



PGA

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## PGA of America Announces Programming for the PGA Industry Stage Powered by CapTech at the 2023 PGA Show, Jan. 24-27, in Orlando

*Presentations on innovation, technology, trends and player development headline three-day programming schedule.*

**FRISCO, Texas** (Jan. 12, 2023) – The PGA Industry Stage Powered by CapTech at the 70<sup>th</sup> PGA Show will offer a full schedule of diverse programming from the PGA of America in collaboration with golf organizations, business leaders, top coaches, players and architects at golf's longest running and largest global business gathering, Jan. 24-27, in Orlando, Florida.

Organized by the PGA of America and PGA Golf Exhibitions, the **PGA Show** will bring together thousands of PGA Professionals, golf leaders, industry executives and retailers from around the world who will source new products from nearly 800 golf and golf lifestyle brands, attend high-level industry presentations, participate in education and career workshops, and connect in person with peers and golf leaders to drive continued growth of the sport and the business of golf. The PGA Show begins on Jan. 24 with the PGA Show Demo & Fitting Day at Orange County National Golf Center and moves to the Orange County Convention Center, Jan. 25-27, for exhibits and a full schedule of industry events. PGA Show details and industry professional registration are available at [PGAShow.com](https://PGAShow.com).

The PGA Industry Stage, formerly the PGA Forum Stage, was introduced in 2007 by the PGA of America to provide the game's leaders with an unprecedented opportunity to reach thousands of attending international industry professionals on key matters that impact the business of golf.

*"The PGA Industry Stage is always an exciting aspect of the PGA Show, as it highlights the new innovations, technology, trends and player development initiatives that will benefit the golf business and encourage more people to play the game," said PGA President John Lindert. "We are especially pleased to welcome expert speakers from across the golf community who will share best practices, knowledge and experience to grow the game at every level."*

The PGA Industry Stage Powered by CapTech is located in the PGA Professional Hub at the center of the PGA Show Floor. In addition to the stage presentations, the PGA Professional Hub will feature multiple Association program and partner resources and a comprehensive preview of PGA Frisco, the new Home of the PGA of America.

### **2023 Innovation Series on the PGA Industry Stage Powered by CapTech**

*(as of 1/12/22 – updated regularly at [PGAShow.com](https://PGAShow.com))*

#### **Wednesday, January 25**

9:45 – 10:30 a.m.

#### **A Conversation with U.S. Ryder Cup Captain Zach Johnson, PGA, and Coach Mike Bender, PGA**

Brian Crowell, PGA, General Manager, Trump Golf Links at Ferry Point - Moderator  
Zach Johnson, PGA, U. S. Ryder Cup Captain  
Mike Bender, PGA, Owner of Mike Bender Golf Academy

11 – 11:45 a.m.

#### **Golf Technology – Does it Enrich or Detract?**

Roberto Castro, Director, CapTech - Moderator  
Jay Adya, Managing Partner, Elysian Park Ventures, EP Golf Ventures  
Cary Cozby, PGA Professional, Southern Hills CC  
Ben Helmrich, VP of Strategy, PGA Tour Superstore

12 – 12:45 p.m.

**Has the Dust Finally Settled? A Data-Driven Look at Trends Shaping the Golf Business - By David Lorentz, National Golf Foundation**

1 – 1:45 p.m.

**The Perfect Golf Facility**

Kris Hart, Senior Director, Growth and Ventures PGA of America - Moderator  
Nick Cavanaugh, PhD from Sensible Weather  
Mike Loustalot, CEO of Sagacity  
Bodo Sieber, CEO Tagmarshal

2 – 2:45 p.m.

**Evolution of Indoor Golf**

Presenters to be Announced

3 – 4 p.m.

**Special Announcement from Corebridge Financial**

4 – 6 p.m.

**PGA of America 2022 National Award Winners Recognition**

Brian Crowell, PGA, General Manager, Trump Golf Links at Ferry Point – Moderator  
PGA of America National Award Winners

6 – 7 p.m.

**U.S. Kids Golf Top Coaches Awards**

**Thursday, January 26**

9 – 9:45 a.m.

**PGA Frisco – Fields Ranch Fireside Chat with Beau Welling and Gil Hanse**

Beau Welling, Founder & CEO, Beau Welling Design  
Gil Hanse, President, Lead Designer, Hanse Golf Course Design  
Paul Earnest, PGA, Director of Golf and Operations of Fields Ranch at PGA Frisco

10 – 10:45 a.m.

**Share Your Story**

Jim Beatty, President, Jim Beatty Golf Ventures  
Chris Word, CEO & Founder, Greenwood Golf  
Jewel Love, Senior Advisor, Society 61  
Robyn James, Founder, Birdie Everything

11 – 11:45 a.m.

**Make Golf Your Thing: Growing Your Business & Our Game**

Lauren Thompson, Golf Media & Industry Personality  
Sandy Cross, Chief People Officer, PGA of America  
Neera Shetty, EVP, Office of Social Responsibility & Inclusion; Deputy General Counsel, PGA TOUR

2 – 2:30 p.m.

**Honoring Kathy Whitworth, Presented by LPGA Commissioner Mollie Marcoux Samaan**

3 – 3:45 p.m.

**Does Your Course Speak Gen Z?**

Roger Steele, Black Golf Enthusiast, Entrepreneur, Personality, and Philanthropist  
Val D'Souza KemperSports Vice President, Operations  
Richard Franklin, Founder of Discover Golf  
Brooke Watts, Instructor at Forest Creek Golf Club, LPGA Class A; Level 3 Bio-Dynamic Instructor  
Ashleigh McLaughlin, Youth on Course Vice President, Marketing and Communications & LPGA-certified teaching professional

**Friday, January 27**

8:30 – 10:30 a.m.

**PGA Industry Stage Programming Reprise**

10 – 10:45 a.m.

**Player Engagement Programming to be Announced**

11 a.m. – 1 p.m.

**PGA Industry Stage Programming Reprise**

PGA Show Week features additional professional development programming, including PGA Member workshops in the PGA Member Business Center, presentations on the Golf Fitness, Wellness & Instruction Stage, employer panel presentations in the Career Zone, the PGA Education Conference (Jan. 24-27), the PGA Teaching & Coaching Summit (Jan 22-23) the National Golf Course Owners Association Golf Business Conference (Jan. 23-25) and the AGM Golf Retail Conference (Jan. 24).

Attendance at the 70<sup>th</sup> PGA Show is restricted to PGA Professionals and golf industry personnel. Registration is available at [PGAShow.com](http://PGAShow.com).

#### **About PGA Golf Exhibitions**

The PGA Show, PGA Buying & Education Summit and PGA Show Connects are organized by PGA Golf Exhibitions (part of RX) and the PGA of America. Since its inception in 1954, the PGA Show has grown into the largest annual business event for the global golf industry. Regional PGA Show Buying & Education Summits and the PGA Show Connects digital platform connect the industry year-round and drive business leading up to the annual PGA Show. Learn more at [PGAShow.com](http://PGAShow.com) and follow us on [Twitter](https://twitter.com/PGAShow), [Instagram](https://www.instagram.com/pgashow) and [Facebook](https://www.facebook.com/pgashow).

#### **About the PGA of America**

The PGA of America is one of the world's largest sports organizations, composed of nearly 28,000 PGA Professionals who work daily to grow interest and inclusion in the game of golf. For more information about the PGA of America, visit [PGA.com](http://PGA.com) and follow us on [Twitter](https://twitter.com/PGAofAmerica), [Instagram](https://www.instagram.com/pgaoa) and [Facebook](https://www.facebook.com/pgaoa).

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