



# 2022 VIRTUAL SPRING SEMINAR



March 2nd and 3rd  
Whova App/Platform

# Program At A Glance

March 2nd

10:00-11:30 AM

**JASON ZUBACK**

UNCONVENTIONAL DISTANCE

11:30-12:00 PM

**DARREN LEXA**

OPTIMIZING FOOD & BEVERAGE PROFITABILITY

12:00-12:30 PM

**LUNCH**

12:30-1:30 PM

**LIAM MUCKLOW**

LESSONS FROM PGA TOUR PLAYERS

1:30-2:30 PM

**JAMES JACKSON**

MARKETING & TOURISM ALBERTA

2:30-3:45 PM

**IAIN HIGHFIELD**

EFFECTIVE GOLF PRACTICE

3:45-5:15 PM

**MIKE COMMODORE & RYAN WHITNEY**

LEADERSHIP, BUSINESS AND BRANDING

March 3rd

10:00-11:30 AM

**ERIKA LARKIN & GIA LIWSKI & TRILLIUM ROSE**

FINDING YOUR LEADING LADY

11:30-12:30 PM

**CARL HORNE & BENNETT BLAKEMAN**

A BETTER BACK = A BETTER LIFE

12:30-12:45 PM

**LUNCH**

12:45-1:45 PM

**KERRY WATKINS & CHRIS PRODAHL**

SUPERINTENDANTS RELATIONSHIP WITH THEIR GOLF PROS

1:45-2:45 PM

**DEREK LANE**

JUNIOR GOLF TO DIRECTOR OF GOLF

2:45-3:45 PM

**SCOTT FAWCETT**

DECADE COURSE MANAGEMENT SYSTEM

3:45-5:15 PM

**DEAN KANDLE**

TIME MANAGEMENT TACTICS

**Gordon**<sup>®</sup>  
FOOD SERVICE



A Textron Company

**LloydSadd**  
INSURANCE BROKERS



**NAVACORD**<sup>®</sup>



# JASON ZUBACK

1996 - 1997 - 1998 - 1999 - 2006 - 2015  
WORLD LONG DRIVE CHAMPION



## TOPIC

### Unconventional Distance

Bridging the gap between the long drive and average. A look at some of the unconventional methods and techniques used by the longest drivers in golf to create speed and the potential practical application.

## BIO

Jason Zuback has earned international fame in the field of golf as one the world's longest drivers of a golf ball in the history of the game. He is the six-time World Long Drive Champion and only competitor to have won more than three open division championships (5 Open titles + 1 Senior). Jason is the first competitor from outside the United States to have won the prestigious title and is the first international competitor to have ever made it to the final round in the event's history.

Jason has been involved in golf-related fitness, performance, and distance maximization his entire career. He has been part of the Titleist Performance Institute (TPI) since its inception in 2003. TPI is the world's leading educational organization dedicated to the study of how the human body functions in relation to the golf swing.



@golfzillazuback



@golfzillazuback

# DARREN LEXA

GORDON FOOD SERVICES  
CULINARY SPECIALIST



## TOPIC

### **Optimizing Food & Beverage Profitability**

Supply challenges and a labour crisis have forced operators to lean into creative ways of doing business, in order to make ends meet.

## BIO

Formerly of Earls, the Joey Restaurant Group, Briggs Kitchen + Butcher Bar and the Baker - Darren supports Gordon Food Service Customers in the Calgary, Edmonton and, Winnipeg divisions.

Darren brings a wealth of operational food service experience in both culinary and front of house operations spanning high-volume, full service sit-down, premium casual dining, to quick-service grab n' go concepts.

Darren's extensive background in regional operations with some of Canada's leading restaurant brands, as well as a long history as a Gordon Food Service customer, make him a natural fit with respect to developing and providing collaborative operational solutions for Gordon Food Service customers in the Prairies region.



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Gordon Food Service Canada



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# LIAM MUCKLOW

FOUNDER  
THE GOLF LAB



## TOPIC

### **Lessons Learned From PGA Tour Players**

In this presentation I asked some of the players I have worked with over the years, what are their routines they go through tournament week to play their best? They also shared information on the biggest mistakes they see from playing partners in Pro-Ams. This fun presentation consists of contributions from Kramer Hickok, Adam Svensson, Andrew Putnam, and Graeme McDowell.

## BIO

Liam is a two time National Award Winner with the PGA of Canada. He is one of the Instructors for TPI's Power Coach certification course, and has certified over 1000 professionals from 17 different countries under The Golf Lab umbrella. He is a 3 time presenter at the World Scientific Congress of Golf and the World Golf Fitness Summit. Liam also sits on the Advisory Boards of multiple golf technology companies and currently is the Director of Education for Foresight Sports. More recently he was named as one of the Top Young Teachers in America for 2018-19 and in 2021 was named the #3 Ranked Teacher in Louisiana.



@thegolflab



@liammucklow



mygolflab.ca

# JAMES JACKSON

PRESIDENT & CEO  
TOURISM JASPER



## TOPIC

### Marketing & Tourism Alberta

James will explain how Tourism Jasper shifted its marketing strategy in light of COVID-19 from a predominantly international audience to an Albertan summer focus and share some marketing best practices and industry trends along the way.

## BIO

A born and raised Edmontonian, James Jackson began his career in event management. After getting a feel for the operational side of the business, he joined Edmonton Tourism to learn the production side, overseeing the Sport Tourism file working with international sports organizations like: FIFA, ITU, and Red Bull. He later led the Tourism Development portfolio, managing several major hotel and real estate development projects with Edmonton Economic Development. In 2017 he moved to Jasper to lead Tourism Jasper as President & CEO.

James has a BA from the University of Alberta in Recreation Sport and Tourism, a certificate from Harvard Business School Online in finance and economics, and a professional designation from Destinations International as a Certified Destination Marketing Executive.



@tourismjasper



@jaspercanadianrockies



@tourismjasper



jasper.travel

# IAIN HIGHFIELD

CO-FOUNDER & DIRECTOR OF EDUCATION  
GAME LIKE TRAINING



## TOPIC

### Effective Golf Practice

How to make swing changes stick and transfer your range game to the course.

## BIO

Passionate and professional Mental Performance Coach calling upon expertise gained from studying, playing and working within numerous sports institutions and facilities.

Promoting over 10 years of expertise educating and inspiring children, professional athletes and business people to create psychological habits of excellence.

A world leader in performance improvement through creating effective training environments that lead to higher skill retention and increased transfer of skill.

A very grateful individual who loves to share his knowledge, passion and live his dream helping others strive towards their goals and create positive change.

Extensive coaching background in Golf supporting elite juniors, college, international, European Tour & LPGA Tour golfers.



[iainhighfield.com](http://iainhighfield.com)



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# MIKE COMMODORE & RYAN WHITNEY

FLAMES & OILERS ALUMNI



## TOPIC

### Leadership, Business And Branding

They will be discussing their careers in the NHL, their journey into golf, and answering questions from the membership. The goal is to have an interactive session where they can share stories and experiences from their colorful careers.

## BIO

Mike was born & raised in Fort Saskatchewan, AB.

14 year Pro Hockey Career

2000 NCAA National Champion, University of North Dakota

2006 Stanley cup Champ, Carolina

2007 IIHF World Champion, Canada

Avid golfer since I left college in 2000. Member at Whisper Rock, AZ & Earl Grey in Calgary.



Ryan was born and raised in Boston, MA

13 year Pro Hockey Career

2002/2003 World Junior Championship

#5 Overall pick in 2002 NHL Draft

2010 Olympic Silver Medal

Analyst on Spittin' Chiclets Podcast

Invented Pink Whitney



Apple Music  
Spotify



# ERIKA LARKIN

DIRECTOR OF INSTRUCTION  
THE CLUB AT CREIGHTON FARMS



## TOPIC

### **Finding Your Leading Lady**

Experience and guidance from three of the top female influencers in golf.

## BIO

Erika Larkin grew up in Queens, NYC and learned golf as a city kid. She played D-1 Golf at James Madison University ('98-'02), found her passion for coaching after graduation and became a PGA Class A Professional in 2006. After growing her golf academy at Stonewall Golf Club for several years, she was named Middle Atlantic PGA Teacher of the Year 2012, one of America's "Best Young Teachers" by Golf Digest for 7 years and the number 1 "Best Teachers in Virginia" by Golf Digest ('14-present). She has appeared on Golf Channel, Golf Pass, Golf.com and Golf Magazine.

Erika is the Director of Instruction at The Club at Creighton Farms in Aldie, Virginia (2016- present). Most recently she was ranked as a Top 50 Teacher in the US 2022-2023 by Golf Digest! She is a proud founding faculty member of golffanatics.com which launched in 2020 delivering weekly online instruction, digital products and destination golf schools.



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Erika Larkin

# TRILLIUM ROSE

DIRECTOR OF INSTRUCTION  
WOODMONT COUNTRY CLUB



## TOPIC

### **Finding Your Leading Lady**

Experience and guidance from three of the top female influencers in golf.

## BIO

Her area of expertise is in helping golfers develop their skills as quickly as possible and help them practice efficiently. She is highly skilled at designing and implementing curriculums that develop golf athletes with targeted practice plans. A graduate of Teachers College, Columbia University with a master's degree in Motor Learning and Control, she also has a formal education in the science behind how people acquire and adapt skills. Known for her accurate swing diagnostics, and her dedication to meeting students' goals with as minimal disruption as possible, she has a loyal following of students including political figures, world leaders, and A-list celebrities of all ability levels.

She is recognized as a Top 50 Teacher by the both Golf Digest and the LPGA and honored as the 2017 Middle Atlantic PGA "Teacher of the Year" She is also a Golf Magazine Top 100 Teacher in America and a US Kids Master Instructor, Trillium Rose's name has been synonymous with quality practice standards and trusted education.



@trillium\_rose



trilliumrose.com



Trillium Rose



# GIA LIWSKI

FOUNDER AND HOST  
GOLF EXPERIENCES FOR HER



## TOPIC

### **Finding Your Leading Lady**

Experience and guidance from three of the top female influencers in golf.

## BIO

A LPGA Class A with almost 25 years of teaching experience. Gia has been named an LPGA Top 50 Instructor, LPGA Northeast Teacher of the Year, ranked by Golf Digest as one of the Top 5 teachers in New Jersey, and one of Golf Digest's Best Young Teachers in America.

As the founder and Host of Golf Experiences For Her®, Gia's events company marries learning the game of golf with sophisticated lifestyle experiences, creating a very special and fully customizable day for her clients. Gia's events and instruction has been featured on numerous podcasts as well as in Golf Digest, Golf Magazine, Golf For Women Magazine, Golf Kitchen, amongst others.

Gia has spent the past 19 years working closely with and learning from her mentor, Mike Adams, and approaches her instruction with an emphasis on BioSwing Dynamics. Gia's instruction is widely recognized as bio-mechanically oriented, clearly communicated, and she is a positive source of motivation for her students, which range from single-digit to first-time golfers.



@trywithgia



trywithgia.com



Gia Liwski



linkedin.com/in/gia-bocra-liwski



# CARL HORNE & BENNETT BLAKEMAN

CEO/INVENTOR & DIRECTOR OF OPERATIONS  
TRUE TURN INC



## TOPIC

### **A Better Back = A Better Life**

Golf performance directly depends upon the health of your spine, therefore investing in your back is synonymous with investing in your game.

## BIO

Carl is the owner of In2One Wellness Studio in Scottsdale, AZ which he opened after spending 12 years in the NBA as a strength/conditioning coach and corrective/rehabilitation specialist. In totality, Carl has over 30 years experience in the sports medicine and healthcare industry.

Bennett, MBA, 2x US Open Qualifier, Entrepreneur. Experience in the insurance and wealth management industry, hospitality and finally running the day to day for True Turn, Inc.



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# KERRY WATKINS & CHRIS PRODAHL

ACCREDITED GOLF SUPERINTENDANT & GOLF COURSE/PROPERTY MANAGER  
CALGARY G&CC & GLENDALE G&CC



## TOPIC

### **Superintendents Relationship With Their Golf Pros**

How superintendents and their teams achieve a high standard of golf course playability and turf performance and what role a golf professional plays in this? The do's and don't of course setup. Current overwintering trends and how this has a direct impact on summer performance and playability.

## BIO

Kerry Watkins is currently on his 33rd year in the golf business and 17th as a Golf Course Superintendent. In that time Kerry has been a Golf Course Superintendent for three properties: six years at St. Charles Country Club in Winnipeg, Manitoba, six years at The Glencoe Golf and Country Club in Calgary, Alberta prior to rejoining the Calgary Golf and Country Club December 1st, 2017. 2022 marks the 13th year with Calgary Golf and Country Club and 5th year as the Club's Superintendent. Kerry's enthusiasm and passion for the game and business of golf has been consistent throughout his career.

For the past six years, Chris Prodahl has been the Golf Course and Property Manager at the Glendale Golf and Country Club and in the golf industry for 24 years. Previous to the Glendale, Chris spent 12 years at Priddis Greens Golf and Country Club in Calgary. In addition, Chris sits on the board of the Alberta Golf Superintendents Association (AGSA) in the role of Past President. Originally from Saskatchewan, Chris spends time away with his wife Kaitlyn and two young daughters, Harper and Georgia.



# DEREK LANE

**DIRECTOR OF GOLF  
ROLLING HILLS COUNTRY CLUB**



## TOPIC

### **Junior Golf to Director of Golf**

Derek's journey from his junior days and working forward into his professional life. How he arrived where he is now and what important lessons have been learned along the way.

## BIO

Derek was born in Blue Earth, MN and raised in a golfing family. His parents, Joe and Nancy and brother, Dustin all played the game and often played as a foursome. After attending University at Mankato State in southern Minnesota, he headed west and completed his golf specific training at the Golf Academy in San Diego, CA. He returned to his native state and was an Assistant Golf Professional at Interlaken Country Club (Fairmont, MN) and Town and Country Club (St. Paul, MN). Lane took a job as the PGA Teaching Professional at Woodhill Country Club (Wayzata, MN) and in the brutal Minnesota winters, was an Assistant Professional at The Quarry at La Quinta. Five years later, he moved full time to the Coachella Valley to become the Head Professional at The Quarry and two years after that, became the Director of Golf, a spot he held for seven years before leaving to head the Golf Operations at Rancho Santa Fe. A PGA Member since 1999, Derek is the 2018 National Callaway Staff Professional of the year, has numerous PGA Section and Chapter awards/nominations and is a multiple AGM Top Golf Shop winner.



# SCOTT FAWCETT

CREATOR  
DECADE COURSE MANAGEMENT SYSTEM



## TOPIC

### **DECADE Course Management System**

The DECADE Course Management System, has solved golf strategy by combining shot distribution patterns and PGA Tour scoring statistics. DECADE quickly generates the optimal target that will produce the lowest score based on distance, hazards, and hole locations.

## BIO

Scott undertook this project for his own game, but injury sidelined him in 2014. As a result, he reached out to a junior golfer at his home course in Dallas to caddy for him in the Texas Amateur, Will Zalatoris. Will won by THREE which was his first victory in anything other than a high school event! Three weeks later Scott caddied for Zalatoris at the U.S. Junior Amateur where he won again. College coaches began calling. Since Scott lives in Dallas, SMU was one of the first college programs he worked with. Bryson DeChambeau was ranked 50th in the world when he attended Scott's seminar. Six months later he had won both the NCAA Championships and the U.S. Amateur! In addition to those two USGA wins, TEN other players have won USGA titles in the first five years Scott has taught his DECADE Course Management System. Female members of the DECADE App have won the Women's British Open, Women's U.S. Amateur, Women's NCAA Individual Title, and Augusta Women's Amateur.

# DEAN KANDLE

VICE PRESIDENT OF PROFESSIONAL DEVELOPMENT & EDUCATION  
GOLF BUSINESS NETWORK



## TOPIC

### **Time Management Tactics**

Research from what the experts do (and don't do) to manage their time. Using the latest research from experts in the field of productivity, this seminar presents methods Golf Professionals can implement to gain more control over their time and concentrate on their priorities.

## BIO

Earlier this year, Dean launched GBN University as the Professional Development arm of Golf Business Network and he currently leads multiple courses and training for the members of the network.

Prior to GBN, Dean served as the Head Golf Professional at St. Davids Golf Club in Philadelphia from 2011-2021, as well as holding Head Professional positions at the Philadelphia Cricket Club and Trump National Golf Club, Bedminster. Recently, he was recognized by the Philadelphia PGA as the 2020 PGA Golf Professional of the Year, the 2019 & 2020 PGA Professional Development Award winner and the 2018 Bill Strausbaugh Award winner. Dean is a member of the Philadelphia PGA Board of Directors and serves on their Education and Special Awards Committees. In addition, he's raised funds for PGA Reach Philadelphia by creating the first Philly PGA/New Jersey PGA Charity Hockey Challenge and continues to expand that initiative to this day.



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