

- David Donatucci and John Scheffler - Bridging the Body/Swing Gap (Sponsored by K-Vest)
- Patty Donnelly, PhD. - Teaching Junior Golfers
- Matt Frelich - Using Trackman for Player Development
- Matt Frelich - What TrackMan has Learned from the World's Greatest Golfers.
- Martin Hall - Avoid the Red Lights for A Successful Teaching Career
- Don Hurter - Teaching the Short Game
- Dr. Rick Jenson - Taking Your Teaching Business to a Higher Level
- Charlie King and Lorin Anderson - Instructor Marketing Ideas
- Lisa Langas - (Merchandising) From Budget to Sale
- Lisa Langas - (Merchandising) What is an "Open to Buy" and Why do I Need One?
- Mike Malaska - Adding Fitness to Your Teaching
- Brian Manzella - How TrackMan and 3-D Data are Refining 21st Century Teaching, Part 1
- Brian Manzella - How TrackMan and 3-D Data are Refining 21st Century Teaching, Part 2
- Bill McGowan - Improving Your Public Speaking
- Zach Miller and Ricky Potts - How to Grow Your Business Using Social Media
- Karen Moraghan - Inexpensive Public Relations and Brand Building
- Bob Mulcahy - Create More Value in a Down Economy
- Bob Mulcahy - Protecting Your Job in an Uncertain Market
- David Orr - 5 Common Putting Problems and Some Cures
- Overcoming Today's Economic Challenges
- Panel Discussion - Player Development
- Panel Discussion - Member Retention and Recruitment
- Panel Discussion - Non-Traditional Teaching Facilities
- Dave Phillips - What's Next in Golf Instruction
- Resume and Interview Strategy Seminar
- Dana Rader and Dr. Jim Suttie - Live Lessons
- Peter Sanders - Statistics vs. Analysis
- Paul Schempp - How the Best Teachers Became the Best
- Todd Sones - Salesmanship for Golf Professionals
- Kevin Sprecher - Developing Your Teaching Business (From Assistant Professionals annual meeting)
- Taking Over the Golf Operations as a new HGP
- Time Management
- Utilizing Technology to Better Communicate with Members and Staff

What I've Learned: Eddie Merrins

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With that being said, I have always been on guard. The political climate at clubs is always changing and it is their club, not yours. You can run your programs the way you believe is right, but you serve at their pleasure.

Over the years, I have treated every woman as a lady and every man as a gentleman. If you start to make exceptions for people, you are really going out on a limb.

How do you view the current state of the game and country club life?

The game of golf is a gentleman's game and we started the etiquette training with our juniors. The first session of our junior schools addressed the etiquette of the game and the rules of the club. We explained that this is a game played by ladies and gentlemen and we really explain the club experience to these youngsters. My junior school was the best-kept secret going. We provided free instruction on Sunday for children and grandchildren of members. They got the basic fundamentals of golf, but more importantly they got what they needed to navigate the club experience.

How did you survive for 47 years at the same club?

A long time ago I learned an important lesson about how to treat people. And I learned it from a man who made one of the most unpopular moves you ever heard of, Walter O'Malley. Three years before I got to Los Angeles, O'Malley had moved the Dodgers there from Brooklyn. His career in baseball was so exceptional partly because Walter treated the lowest man on the totem pole like he was a king. That was a big lesson to me, which I took to heart. By treating everyone equally, whether they are a member, guest or employee, no one can say I played favorites.

What advice would you have for a young man or woman entering our profession?

Embrace the intangibles, whether it is taking your hat off entering a building, holding the door for a member or writing a thank-you note, a lot of these practices are long gone and the people who maintain these intangibles will stand out.

The other piece of advice I would give would be to learn as much about all facets of club operations as you can. Clubs are consolidating positions and the staff member with the most diverse skill set will be the one who survives.