

3RD PGA GLOBAL YOUTH & FAMILY SUMMIT

presented by **OMEGA**

SUNDAY & MONDAY, JANUARY 21-22, 2018

ORANGE COUNTY CONVENTION CENTER | LECTURE HALL

SUNDAY, JANUARY 21

7:45 a.m. – 8:30 a.m. **Registration & Check-In**

WHAT DO KIDS WANT AND PARENTS NEED?

8:30 a.m. – 8:35 a.m. **Opening Welcome** | Rick Murphy, PGA – Summit Chairman

8:35 a.m. – 8:45 a.m. **Opening Comments & Overview of Summit**

8:45 a.m. – 8:47 a.m. **“Why We Play Golf”** | Kid Videos

8:47 a.m. – 8:50 a.m. **“Why We Play Golf”** | Parent Videos

8:50 a.m. – 9:00 a.m. **Discussion with Family Golfers** | Kids and Parents Onstage

9:00 a.m. – 9:30 a.m. **Life and Parenting Story in Youth Golf**

Mike Thomas, PGA | Father of our 2017 PGA Champion Justin Thomas
Mike will share his unique experience and insights into the development of Justin, from his son's beginnings as a young junior golfer into becoming PGA Player of the Year!

9:30 a.m. – 9:45 a.m. **BREAK**

9:45 a.m. – 10:15 a.m. **Dealing with Today's Parent's**

Dr. Stephen R. Norris, Ph.D | iMöbius Ingenuity, President & Founder
Calgary, AB, Canada & London, England, United Kingdom

10:15 a.m. – 10:45 a.m. **Parent's Survey Data...What Are Parents Really Saying**

Ryan Graff, The First Tee

10:45 a.m. – 11:15 a.m. **Inspiring and Coaching Youth Golfers: Enthuse, Engage and Motivate**

Neil Plimmer, PGA, Junior Golf Alliance, England

11:15 a.m. – 11:30 a.m. **How to Interact and Work Effectively with All Skill Levels**

Michael Hebron, PGA (Live interaction with kids on stage)

11:30 a.m. – 12:00 p.m. **Non Traditional Methods to Inspire Kids and Parents**

Kate Tempesta, Urban Golf Academy, NYC

12:00 p.m. – 1:00 p.m. **Interactive Lunch** | Round Table Discussions: Parenting Successes & Inspiring Youth Strategies

FOUNDATIONS FOR SUCCESSFUL LEARNING

- 1:00 p.m. – 1:30 p.m. **Creating Successful Learning Environments**
Dr. Tim Lee, Professor of Kinesiology at McMaster University in Hamilton, Ontario, Canada
- 1:35 p.m. – 2:05 p.m. **Encouraging a Growth Mindset vs. Fixed Mindset**
Trevor Ragan, Train Ugly
- 2:10 p.m. – 2:40 p.m. **The Benefits of Inducing an External Rather Than Internal, Focus of Attention**
Dr. David Sherwood, Department of Integrative Physiology, University of Colorado
- 2:45 p.m. – 3:15 p.m. **BREAK**
- 3:20 p.m. – 3:50 p.m. **Brain Dynamics During Effective and Ineffective Learning and Performance**
Dr. Daniel Schacter, Professor of Psychology, Harvard
- 3:55 p.m. – 4:25 p.m. **Developmental Stages for Kids and the Implications Presented in Teaching and Coaching** | Glenn Cundari, PGA of Canada
- 4:30 p.m. – 5:00 p.m. **Panel Discussion: What does it all mean for how one should teach and learn?**
Led by Robert Bjork: Dr. Tim Lee, Trevor Ragan, Dr. David Sherwood, Michael Hebron, PGA
- 5:00 p.m. – 5:30 p.m. **Review | Wrap Up and Preview Day 2**

MONDAY, JANUARY 22

- 7:30 a.m. – 8:00 a.m. **COFFEE**

PRACTICAL APPLICATIONS & INTEGRATE/ENHANCING PGA YOUTH PROGRAMS TO BUILD YOUR BUSINESS

- 8:00 a.m. – 8:10 a.m. **Opening Comments**
- 8:10 a.m. – 8:45 a.m. **What We Need to Make Coaching a True Profession**
Dr. Richard Bailey, Head of Research at International Council of Sport Science and Physical Education (ICSSPE)
- 8:45 a.m. – 9:15 a.m. **American Development Model (ADM):
The Future of Golf Player Development & Sport**
Dr. Stephen R. Norris, Ph.D | iMöbius Ingenuity, President & Founder Calgary, AB, Canada & London, England, United Kingdom
- 9:15 a.m. – 9:45 a.m. **Practical Applications for Working with Youth**
Michael Hebron, PGA and Susie Meyers, PGA /LPGA
- 9:45 a.m. – 10:00 a.m. **BREAK**
- 10:00 a.m. – 10:40 a.m. **Winning Approach to Working with Youth and Keys In Parenting**
Jim Thompson, Founder/CEO Positive Coaching Alliance (PCA)
- 10:40 a.m. – 11:20 a.m. **Giving Youth Sports Back to our Kids and Is It Wise to Specialize?**
John O'Sullivan, Founder and CEO Changing The Game Project
- 11:20 a.m. – 12:00 p.m. **Successful Youth PGA Programming that
Drives Participation and YOUR Business**
Bob Baldassari, PGA (PGA Jr. League | Drive, Chip & Putt | PGA Junior Golf Camps)
- 12:00 – 1:00 p.m. **Interactive Lunch | Round Table Discussions: Discussions of Fixed and Growth Mindsets**

GLOBAL OPPORTNITIES, SOCIAL MEDIA/CONNECTING WITH YOUTH & PARENTS AND EMPLOYERS PERSPECTIVES

- 1:00 p.m. – 1:30 p.m. **Tools & Effective Use of Social Media Platforms to Build Participation: The ‘Why, What and How’ of Effective Communication**
Spencer Dennis, Edufii
- 1:30 p.m. – 2:00 p.m. **Global Perspectives & Opportunities for Youth Golf**
Kevin Smeltz, PGA | Bishop’s Gate Academy, Orlando, FL
- 2:00 p.m. – 2:30 p.m. **What Employers Expect When Hiring PGA/LPGA Professionals**
‘What You Need to Know to Effectively Communicate with Employers’
- 2:30 p.m. – 3:00 p.m. **Longleaf Research with Real Time Project Results**
John Godwin, PGA (US Kids Golf)
- 3:00 p.m. – 3:15 p.m. **BREAK**
- 3:15 p.m. – 3:45 p.m. **Winning Strategies To Engage “ALL” People in The Game of Golf**
Linnet Carty, PGA of America – D&I
- 3:45 p.m. – 4:30 p.m. **Q&A – ‘Jam Session’ | Panel Discussions with Selected Summit Speakers**
- 4:30 p.m. – 5:00 p.m. **2018 PGA Global Youth & Family Summit Wrap Up & Call To Action**
Rick Murphy, PGA



PGATM

GLOBAL YOUTH
& FAMILY SUMMIT

PRESENTED BY

