

SPRING SEMINAR

2012

PGA OF ALBERTA SPRING SEMINAR

March 5 - 6, 2012

Carriage House Inn
Calgary, Alberta

Sponsored by Fletcher Leisure Group

FLETCHER
EDUCATION FOUNDING PARTNER

EDUCATION COMMITTEE



Wayne Fairbairn
Calgary Elks Lodge GC



Brian Fast
Cottonwood G&CC



Brad Gagne
Turner Valley G&CC



Tom Greiner
Calgary G&CC



Leif Hanson
Canal at Delacour



Paul Horton
Heritage Pointe GA



Clayton Robb
National Golf Academy



Jeremy Tanner
Priddis Greens G&CC



Mitch Walz
Canyon Meadows G&CC



Stuart Williamson
Silver Springs G&CC

PROGRAM AT A GLANCE

MONDAY, MARCH 5, 2012

- 7:00am – 8:00am Registration & Continental Breakfast
- 8:00am – 10:00am PGA OF ALBERTA ANNUAL GENERAL MEETING
- 10:30am – 12:00pm MIKE MALASKA
- 12:00pm – 1:00pm Lunch **Member Photos with Peter Charlton*
- 1:00pm – 3:00pm MIKE MALASKA
- 3:30pm – 5:00pm **BREAKOUT SESSION #1**
DALE CARNEGIE: *Setting Yourself Apart – Developing Personal Leadership*
OR
ERNEST BARBARIC: *Social Media*
- 5:00pm – 6:00pm Cocktail Party

TUESDAY, MARCH 6, 2012

- 7:30am – 8:00am Registration & Continental Breakfast
- 8:00am – 9:30am **BREAKOUT SESSION #2**
DALE CARNEGIE: *Speaking Effectively*
OR
DALE CARNEGIE: *RAVE Reviews*
- 10:00am – 1:00pm JEFF RITTER
- 1:00pm – 2:00pm Lunch
- 2:00pm – 4:00pm MEMBER ROUNDTABLE DISCUSSION



MEET THE SPEAKERS

MIKE MALASKA



“Teaching is about the individual not about a method. Creating and understanding the student’s physical, mental and technical abilities make it possible to set priorities to reach their potential to play the game.”

Mike Malaska’s knowledge of the golf swing, as well as his expertise at incorporating physical fitness programs into his golf instruction, has made him one of the most sought after instructors in the game today.

Mike’s career has spanned for over 38 years of instruction and playing experience. Mike’s awards have made him a recognizable icon in the golf world. He was named the 2010 Southwest Section’s PGA “Teacher of the Year” and most recently voted the 2011 “PGA National Teacher of the Year” in America. Then more unusual for a golf instructor, Mike also earned the 2011 “Senior Player of the Year” for the Southwest Section PGA. Since 2000 Mike has ranked among Golf Digest’s “America’s 50 Greatest Teachers.” Mike has also been voted as one of Golf Magazine’s “Top 100 Teachers” in America every year since 1995.

A graduate of Weber State University in Ogden, Utah, Mike was an “All American” in 1974 and then was inducted into the University’s “Athletic Hall of Fame” in February 1999. Then in 1974, Mike won the Utah State Open and was the only amateur to win the Open in 25 years!

As Director of Instruction for the Jack Nicklaus Golf Centers in Japan from 1992 - 1995, Mike was featured in Golf Digest Japan and was nominated for Japan’s “Teacher of the Year” in 1993 and then in 1996 “Teacher of the Year” in the Utah PGA Section.

Mike worked alongside Jim Flick with the Nicklaus/Flick Golf Schools from 1991 through 2002. During 2003 he was the lead instructor with the TaylorMade/ESPN and Jim Flick Golf Schools. Presently, Mike has taken golf to another level as he teaches programs and lessons under the Malaska Golf Corporation which was originally established in 1995.

Mike has worked with 100’s of corporations such as Lexus, American Express, Visa, Fidelity Investment, KBW Financial, and many others. Mike’s students have included numerous PGA/LPGA and Champions Tour Players, many celebrities as well as prominent political figures throughout the world.

He is currently the Director of Instruction for Nicklaus Academies Worldwide and instructs the teachers at each of the centers around the globe. Mike has also served as a primary consultant of all instruction for TaylorMade/Adidas worldwide since 2002 and is working presently on the new performance labs around the globe.



MEET THE SPEAKERS

MIKE MALASKA

Mike has been a guest lecturer at corporate functions, PGA Section Seminars, the “PGA National Coaching and Teaching Summits” as well as national PGA events. He has appeared numerous times on The Golf Channel as a guest instructor and in 2004, Mike produced his own DVD, “You Are Your Own Swing”, featuring 2.5 hours of both golf and fitness instruction.

Mike’s knowledge of the golf game has been featured in countless publications. His teaching concepts have been the Cover Stories for Golf Magazine and hundreds of articles from Golf Digest to PGA of America publications.

Mike’s incredible desire to understand and perfect the golf game has made him an outstanding player as well. Mike has competed in a number of PGA and Champions Tour events, including the 1988, 2009, and the 2010 PGA Championships. He also played the Asian Golf Tour for 2 years and competed in the 1982 and 1986 U.S. Opens.

Today Mike caters to corporate groups as well as Champion, PGA and LPGA tour players. Then finds the time to teach individuals of all ages (with the “juniors” really being Mike’s love) at Superstition Mtn. Golf and C.C. in Superstition Mountain, Arizona (just east of Phoenix) where he has been the Director of Instruction since 1998.

Malaska’s passion for the game is obvious and his philosophy is simple.... “There is no individual that is willing to practice (no matter what their physical limitations are) that I cannot teach to achieve their highest potential in the game of golf.”





MEET THE SPEAKERS

Founded in 1912, Dale Carnegie Training has evolved from one man's belief in the power of self-improvement to a performance-based training organization with offices worldwide. It focuses on giving people in the public and private sector the opportunity to sharpen their skills and improve their performance to build positive, steady, measurable results.

Headquartered in Hauppauge, New York, Dale Carnegie Training is represented in all 50 of the United States and in over 65 countries, and is dedicated to serving its clients throughout the world.

Dale Carnegie Training serves the public and private sectors in 160 locations worldwide and provides its clients with the resources of 2,700 trainers and consultants. Each has undergone rigorous training to become certified in the Carnegie Process. Each is also required to take re-certification training annually. These expert practitioners shape the Carnegie body of knowledge into tools you and they can use to co-create the high performance, customer oriented teams you desire.

Over nine million individuals have participated in Dale Carnegie Training, many of whom participated specifically to strengthen their ability to:

- Build teamwork
- Enhance customer focus
- Develop leadership
- Generate enthusiastic cooperation from others
- Motivate others to peak performance
- Communicate persuasively

DALE CARNEGIE TRAINERS

Nikki Porter is a Certified Facilitator for Dale Carnegie Training. She has been working as a coach since 1993 and a full-time Certified Facilitator since 2006. She facilitates a number of programs for Dale Carnegie Training, including High Impact Presentations, Effective Communications and Human Relations, Leadership Training for Managers and Sales Training. She is currently working towards certification as a Master Trainer. She has a Bachelor of Science in Behavioural Biology and a Master of Arts in Primatology from the University of Calgary. In her early career, she worked in sales and marketing with Consumer Strategies Group for several downtown loft conversions and new home projects. Nikki enjoys world travel and has participated in primate research in Belize, Central America and Ghana and archaeological research in the Caribbean.



MEET THE SPEAKERS

Fay Fisher is the Vice President and managing partner of John M. Fisher & Associates Ltd. who since 1980, has been the licensed sponsor for Dale Carnegie Training® in Southern Alberta, Southern Saskatchewan and Anchorage, Alaska. She has been with Dale Carnegie Training for over 32 years and has personally trained 17,000 people in Dale Carnegie techniques; she is also a Master Trainer for Dale Carnegie evaluating curriculum and competency areas for delivery of international products. Fay is a trainer of the following programs; The Dale Carnegie Course®, Customer Relations Course, Employee Development Course, High Impact Presentations Workshop, Breakthrough Communications, Professional Development Series, Leadership Training for Managers, Leader in You, and World Class Customer Service. In 2000 Fay was nominated for the "YWCA – Woman of Distinction Award" in Calgary.

BREAKOUT SESSION: SPEAKING EFFECTIVELY

This presentation will let you in on the secrets to speaking more effectively in public. Participants will learn how to establish that very important and positive first impression and focus on being their original selves. You will develop questions that are key to building the kind of rapport that leads to strong and lasting relationships, and will also practice making effective introductions of others and how to organize your thoughts in impromptu situations.

BREAKOUT SESSION: RAVE REVIEWS

In this session, participants will learn how to give and receive effective performance reviews. Participants will identify key skills, knowledge, and abilities essential to job performance and learn how to create clear, specific performance expectations that support an organization's vision and overall objectives. You will determine how to identify and discuss the gaps between 'should be' performance and 'as-is' performance and increase clarity in expectations and employee engagement, moving individuals towards a future vision. Do you want to learn how to conduct RAVE reviews? As a team member, practice receiving a performance review or as a leader, practice delivering a performance review.

BREAKOUT SESSION: SETTING YOURSELF APART – DEMONSTRATING PERSONAL LEADERSHIP

In this session, participants will explore the criteria of inspirational leadership and look at how their personal leadership style was shaped while discussing the characteristics of leaders to understand common drivers of leadership and management. You will examine your values and how your experiences shape what you do and who you are, and the impact on how you move forward. Participants will look at nine techniques to enhance alignment with people, organizations and their personal objectives and will discuss how to enhance leadership in their personal relationships. At the end of this session you will learn where your values lie and how to use positive approaches to becoming results-oriented.



MEET THE SPEAKERS

ERNEST BARBARIC

Ernest Barbaric is a trusted authority on Social Media and Digital Marketing Strategy with over 12 years of experience in the field. He now helps organizations use digital marketing to connect with their ideal customers, increase market share and launch new products.

Ernest is an instructor at Mount Royal University where he developed the social media certification program and often teaches courses on blogging, Facebook, Twitter and Digital Marketing Strategy.

He continues to push the envelope by introducing concepts from anthropology, sociology and psychology in his work, and sharing these insights with audiences worldwide. Find Ernest on Twitter at @ebarbaric or online at www.ernestbarbaric.com

BREAKOUT SESSION: SOCIAL MEDIA

This workshop will focus on benefits, principles and how-to's of social media for Golf Professionals and will touch on:

- Overview of the current social media landscape
- Pros and cons of using social media as part of your marketing
- Current, real-life examples from the golfing industry
- How to seamlessly build social media into your promotions
- Specific channel tips and tricks (Facebook, YouTube, QR, etc)
- Dealing with positive and negative comments or reviews
- 5 key engagement triggers for digital marketing success

By the end of this workshop, attendees will understand the value of social media and be able to make a clear, informed decision whether to use it as part of their marketing. Participants will also walk away with specific, actionable advice on integrating, measuring and managing different social media channels as a valuable part of their marketing efforts.



MEET THE SPEAKERS

JEFF RITTER

"The Best Young Teachers in America!" – Golf Digest

Jeff Ritter is one of the world's most prominent golf instructors with a presence that reaches all corners of the globe. An accomplished coach, author and motivational speaker, Jeff is hailed for his unique approach to teaching the game. His method of communication utilizes creative concepts from all walks of life in a manner that inspires his students and makes this difficult game seem effortless. He credits his passion for inspiration, body health and "mental flexibility" for the reputation that has set him apart as a purveyor of not only playing well, but living well.

"A published author and compelling speaker, he has the creative ability to connect with students of any level. Jeff Ritter truly is one of the young stars in our game!"
– Peter Morrice - Senior Editor, Golf Digest Magazine

A consistent presence in the world of golf media, Jeff's articles appear in Golf Digest Magazine, Golf Tips Magazine, Golf Infuzion Magazine, Golf Punk Magazine in the United Kingdom, The A Position and the Arizona Republic. He has also been seen and heard on ESPN, FOX Sports, FOX Sports Radio, Sirius XM Radio and The Golf Channel. In 2010 Jeff was named by Golf Digest Magazine as one of the Best Young Teachers in America! His latest book "Your Kid Ate a Divot! Eighteen Life Lessons From the Links" is available at Barnes and Noble.

"One of the bright young minds in golf instruction"
– David Denunzio - Editor, Golf Magazine

Before striking out on his own in 2000, Jeff was formerly an instructor with the Golf Digest Schools and the acclaimed Dave Pelz Short Game School. In addition, he has found success with players ranging from new golfers, top amateurs, and collegiate standouts as well as players from the PGA and LPGA Tours. In addition to running the Jeff Ritter Golf Academy at Raven, Jeff is National Director Instruction for Nike Junior Golf where he runs summer camps out of the Pebble Beach Resorts in Monterey, California.

Branding For Financial Success!

Leveraging Your Skills into Personal and Financial Independence

When I decided to go into business for myself over 10 years ago, I was an unknown teaching pro, standing on a grass tee with a pile of golf balls beside me, looking for enough clients to make a good living. It was a bare bones operation for sure with no website, social media, personal branding or anything that represented a real "plan" as to how to build and market a business. I just figured if I could give enough great golf lessons, then eventually I'd get to where I wanted to be. Although I made some decent progress, it became quickly apparent that if I was going to really kill it, then things were going to have to change. The change I had

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ERNEST BARBARIC

JEFF RITTER

MEET THE SPEAKERS (cont'd)

JEFF RITTER

to make, however, had nothing to do with what I was teaching. Instead it had everything to do with how I viewed myself as a person of business. I realized, if I wanted to generate “life altering” income, I was going to have to develop the tools and mindset of an entrepreneur.

I began to view the coaching industry with an attitude based upon abundance and infinite possibility. Although many coaches I knew only generated a modest income, there were other coaches who made tens of millions of dollars per year teaching golf. Instead of worrying about the prospect of being a “Have Not,” I simply chose to be one of the “Haves.” I didn’t care that Tiger Woods or Ernie Els had yet to walk onto my lesson tee and honestly I knew I didn’t need them to. What I needed was to learn how to leverage my creativity and resourcefulness to tap into the millions of passionate golfers across the globe. That’s what the abundance mentality is all about, the realization that when you view the entire world as your client base, there are more than enough people to make any of your financial goals possible.

The moment I understood how effective I could be working within this new online marketplace; I embraced a level of empowerment that made me believe I could operate within this industry without limits.

Jeff Ritter, The 5 Must Do's (To Grow Your Business Deep into the Black)

Jeff Ritter, reveals the blueprint for leveraging your skills into a lifestyle of personal freedom and financial independence through building a powerful brand. In this one of a kind discussion, he demonstrates how when you operate from the mindset of an entrepreneur all things are possible!

- Brand Clarity
- Brand Identity
- Brand Creation
- Social Networking
- Best Practices
- Creating Leverage
- Product Development
- Taking Action

This enlightening discussion is sure to inspire anyone with the desire to take their business and career to new heights!



SPRING SEMINAR



MEMBERS' ROUNDTABLE DISCUSSIONS

These thought provoking, interactive Member roundtable discussions were introduced by the Education Committee at the 2005 Spring Seminar and brought back with resounding success again in 2008. They will be reintroduced in 2012 with a fresh set of topics to promote some healthy conversations and help guide the Association for the future based on our Members' input. The Moderated Roundtable Discussions will allow each seminar participant to meet close to 30 fellow Golf Professionals and in a very unique and constructive setting, share their successful ideas with one another, voice their concerns about the direction and challenges facing the golf industry and provide feedback to the Association's Board of Directors with respect to their outlook on the future of the Association and the role of the Golf Professional.

GENERAL INFORMATION

CARRIAGE HOUSE INN

9030 Macleod Trail South, Calgary, Alberta T2H 0M4

www.carriagehouse.net

Tel: 403.253.1101 Fax: 403.259.2414 Toll Free: 1.800.661.9566

Check-in: 3:00pm

Check-out: 12:00pm

RESERVATIONS

To receive the seminar rates below call 1.800.661.9566 and quote “PGA of Alberta Spring Seminar” before February 16th, 2012.

ROOM TYPE	ROOM RATE
DELUXE	\$119.00
VIP	\$129.00
EXECUTIVE KING	\$169.00
EXECUTIVE SUITE	\$249.00

SEMINAR DRESS CODE

- Business Attire: March 5th/6th, 2012
(Jacket Required/Tie Optional or Female Equivalent)

FLETCHER
EDUCATION FOUNDING PARTNER

SPRING SEMINAR

REGISTRATION FORM

(please copy and complete for each registrant)

Name: _____

Club: _____

AGENDA *(please select your preferred session as each has a maximum)*

BREAKOUT #1 – select one

DALE CARNEGIE:

Setting Yourself Apart

ERNEST BARBARIC:

Social Media

BREAKOUT #2 – select one

DALE CARNEGIE:

Speaking Effectively

DALE CARNEGIE:

RAVE Reviews

MARCH 5th & 6th \$200.00 PGA of Alberta Member \$250.00 Guest

I will be attending the Cocktail Party on March 5th, 2012

Credit Card #: _____ Expiry Date: _____

Signature: _____

Enter online at www.pgaofalberta.com OR return form with payment to:

PGA of Alberta
#300, 5 Richard Way SW
Calgary, AB T3E 7M8
Fax: (403) 256-8895 or (877) 259-8895

** Please make cheques payable to PGA of Alberta*

GST #83024 0750 RT0001

REGISTRATION DEADLINE: FEBRUARY 24, 2012

PAYMENT INFORMATION *(Prices include 5% GST)*