



PGA SPECIALIZED PROGRAM & BUSINESS MANAGEMENT SIMULATIONS

PGA BUSINESS MANAGEMENT SIMULATIONS deliver real world scenarios aligned with a primary focus on improving marketing, sales, leadership, revenue management and financial management at a golf facility.

BENEFITS OF EXPERIENTIAL LEARNING

- ✓ Retain learning
- ✓ Immediate Application
- ✓ Engage Creatively
- ✓ Anticipate Challenges and create Resolutions

CONSISTENT GROWTH IN THREE CAREER TRACKS

- ✓ Golf Operations &
- ✓ Executive Management

The business management simulations offer a real life approach to the strategic thought and decision making critical for sustainable success.

– **Michael Leemhuis, President | Ocean Reef Club**

The simulation is an excellent learning tool covering key decisions and strategy over all aspects of managing a golf operation, including consequences for your decisions.

– **Joe Assell, PGA | CEO GolfTEC**

This new education program is a giant step towards helping keep PGA Members relevant at their clubs and for the future growth of the game.

– **Ken Morton | CEO Morton Golf**



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GETTING STARTED

STEPS TO REGISTER

- ✓ Registration Includes (1 Yr. Library Subscription for \$350 not required), 16 pdr or 40 if library is bought
- ✓ Attend the workshop
- ✓ Complete ten (10) self-selected courses from the online Library
- ✓ PGA Members in good standing may complete the Capstone and earn the Specialized Credential

Section: New England

Dates: November 29th- December 1st

Career Path: Golf Operations & General Managing

Location: NEPGA Homesite

321 Cross Street, Boylston 01505

WORKSHOP SCHEDULE

- ✓ 3-Days (day and a half per topic)
 - 8:30 AM – 4PM
 - 8:00 AM- Noon
- ✓ Review of Career Track coursework
- ✓ Complete Team-based Business Management Simulation
 - Make facility-wide decisions
 - Compete for customers and profit

Additional Questions on the Workshop can be directed to hosting Section. Please contact the PGA Professional Development Department for Questions on the Certification Program.

866.866.3382 option 6 | PGAMEMBEREDU@pgahq.com