



# 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
- ✓ Teaching & Coaching

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 Fee (Includes 1 Yr. Library Subscription) \$350
- ✓ Attend 2-day workshop (fees vary by location)
- ✓ Complete ten (10) self-selected courses from the online Library Subscription
- ✓ PGA Members in good standing may complete the Capstone (\$100) and earn the Specialized Credential

**Section: Wisconsin**

**Dates: December 2nd and 3rd**

**Career Path: Golf Operations**

**Location: Tuckaway Country Club**

### WORKSHOP SCHEDULE

- ✓ 12/2: 12pm - 5pm
- 12/3: 8:30am - 4:30pm
- ✓ Review of Career Track coursework (over 2 days)
- ✓ 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](mailto:PGAMEMBEREDU@pgahq.com)**