winners from each course. The field will be limited to 288 players.

The most popular event in the PGA Winter Championships is the *PGA Senior-Junior Team Championship*. The field will be limited to 144 teams with one Senior player and one Junior player on each team. This event is a pick-your-own-partner team event. Teams compete in a 72-hole stroke-play better-ball competition. After 36 holes, the field is cut to the low 40 teams and ties for the final two rounds.

The *PGA Women's Stroke Play Championship* field will consist of female members and apprentices. This championship is a 54-hole competition.

The starting field is limited to 240 players for the *PGA Stroke Play Championship*. This 72-hole stroke-play championship has a rich tradition that dates back to 1954. After 36 holes, the field is cut to the low 70 players and ties for the final two rounds.

Since 1964, the *PGA Match Play Championship* has been part of the PGA Winter Championships. The field will be limited to 64 players. If necessary, qualifying rounds will be played to establish a 64 player field.

ENTRY INFORMATION

Beginning Wednesday, November 4, 2009, you may visit www.PGALinks.com or call 1.800.474.2776 to enter the TaylorMade-adidas Golf PGA Winter Championships. Be prepared to provide the following information:

1. Your membership number or last four digits of your social security number.
2. Credit card information - we will accept American Express, MasterCard, or Visa.
3. Your name, city and state (as you wish it to appear on the starting times, scoreboard, etc.).
4. Corporation information (if applicable). If prize check is to be made payable to a corporation, you must provide the corporation's name and its identifying number.
5. Number of Adams Golf Pro Tour Series, Australia/New Zealand Tour, Canadian Tour, Champions Tour, Dakotas Tour, European Seniors Tour, Futures Tour, Gateway Tour, Heartland Players Seniors Tour, Hooters Tours (Professional Series, Winter Series and Carolina Series), JLPGA, JPGA Senior Tour, JPGA Tour, LPGA, LPGT, Nationwide Tour, PGA Challenge Tour, PGA European Tour, PGA Tour, Tar Heel Tour (eGolf Tour), The Asian Tour, The Safari Tour, The Sunshine Tour, and/or WPTG tournaments between January 1, 2009 and December 31, 2009 (must not exceed 10 combined). The U. S. Open, U. S. Senior Open, PGA Championship, and Senior PGA Championship are not included in the 10-tournament count.



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ELIGIBILITY

All Members of the Association in good standing are eligible (except Class A-3, Honorary Members, Inactive, Retired Members (RM) and Class "F" Members) – provided they have not played in more than ten (10) combined Adams Golf Pro Tour Series, Australia/New Zealand Tour, Canadian Tour, Champions Tour, Dakotas Tour, European Seniors Tour, Futures Tour, Gateway Tour, Heartland Players Seniors Tour, Hooters Tours (Professional Series, Winter Series and Carolina Series), JLPGA, JPGA Senior Tour, JPGA Tour, LPGA, LPGT, Nationwide Tour, PGA Challenge Tour, PGA European Tour, PGA Tour, Tar Heel Tour (eGolf Tour), The Asian Tour, The Safari Tour, The Sunshine Tour, and/or WPTG tournaments between January 1, 2009 and December 31, 2009 (must not exceed 10 combined). The U. S. Open, U. S. Senior Open, PGA Championship, and Senior PGA Championship are not included in the 10-tournament count.

Any player who gains exempt (only) playing privileges on the PGA, Nationwide, Champions, LPGA or Futures Tours will be ineligible to play in the TaylorMade-adidas Golf PGA Winter Championships, immediately upon completion of the respective qualifying school, even if The PGA of America does not reflect a change in the player's membership classification. Women Apprentices, in good standing, and registered in the Apprentice Program will be allowed to enter the Women's Stroke Play Championship only. Participants must have been born female to play in women's-only events and from the women's tees in tournaments. For the TaylorMade-adidas Golf PGA Quarter Century Championship, one must be a member of the Quarter Century Club on the first day of competition.

CONDITIONS OF ENTRY

This application is subject to acceptance by PGA Tournament Corporation, Inc., in its sole discretion. Applicant agrees that in the event of acceptance of this application, the application and Applicant's participation in the TaylorMade-adidas Golf PGA Winter Championships may be rejected or revoked at any time thereafter for violation of eligibility criteria or any conditions of entry.

Both the application and Applicant's participation in the Taylor-Made adidas Golf PGA Winter Championships are subject to all Rules, Regulations, provisions of the Constitution and By-Laws of The Professional Golfers' Association of America and other conditions applicable to the Taylor-Made adidas Golf PGA Winter Championships, as well as to the terms and conditions of any contract which PGA Tournament Corporation, Inc., may have made with other parties with respect to same, inclusive of, but not limited to, anti doping policies.

As a condition of entry for participation in the TaylorMade-adidas Golf PGA Winter Championships, the Applicant consents to the recording and/or transmission of his/her voice and image to being filmed, videotaped, photographed or televised in connection with participation in the TaylorMade-adidas Golf PGA Winter Championships and any other event conducted in conjunction with the TaylorMade-adidas Golf PGA Winter Championships; waives, releases and assigns his/her private rights to the production, reproduction, publication and dissemination of any recordings, transmissions, video recordings, portraits, posters, motion pictures, photographs, images and electronic transmissions which depict the Applicant as a participant in the TaylorMade-adidas Golf PGA Winter Championships or any other phase or portion thereof and any other event conducted in conjunction with the TaylorMade-adidas Golf PGA Winter Championships to The Professional Golfers' Association of America, any of its affiliates, subsidiaries, or assigns for all use in connection with:

- i) advertising, promoting, or publicizing the TaylorMade-adidas Golf PGA Winter Championships or any broadcasts thereof;
- ii) radio broadcasts or "live" or "delayed" telecasts or television programs, Internet or other electronic transmissions;
- iii) broadcasts or exhibitions on a recorded basis as part of a program, motion picture or video recording of the TaylorMade-adidas Golf PGA Winter Championships, or year-end summaries of sports award programs or any news or sports news programs in any form of media;
- iv) live or taped non-exclusive updated; and
- v) official lithographs, commemorative yearbooks, portraits, paintings, posters and the like.

Applicant agrees to refrain from any action, which will interfere with the orderly recording, production, reproduction, publication and dissemination of such recordings, transmissions, films, tapes, pictures, photographs, or images.

As a condition of entry all players expressly release and discharge The PGA of America, its affiliates, officers, directors, employees, members, sponsors and the host site from and against any claims for injuries sustained incidental to participating in the event. Players agree that they choose to participate in the event at their own risk and players assume the risk of injury in association with participating in the event.

Applicant agrees that Applicant will not share in any part of the prize money, which Applicant may win in the TaylorMade-adidas Golf PGA Winter Championships with any other contestant.

It is a condition of the Taylor-Made adidas Golf PGA Winter Championships that shoes with metal spikes are prohibited by the host site. Penalty for breach of this condition is DISQUALIFICATION.

Entry is on a first-come first-entered basis. If an event becomes full before the deadline date, a wait list will be established. If you are wait listed, please provide one telephone number that can be used to inform you of your current status.

Please ask for a confirmation number and write it in the spaces provided below when entering an event. A written confirmation will also be mailed to you. Upon receipt of this confirmation, please review it to confirm you have been entered into the correct event.

TaylorMade-adidas GOLF PGA QUARTER CENTURY CHAMPIONSHIP January 7-8	Confirmation Number
<p>Entry Deadline – Wednesday, December 16, 2009 • Entry Fee - \$190.00 Prize Money – \$60,000 (estimated purse based on 180 overall entries) Maximum Field – 144 players age groups A-3 and 144 players age groups 4-9 Age Groups A-3 (ages: under 50 – 64) will play all rounds on the Ryder course Age Groups 4-9 (ages: 65-over 90) will play all rounds on the Wanamaker course Two overall group winners will be determined.</p>	
TaylorMade-adidas GOLF PGA SENIOR STROKE PLAY CHAMPIONSHIP January 12-14	Confirmation Number
<p>Entry Deadline – Wednesday, December 16, 2009 • Entry Fee - \$235.00 Prize Money – \$80,000 (estimated purse based on 240 overall entries) Maximum Field – 144 players age groups 1 & 2 and 144 players age groups 3-9 Age Groups 1 & 2 (Ages: 50-59) will play rounds 1 & 3 on the Ryder course and Round 2 on the Wanamaker course Age Groups 3-9 (Ages: 60-over 90) will play rounds 1 & 3 on the Wanamaker course and round 2 on the Ryder course Two overall group winners will be determined.</p>	
TaylorMade-adidas GOLF PGA SENIOR-JUNIOR TEAM CHAMPIONSHIP January 18-21	Confirmation Number
<p>Entry Deadline – Wednesday, December 16, 2009 • Entry Fee - \$490.00 per team / \$245.00 each player Prize Money – \$100,000 (estimated on 288 entries (144 teams)) Maximum Field – 288 players – 144 Senior players and 144 Junior players Each team will play one round on the Wanamaker course and one round on the Ryder course. The final two rounds will be played on the Wanamaker course. This event is a pick-your-own partner event. When you enter, please provide your partner's name. Only one player will enter the team and pay the entry fee for both team members. Only team entries will be accepted. After 36 holes, the field will be cut to the low 40 teams and ties for the final two rounds.</p>	
TaylorMade-adidas GOLF PGA WOMEN'S STROKE PLAY CHAMPIONSHIP January 24-26	Confirmation Number
<p>Entry Deadline – Wednesday, January 6, 2010 • Entry Fee - \$260.00 Prize Money – \$10,000 (estimated purse based on 27 entries) Maximum field – 48 players Women Apprentices, in good standing, and registered in the Apprentice Program will be allowed to enter the Women's Stroke Play Championship only. Participants must have been born female to play in women's only events and from women's tees in tournaments.</p>	
TaylorMade-adidas GOLF PGA STROKE PLAY CHAMPIONSHIP January 24-27	Confirmation Number
<p>Entry Deadline – Wednesday, January 6, 2010 • Entry Fee - \$245.00 Prize Money – \$80,000 (estimated purse based on 220 entries) Maximum Field – 240 players Each player will play one round on the Wanamaker course and one round on the Ryder course. After 36 holes, the field is cut to the low 70 players and ties for the final two rounds. The final two rounds will be played on the Wanamaker course.</p>	
TaylorMade-adidas GOLF PGA MATCH PLAY CHAMPIONSHIP February 1-8	Confirmation Number
<p>Entry Deadline – Wednesday, January 13, 2010 • Entry Fee - \$215.00 Prize Money – \$45,000 (estimated purse based on 128 players attempting to qualify for 64 spots). Maximum Field – 288 players qualifying for 64 spots. Qualifying round(s) will be played on Monday, February 1 and if necessary on Tuesday, February 2. All qualifying rounds will take place on the Ryder course. All matches will be played on the Dye course.</p>	



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CHAMPIONSHIPS INFORMATION

ACCOMMODATIONS

Hilton Garden Inn PGA Village, 8540 Commerce Centre Drive, Port St. Lucie, FL 34986

Phone - 1.772.871.6850

Website - <http://hiltongardeninn.hilton.com/en/gi/groups/personalized/MLBSLGI-WIN-20100103/index.jhtml>

Standard Room - \$94.00 - rates subject to change. Rates do not include applicable Florida taxes.

Discount Rate Code - WIN

Perfect Drive Golf Villas Rental Office, 525 NW Lake Whitney Place, Suite 101, Port St. Lucie, FL 34986

Phone - 1.772.873.0515

Website - www.PerfectDriveatPGAVillage.com

Guest Room - \$109.00 - rates subject to change. Rates do not include applicable Florida taxes.

One Bedroom Villa - \$175.00 - rates subject to change. Rates do not include applicable Florida taxes.

Two Bedroom Villa - \$279.00 - rates subject to change. Rates do not include applicable Florida taxes.

Three Bedroom Town Home - \$319.00 - rates subject to change. Rates do not include applicable Florida taxes.

Villa tour - www.perfectdriveatpgavillage.com/villas.htm

Online booking - enter PGA under the special request and you will receive an adjusted confirmation with your discount rate.

Overnight RV parking is not permitted at any PGA of America golf facility. Two local RV parks are Road Runner Travel Resort (www.roadrunnertravelresort.com or 1.772.464.0969) and Treasure Coast RV Park (www.treasurecoastrv.com or 1.772.468.2099).

DIRECTIONS TO PGA GOLF CLUB (from the south)

Take I-95 North to St. Lucie West Boulevard - Exit 121. Turn left on St. Lucie West Boulevard and follow signs to the club.

The club address is: PGA Golf Club, 1916 Perfect Drive, Port St. Lucie, FL 34986, 1.800.800.4653

DISTANCE MEASURING DEVICES

A player may obtain distance information by using a device that measures distance only. If, during a stipulated round, a player uses a distance-measuring device that is designed to gauge or measure other conditions that might affect his play (e.g., gradient, wind speed, temperature, etc.), the player is in breach of Rule 14-3, for which the penalty is **disqualification**, regardless of whether any such additional function is actually used.

DRESS CODE

The following is applicable to all contestants participating in all national PGA championships.

Male PGA contestants must wear slacks during competition rounds.

Female PGA contestants may wear culottes, walking shorts, or golf skirts, which constitute acceptable clothing worn by women in connection with participation in professional golf championships.

All PGA contestants will be required to present a neat appearance, appropriate to a professional golf championship in both clothing and grooming.

FORMAT

Separate Tees/Same Purse Policy - Although competing from separate tees (men from men's tees and women from women's tees), men and women professionals shall compete for the same purse. For example, the man or woman professional with the lowest score shall win first place money.



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PLAYER CONDUCT

The Director of Member Championships shall be authorized to impose penalties consisting of a fine of \$100 for the first offense, a fine of \$150 for the second offense, and suspension from tournament play for the third offense for any of the following violations:

- Club throwing/club breaking
- Damage to course equipment or property
- Abuse, oral or otherwise directed at rules officials, other competitors, spectators, sponsors, championship staff, volunteers, or others
- Improper golf car etiquette (i.e., parking off path at tee or green, three in a golf car, or not returning golf car to golf car area)
- Consumption of alcoholic beverages during championship rounds
- NOT USING the restroom facilities provided on the course
- Using cellular telephones or any similar cellular telecommunications equipment on the golf course during championship rounds is prohibited
- Any other conduct deemed by the Director of PGA Member Championships to be unbecoming a Golf Professional

PRACTICE ROUNDS

PGA Golf Club will have limited access for practice rounds due to the TaylorMade-adidas Golf PGA Winter Championships being held on the courses.

PRIZE MONEY DISTRIBUTION

Prize checks will be mailed to your permanent address as listed in your membership file. If you prefer, you may set up direct deposit into the bank account of your choice. Please go to www.pgatournaments.com to download your direct deposit form and instructions (forms will also be available at the PGA Championships trailer). The direct deposit form must be completed and received, along with a copy of a voided check, ten (10) days prior to your first Championship.

REFUND POLICY

The following refund policy has been established for the 2010 TaylorMade-adidas Golf PGA Winter Championships.

Withdraw before entry deadline - **Entry fee, minus a \$25 administration fee will be returned for each event.**

Withdraw after the deadline - **NO REFUND.**

REGISTRATION

Every contestant should register before participating in the TaylorMade-adidas Golf PGA Winter Championships.

Registration is necessary so contestants can be informed of any updates in pertinent information.

Please register, in person, at The PGA Championship Trailer at PGA Golf Club prior to your first championship round.

It is advisable not to register on the same day as your first competitive round. Please be sure to come to The PGA Winter Championships Trailer at PGA Golf Club to avoid a last minute rush and possible exclusion from your first scheduled event.

The championships trailer will open beginning Monday, January 4. On days when no championship round is being played, office hours will be 8:00 a.m. - 5:00 p.m. Office hours during championship rounds will be 7:00 a.m. to close of play. **The championships trailer will be closed on Saturdays and Sundays**, unless a championship round is being played (i.e., Women's Stroke Play Championship, Stroke Play Championship, and Match Play Championship).

For further information, contact the PGA Championships Department at 1.561.624.8400.



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SPONSOR INFORMATION

We are pleased to have TaylorMade-adidas Golf as the title sponsor of the 2010 PGA Winter Championships. We are also pleased to have Premier Golf as a supporting sponsor for the 2010 TaylorMade-adidas Golf PGA Winter Championships.

TITLE SPONSOR INFORMATION



TaylorMade-adidas Golf Company develops and markets TaylorMade golf clubs and balls, Rossa putters, and adidas Golf

footwear and apparel. TaylorMade-adidas Golf products are played and worn widely on the world's professional golf tours, and TaylorMade is recognized globally as the No. 1 driver brand in golf. Learn more about TaylorMade-adidas Golf and its brands at www.tmag.com, www.taylormadegolf.com, and www.adidasgolf.com.

SUPPORTING SPONSOR INFORMATION



Over the years, Premier Golf has provided all-inclusive travel services to PGA members and headquarters staff and handles all of the travel needs for the Professional Golf Management program.

Premier Golf also offers quality golf travel services, to some of the world's classic destinations. Highly trained and experienced golf travel specialists will assist in developing the perfect itinerary for a memorable golf travel experience. The company has several package options to the PGA Village, offering PGA members their special member discounts and the lowest prices available.

Premier Golf is also the only official distributor of Ryder Cup travel packages in the United States. The company has a wide variety of Ryder Cup travel packages to the 2010 matches, including golf before and after the event.

Finally, Premier Golf is an enthusiastic participant in Golf Retirement Plus. PGA members have an opportunity to earn significant Golf Retirement Plus contributions simply by referring golf travelers. Many PGA members have also taken advantage of the company's "Pro Goes Free" program.



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THE PGA OF AMERICA'S TRAVEL PARTNERS



Delta Air Lines offers you and your immediate family special air travel discounts. For more information visit www.PGALinks.com.

For travel requiring multiple services, including cruises and packages, contact Premier Golf at 1-800-283-4653. Please note there are fees for certain travel packages.



Premier Golf offers you complete custom itineraries, including air, hotel, ground transportation, and tee times. Plus you can earn Golf Retirement Plus™ incentives in five exciting ways.

For more information call Premier Golf at 1-800- 283-4653 or visit www.PGALinks.com.



Hertz offers you highly favorable flat rates for all business and personal rentals, with daily rates of \$38.50 for most cities for the compact, intermediate and standard car class descriptions. To receive this special rate, visit www.hertz.com (<http://www.hertz.com/>) or call 800-654-3131 and utilize CDP# 1857394.

You are also entitled to a complimentary membership in Hertz #1 Club Gold (a \$60 value) by visiting <http://link.hertz.com/link.html?id=5018626&LinkType=CBLK>

Lastly, if you are enrolled in Golf Retirement Plus, you are eligible to earn a 2% incentive on all rentals by completing the form at <http://apps.pgalinks.com/professionals/apps/rplus/hertz.cfm> within 30 days of the rental return date.



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PGA EDUCATION SERIES

#99005 – INITIAL ASSESSMENT WITH CORRECTIVE EXERCISES FOR GOLF INSTRUCTION

January 6, 2010 □ \$30 □ 6:00 PM– 8:30 PM □ PGA Education Center, Port St. Lucie, FL

Presenters: Joseph Hallett, PGA, General Manager, representing PGA Center for Golf Learning & Performance.
David Donatucci, Director of Fitness & Performance representing PGA Center for Golf Learning & Performance.

Focus: To understand the basic important initial physical assessments needed for what may (or may not) happen in the golfer's swing.

#99006 – HIGH PERFORMANCE COACHING WITH CORRECTIVE ACTIONS

January 20, 2010 □ \$30 □ 6:00 PM–8:30 PM □ PGA Education Center, Port St. Lucie, FL

Presenters: Joseph Hallett, PGA, General Manager, representing PGA Center for Golf Learning & Performance.
David Donatucci, Director of Fitness & Performance representing PGA Center for Golf Learning & Performance.

Focus: To determine what physical traits are common amongst great players. Show an instructor how to utilize such training methods to improve high caliber players.

#99007 – CHILDHOOD TO CHAMPION PLAYER – A LONG-TERM PLAN

February 3, 2010 □ \$30 □ 6:00 PM–8:30 PM □ PGA Education Center, Port St. Lucie, FL

Presenters: Joseph Hallett, PGA, General Manager, representing PGA Center for Golf Learning & Performance.
David Donatucci, Director of Fitness & Performance representing PGA Center for Golf Learning & Performance.

Focus: Use your teaching program to develop young players from childhood helping students see better results in their performance for high achievement. Attendees will understand the development and maturation of young players.

99008 – PAR STATISTICAL SCORING PLAN

February 10, 2010 □ \$30 □ 6:00 PM–8:30 PM □ PGA Education Center, Port St. Lucie, FL

Presenters: Joseph Hallett, PGA, General Manager, representing PGA Center for Golf Learning & Performance.
Andy Beyrer, Vice President representing LinxTracker.

Focus: Providing additional resources for student and instructor interaction, game performance, and performance related practice opportunities is key for improvement. Understanding the parameters of a statistical system and how it relates to both performance and instruction “on the tee” and “away from the tee” will enhance your Instruction bottom-line.

#99009 – TALENT MANAGEMENT – HOW YOUR PGA TEAM SUPPORTS YOU

February 17, 2010 □ \$30 □ 6:00PM–8:30PM □ PGA Education Center, Port St. Lucie, FL

Presenters: Dawes M. Marlatt, PGA, representing The PGA as Director of Education.
Kathy Wilkes, representing The PGA as Director of Employment Services.
Ron Stepanek, PGA, representing The PGA as Director of Player Development.

Focus: The PGA of America offers PGA Professionals support programs and resources that help you to increase your value as a PGA Professional and communicate that value to your employer. “Your PGA Blueprint for the Changing World” is a multifaceted program that will assist you in career and professional enhancement, facility management, growing the game and customer base and more.



PGA™

LEARNING CENTER PROGRAMS

#99013 - TECHNIQUE, TECHNOLOGY & TRAINING

January 18-20, 2010 □ \$600 □ 8:00AM-5:00PM □ PGA Education Center, Port St. Lucie, FL

Presenters: Joseph Hallett, PGA, General Manager, representing PGA Center for Golf Learning & Performance.
David Donatucci, Director of Performance, representing PGA Center for Golf Learning & Performance.

Focus: To develop the PGA Professional player to an elevated level of play through hands on technical and swing improvement methods for correction. Utilizing both performance assessment and suggested instructional techniques an immediate improvement in the existing player's abilities will be experienced.

#99014 - WINTER SERIES GAME IMPROVEMENT SCHOOL

February 8-10, 2010 □ \$850 □ 8:00 AM-5:00 PM □ PGA Education Center, Port St. Lucie, FL

Presenters: Joseph Hallett, PGA, General Manager, representing PGA Center for Golf Learning & Performance.
David Donatucci, Director of Performance, representing PGA Center for Golf Learning & Performance.

Eric Hogge, PGA, Lead Instructor, representing PGA Center for Golf Learning & Performance
Focus: Developing the PGA Professional player to highest level of play requires the cohesive talents of a team on technical and swing improvement methods. Utilizing both performance assessment and targeted instructional techniques for immediate improvement and corrections with a realistic view of the existing player's abilities.

TELESEMINARS

#99010 - GAP ANALYSIS TELESEMINAR

January 14, 2010 □ Free □ 2:00PM-3:00PM EST

Presenters: Dawes M. Marlatt, PGA representing PGA of America Education as Director.
PGA Employment Consultant - TBD

Focus: In today's results-based environment, learning programs are expected to go well beyond providing information by meeting the needs for career advancement. In order to determine those individual needs it is imperative that an analysis of competencies and job requirements identify WHAT MATTERS MOST to reach one's career goal. During this first of three "Enhancing Your Skills in Golf" Teleseminar you will hear the reasons why and the steps to take to focus specifically on developing your competency requirements.

#99011 - ONLINE OR ONSITE TELESEMINAR

February 18, 2010 □ Free □ 2:00PM-3:00PM EST

Presenters: Dawes M. Marlatt, PGA, representing PGA of America Education as Director.
SME - TBD

Focus: In an ever-changing world where new ideas and theories seemingly appear every day it is important to identify the latest tools, trends, and know-how to accurately and effectively respond to your individual needs for career advancement. PGA Professional Enrichment consistently delivers cutting-edge content and quality education programming to provide the right solutions, drive measureable results, and create your personalized learning experience.

#99012 - YOUR PORTFOLIO TO LEGACY TELESEMINAR

March 18, 2010 □ Free □ 2:00PM-3:00PM EST

Presenters: Dawes M. Marlatt, PGA representing PGA of America Education as Director.
SME - TBD

Focus: PGA Professionals are considered by the golf industry as the "Experts in the Game and Business of Golf" - the one who is on the front line of the charge to promote and teach golf to millions of consumers, manage facilities and events, and who in many other ways drives this multi-billion dollar industry. Your PGA Blueprint team - Employment Services, Education, and Consumer Marketing/Player Development - serve PGA Professionals as they advance through their careers with mastery ultimately impacting national and global trends, promote advocacy, provide best practices and leave an imprint on the golf industry.



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ORLANDO PROGRAMS

#99003 – TEACHING WORKSHOP

January 26, 2010 □ \$375 □ 8:00 AM–5:00 PM

Marriott World Hawk's Landing Golf Club, 8701 World Center Drive, Orlando, FL, 800-204-7234

Presenters: Joseph Hallett, PGA, General Manager, representing PGA Center for Golf Learning & Performance.
David Donatucci, Director of Performance, representing PGA Center for Golf Learning & Performance.

Focus: The instructor will learn how to physically evaluate and assess their student and teach to the student's strengths while improving their weaknesses. This workshop will validate and emphasize the importance of a pre-lesson assessment and its overall effect on golfer improvement.

#99004 – PLAYING WORKSHOP

January 27, 2010 □ \$375 □ 8:00AM–5:00PM

Marriott World Hawk's Landing Golf Club, 8701 World Center Drive, Orlando, FL, 800-380-7931

Presenters: Joseph Hallett, PGA, General Manager, representing PGA Center for Golf Learning & Performance.
David Donatucci, Director of Performance, representing PGA Center for Golf Learning & Performance.

Focus: Developing the PGA Professional player to an elevated level of play through hands on technical and swing improvement methods is the goal. Using both performance assessment and suggested instructional techniques for immediate improvement and corrections of the existing player's abilities is the process.

#99018 – CAREER CONFERENCE – INSTRUCTION

January 25, 2010 □ \$200 □ 8:00AM–5:00PM

Rosen Centre Hotel, 9840 International Drive, Orlando, FL, 800-204-7234

Presenters: Joseph Hallett, PGA, General Manager, representing PGA Center for Golf Learning & Performance.
David Donatucci, Director of Performance, representing PGA Center for Golf Learning & Performance.

Focus: Learning to play golf the proper way not only leads to better play but a more enjoyable experience every time golfers tee it up. Golf Instruction has always been an integral part of The PGA's mission and its members remain the "Experts in the Game and Business of Golf". Today, PGA Professionals teach everybody how to play golf: juniors, seniors, high handicappers, scratch golfers, and PGA Tour players.

#99019 – CAREER CONFERENCE – GOLF OPERATIONS

January 26, 2010 □ \$200 □ 8:00AM–5:00PM

Rosen Centre Hotel, 9840 International Drive, Orlando, FL 32819, 800-204-7234

Presenters: Kevin R. Weickel, PGA, representing Disney Worldwide.
Billy Dettlaff, PGA Master Professional representing PGA TOUR/TPC Network as National Director of Golf.

Focus: Discuss the Golf Operations from a high level of structural planning of the operation down to the details involved in the day to day procedures. The career conference will provide the attendee a perspective of how the many different parts of an operation fall under three main categories, the Business, the People, and the Game which together make one successful business unit.

#99022 – CAREER CONFERENCE – GENERAL MANAGEMENT

January 27, 2010 □ \$200 □ 8:00AM–5:00PM

Rosen Centre Hotel, 9840 International Drive, Orlando, FL, 800-204-7234

Presenters: David T. Normand, Jr., PGA, representing Ft. Campbell/Cole Park GC as Head Professional.
Lisa L. Miller, PGA, Director of Golf, representing the City Of Cedar Rapids, Iowa.

Focus: High-quality services delivered daily by a professionally trained staff ensure profitability and efficiency established by long-range plans. The General Management team oversees adherence to business guidelines for a golf facility through planning, operations, marketing and promotion to meet those goals.

#99021 - PLANNING FOR THE GOLF FACILITY - CRITICAL THINKING WORKSHOP - STRATEGIC & TACTICAL

February 8-10, 2010 □ \$650 □ 8:00AM-5:00PM □ PGA Education Center, Port St. Lucie, FL

Presenters: Experts from the Career Paths of General Management, Golf Operations, Instruction, Ownership & Leasing

Focus: Provide an in-depth view of the competencies required for a Career Path that manages by results as a:

1. Owner/Leaser
2. General Manager
3. Director of Golf/Head Professional
4. Director of Instruction at a Learning Center

Instill a better understanding of the opportunities available in the golf industry