



# 2024 SPRING SEMINAR

**MARCH 4TH & 5TH**

**THE DERRICK G&WC**

# MARCH 4TH

## AGENDA

**8:00am - 9:00am**

Breakfast

**9:00am - 10:30am**

Annual General Meeting

**10:30am - 10:45am**

Break

**Chris Dornan 10:45am - 12:15pm**

*FINDING YOUR STORY: Building Brand, Understanding The Impacts and Navigating For Success*

**12:15pm - 1:00pm**

Lunch

**John Deneer 1:00pm - 2:00pm**

*ALBERTA GOLF: Information to Serve You, Your Business, and Your Members*

**Brad Smith 2:00pm - 3:00pm**

*Golf Genius, THE VALUE OF A NAME: Improving Sales and Service through Personalized Marketing*

**3:00pm - 3:15pm**

Break

**Chris Reid 3:15pm - 4:15pm**

*TAKE CARE OF YOUR COURSE'S MOST IMPORTANT ASSET: Your Customer*

**4:15pm - 7:00pm**

Cocktail Reception

# MARCH 5TH

## AGENDA

**8:00am - 9:00am**

Breakfast

**Jeff Hay 9:00am - 11:00am**

*VARSITY GOLF RECRUITING: US College Golf Recruiting Seminar*

**11:00am - 11:15am**

Break

**Stacey Meyer 11:15am - 12:15pm**

*WORKING WITH YOUNG ATHLETES: Resilience, Respect and Accountability*

**12:15pm - 1:00pm**

Lunch

**Kelly Hrudey 1:00pm - 3:00pm**

*MORE GOOD DAYS: Work Life Balance and Mental Health*

FOOD SPONSERED BY

**Gordon**<sup>®</sup>  
FOOD SERVICE



**Chris Dornan**

## **FINDING YOUR STORY: Building Brand, Understanding the Impacts and Navigating for Success**

Chris Dornan is one of Canada's most prolific sports PR consultants, providing media and public relations support over the last 20 years to many of Canada's amateur and professional athletes and sport organizations.

Having represented Canada at nine Olympic and six Paralympic Games, along with countless major international events, Chris opened his own communications consulting company in 2008 – High-Performance Public Relations – where he provides communications support to Own the Podium along with five of Canada's summer and winter sport organizations. He has played a key role in building brand and media opportunities for many of Canada's most successful athletes in winter and summer sport. In addition, Chris is also the media director for two of the PGA TOUR's leading Champions Tour events: Inspire Invitational (The Woodlands, TX) and Shaw Charity Classic (Calgary).



---

## **Alberta Golf - Information to Serve You, Your Business, and Your Members**

John Deneer is the Director of Athlete Development & Competitions at Alberta Golf and has been a PGA of Canada professional since 2005 and a Class 'A' Teaching Professional since 2014. Prior to joining Alberta Golf, John was the Junior Development Coordinator and Teaching Professional at Bearspaw Country Club, with his time at Bearspaw spanning 15 seasons. Junior development and providing opportunities for golfers to compete and grow has been a primary focus and John looks to continue this within the Alberta High-Performance community and clubs across the province.



---

## **The Value of a Name: Improving Sales and Service through Personalized Marketing**

Brad Smith is a 20 year member of the PGA of Canada and currently serves as a Sales Director for Golf Genius Software. Having spent 15 years in the green grass side of the golf industry, he grew fond with day to day tournament operations, staff management, golf shop retail operations and coaching. As a husband and father of two, he understands the challenges of achieving a work life balance within the industry. Brad currently sits on the board for the PGA of Canada - Ottawa Zone fulfilling the finance and website portfolios. Lastly, Brad is actively involved as a tournament director for the PLAY Junior Golf tour in Eastern Ontario, helping to introduce kids between ages 7-18 to golf in a lightly competitive, yet structured environment.



**Chris Reid**

---

## **TAKE CARE OF YOUR COURSE'S MOST IMPORTANT ASSET: Your Customer**

Chris Reid is the Vice President of Business Development for Players 1st in Canada, based in Aurora Ontario. Players 1st is based in Scottsdale, AZ. (North America) and Aarhus, Denmark (Europe). Players 1st is the global leader in Customer Experience Management (CxM) data analytics for the golf industry, with over 2000 clubs on board worldwide. In Canada, Players 1st works with NGCOA Canada, Golf Canada, Golf Ontario, Golf BC and many other provincial golf associations, as well as ClubLink, Golf North Properties, TPC Toronto at Osprey Valley and the Windmill Golf Group.

Chris has enjoyed a long career in software and advanced analytics with companies such as Honeywell, ANSYS, and Rodan Energy/Energent. Chris has been an avid golfer all of his life, and was a member at the York Downs Golf and Country Club for over 50 years.



**Jeff Hay**

---

## **VARSITY GOLF RECRUITING: US College Golf Recruiting Seminar**

Jeff Hay is a professional consultant who has assisted hundreds of junior golfers and their families navigate the obstacles and challenges of the college golf recruiting process. He has extensive experience in placing golfers in all associations (NCAA, NAIA, and NJCAA) and divisions.

Jeff's knowledge and experience as a college golf advisor was developed over his 16 years as a Director of Golf at three full-time residential junior academies in Florida, including Core Golf Academy (2006-2016), Bishop's Gate Golf Academy/IJGA (2017-2019) and Sean Foley Performance (2019-2022). In his role at each academy, his main focus was to ensure the quality of the golf program and monitor the progress and development of each and every student while assisting them in finding their "best fit" school and golf team at the collegiate level.

A life-long member of the PGA of Canada, Jeff's passion for assisting junior golfers began when he was the Golf Professional at the National Golf Club of Canada, where he was also the lead instructor for the famed "Elite Junior Program" under the tutelage of former GA Tour Professional and Canadian Golf Hall-of-fame inductee Ben Kern.

Through all of his experiences in his career in junior golf, Jeff gained the knowledge and skills necessary to help his clients reach their goals as junior golfers and future collegiate players. This can only be accomplished by helping them become the best candidate possible, while guiding them on connecting and communicating with college coaches. Having relationships with many college coaches at all levels, Jeff has a very strong knowledge of the key performance indicators they look for in a recruit, as well as the intangible skills and attributes a prospect will need to possess to attract attention and create opportunities.





---

## **WORKING WITH YOUNG ATHLETES: Resilience, Respect and Accountability**

Stacey Meyer, an educator and advocate with a B.A., B.Ed., and M.A., combines his passion for youth, mental health, and sports as a partner at Precede Occupational Health Services and Education Manager for the Western Hockey League. With a background that includes leadership roles in Alberta's public schools and pivotal work at the Calgary Child Advocacy Centre, Stacey is committed to creating positive change. His dedication to mentorship and volunteerism is exemplified by his ongoing roles in coaching and advisory capacities, his impactful board service with the Canadian Mental Health Association, Calgary Distress Centre, and his educational contributions to the WHL, and CHL. Recognized for his significant efforts, Stacey received the 2022 Lieutenant Governor's True Grit Compassion Award for his relentless work in mental health advocacy and education, underscoring his belief in the power of education and community support in overcoming mental health challenges.



**Kelly Hrudehy**

---

## **MORE GOOD DAYS: Work Life Balance and Mental Health Resources**

In the world of professional hockey, what plays out behind closed doors is just as important as what plays out on the ice itself. Former professional goaltender, Hockey Night in Canada broadcaster and NHL on Sportsnet analyst Kelly Hrudehy will take us behind the scenes of his 15 year career with the NHL, sharing stories he lived from both inside and outside the locker room and work life balance while playing in the NHL.

Hrudehy enjoyed a 15-year career goaltending in the NHL with the New York Islanders, Los Angeles Kings, and San Jose Sharks. Drafted by the New York Islanders in 1980, Hrudehy joined the Islanders in the 1983-84 season. He was traded to the Los Angeles Kings in 1989, where he would play for eight seasons before signing with the San Jose Sharks in 1996. The Edmonton, Alberta native retired from the NHL in 1998.

Hrudehy joined CBC's Hockey Night in Canada full-time in 1998-99, following four years of contributing to the show on a part-time basis during his final four seasons in the NHL. In addition to his work as a studio analyst, Hrudehy served as a co-host for the post-game show, After Hours, and also worked as a game analyst for western game broadcasts.

In 2007, Hrudehy received a Gemini Award for Best Studio Analyst, recognizing his work on Hockey Night in Canada. In addition to his work with the NHL, Hrudehy has covered three Olympic Winter Games including Salt Lake 2002, Torino 2006, and Sochi 2014.



# MENU

# MENU

## MARCH 4TH

---

### BREAKFAST

YOGURT FIELD BERRY PARFAIT *w/ GRANOLA*  
FRESHLY BAKED ASSORTED DANISHES AND PASTRIES  
BACON  
SAUSAGES  
WESTERN OMELETTES  
WAFFLES *w/ WHIPPED CREAM, WHIPPED BUTTER, MAPLE SYRUP*  
SEASONED BREAKFAST HASHBROWNS, KETCHUP, AIOLIS

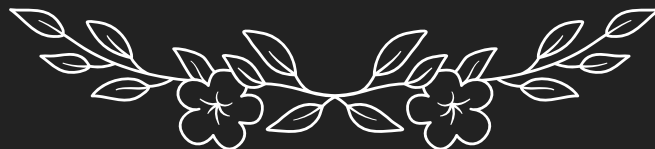
### LUNCH

CRANBERRY LOAF TURKEY SANDWICHES | *SLICED*  
SHOESTRING FRIES  
SOUP

### COCKTAIL RECEPTION ACTION STATION

2x DEVILLED EGGS (1 x VEGITARIAN, 1 x w/PORK) BENEDICT  
TRIPLE BOGEY BREWING BEVERAGES - Complementary  
CASH BAR AVAILABLE

SNACK STATION, COFFEE, WATER, AND  
BOTTLED/CANNED BEVERAGES AVAILABLE ALL DAY



# MENU

## MARCH 5TH

---

### BREAKFAST

ASSORTED FRESH CUT FRUIT *w/ WHIPPED BERRY YOGURT FRUIT DIP*

FRESHLY BAKED ASSORTED DANISHES AND PASTRIES

CHARCUTERIE MEATS AND CHEESES *w/ FRESHLY BAKED CROISSANTS & CONDIMENTS*

CHICKEN APPLE SAUSAGES

CRUSTLESS QUICHE BREAKFAST SANDWICHES | *CROISSANT BUN, AMERICAN CHEDDAR, DILL PICKLE RANCH*

POTATO PATTY HASHBROWNS *w/ KETCHUP, ALOIS*

### LUNCH

CERTIFIED ANGUS BEEF PASTRAMI REUBEN | *MARBLE RYE, SWISS CHEESE, SAUERKRAUT, RUSSIAN DRESSING AIOLO, GRAINY MUSTARD*

SALAD | *GOOD LEAF FARMS LETTUCE BLEND SPRITZ VINAIGRETTE w/ SPICY MUSTARD MICRO*

SOUP

SNACK STATION, COFFEE, WATER, AND  
BOTTLED/CANNED BEVERAGES AVAILABLE ALL DAY



# THANK YOU SPRING SEMINAR SPONSORS



A Textron Company



# THANK YOU COCKTAIL RECEPTION SPONSORS



BREWING CO.



NAVACORD<sup>®</sup>