



The Educational Voice in Golf Merchandising

**AGM Educational Seminars
at
Hallbrook Country Club, Leawood, Kansas**

Tuesday, September 9, 2008

10:00 – 11:00 a.m. – RUNNING AN AWARD WINNING GOLF SHOP OPERATION
presented by Cary Cozby, Head Golf Professional and CEO of Wichita CC
MSR Credits: 1

Cary will share his philosophies, strategies and examples of his operation. This is a great opportunity to ask questions and get suggestions for your business.

Tuesday, September 9, 2008

2:00 – 3:00 p.m. – DOLLAR PER ROUND
presented by Lisa Langas, AGM Education Team Member and Golf Retail Consultant
MSR Credits: 1

Use this key model to analyze, forecast and grow your business. We will go beyond the calculation and discuss how to utilize this model to motivate your staff and improve operational efficiency.

Wednesday, September 10, 2008

10:00 – 11:00 a.m. – BACK TO BASICS RETAILING
presented by Lisa Langas, AGM Education Team Member and Golf Retail Consultant
MSR Credits: 1

Basic Retailing principals focusing on initial markups and markdowns – how to ensure that your initial markup is correct to meet your profit goals, common pricing strategies that you can implement to motivate your customers to buy and how to utilize markdowns to maximize your profits.

Wednesday, September 10, 2008

2:00 – 3:00 p.m. – GOING GREEN!
presented by Susan Shade, President Tehama Golf Division
MSR Credits: 1

Become acquainted with sustainable and renewable materials and learn how they are incorporated into fabrications & collections for the golf marketplace. It's good for the environment and business!

These educational events will take place in conjunction with the sales rep show at Hallbrook CC and there is NO charge for the seminars.

For more information contact Debbie Shatzer, Hallbrook CC, at 913-345-1011

Association of Golf Merchandisers
PO Box 7247 – Phoenix, AZ 85011-7247
Phone 602-604-8250 • Fax 602-604-8251 • Email: info @agmgolf.org • www.agmgolf.org