

**2025 PGA Merchandise Show - Member Business Center  
PGA Member Education Schedule**

<b>TIME SLOT</b>	<b>Wednesday, January 22, 2024</b>	<b>Thursday, January 23, 2024</b>	<b>Friday, January 24, 2024</b>
8:30A - 9:30A	<b>Show opening ceremony</b>	<b>Conducting a Job Search from Start to Finish, Panel Discussion</b> Greg Stenzel, PGA Doug Wert, PGA	<b>Pro Shop E-commerce Solution thru MyShop</b> Will Baccas
9:45A - 10:45A	<b>Marketing the Open Position</b> Joe Doughty, PGA Kevin Drew, PGA	<b>Unlocking College Golf Opportunities for All</b> Panel moderated by Steve Tanner, Sr Director Player Engagement	<b>Building Culture, Team Development &amp; Mentoring</b> Todd Smith, PGA Keith Fisher, PGA
11:00A - 12:00P	<b>PGA Jr. League Gamechangers - learn from some of the most successful PGA Coaches</b> Panel moderated by Kim Shafer, PGA Sr Player Engagement Consultant	<b>Corebridge Golf Retirement Plus Deferred Compensation</b>	
1:15P-2:15P	<b>Effective Mentoring for Your PGA Professionals</b> Dawes Marlatt, PGA Master Professional Sr Director of Education and Talent Development	<b>Supercharging Your Social Media Strategy</b> Dan Bubany, PGA Ryan Adams, PGA Kevin Hyland	
2:30P-3:30P	<b>How to Project a Positive Online Brand</b> Jordan Rogers	<b>TOWN HALL</b>	
3:45P-4:45P	<b>Finding Personal Balance and Promoting Well-being in the Workplace</b> Natalia Andreev, Clinical Manager at Tava Health and Licensed Clinician	<b>PGA Value Guide - Unlocking Revenue Potential</b> Greg Lotzer Ryan Helin	
	PGA Career Services		
	PGA Member Benefits		
	PGA Player Engagement		
	PGA Education		
	PGA Membership & Governance		
	PGA Reach		
	Buisness Development		
	PGA Digital		