



*The Educational Voice in Golf Merchandising
Since 1989*

**ORLANDO
RETAIL CONFERENCE**

JANUARY 25, 2012

**ORANGE COUNTY
CONVENTION CENTER
ORLANDO, FL**

Featured Speakers

**James Dion
Dionco, Inc.**

**Henry DeLozier
Principal, Global Golf Advisors**

**Matthew Shay,
President/CEO, National Retail Federation**

**Joe Steranka
CEO, PGA of America**



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Dear AGM Members and Guests:

Please join me at the annual AGM Orlando Retail Conference to be held on Wednesday, January 25, 2012 at the Orange County Convention Center.

The Retail Conference includes timely retail-related educational topics to enhance your golf shop operation, the Annual Member Meeting, Awards Luncheon, Front Nine Awards, evening Product Preview and Reception.

The AGM is very fortunate to have the following Vendor Partners as sponsors for our event:

Abacus, Ahead, Antigua, Barr Display,

Callaway Golf Apparel, Cutter & Buck,

EP Pro, Fairway & Greene, FootJoy, Greg Norman Collection

LinkSoul, Nancy Lopez Golf, PGA Golf Exhibitions,

Sport Haley, TaylorMade-Adidas-Ashworth, Zero Restriction

I look forward to seeing you in Orlando. If you have any questions regarding the conference or registration, please contact our AGM Executive Director, Desane Blaney or Administrative Assistant, Diane Blackmer at AGM HQ at 602-604-8250 or info@agmgolf.org.

Best wishes,

Ken Morton, Jr.
AGM President

AGM Orlando Retail Conference

Wednesday, January 25, 2012

Orange County Convention Center – Upper Level – Above Hall “F”

- 9:00 a.m.** **Welcome**
Registration Opens / Member Voting
- 9:30 to 9:45 a.m.** **Annual Member Meeting**
- 9:45 to 11:00 a.m.** **Member Roundtables: Private, Public, Resort, Off-Course Facilities**
Moderators: Vicki Bernstein, Sheryl Bindelglass, Tracy Moffatt, Becky Wilkins
- 11 a.m. to 12 noon** **Emerging Trends for Golf ... and What They Mean to Your Business**
Henry DeLozier, Principal, Global Golf Advisors
- 12 Noon to 1:30 p.m.** **AGM Awards Luncheon & Featured Speakers**
- Joe Steranka, CEO, PGA of America**
Matthew Shay, President/CEO, National Retail Federation
- 1:45 to 2:45 p.m.** **Grow the Game – Ladies Welcome!**
Moderator: Henry DeLozier, Global Golf Advisors
Arthur Little, Jann Lemming, Jon Last
- Enlighten Your Shop – A Lighting Primer**
Denis Caldora, President, Caldora Lighting
- Retail Straight Talk with James Dion, President, Dionco**
Moderator: Ken Morton, Jr., Haggin Oaks/Morton Golf
- 3:00 to 4:00 p.m.** **Courting Corporate Business – Enhancing Your Bottom Line**
Vicki Bernstein, Bernstein Retail Productions
Becky Wilkins, Retail Management Associates
Tracy Moffatt, K & K Consulting
- Designer Discussion – What’s on the Horizon for Trends & Fashion?**
Moderator: Annmarie Dodd
- You’ve Got Sales! Sales Contests for Any Size Shop**
Sheryl Bindelglass, Sheryl Golf
- 4:00 to 5:00 p.m.** **What Every Retailer Can Learn from Apple**
James Dion, President, Dionco
- 5:00 to 7:00 p.m.** **AGM Vendor Partner Product Preview and Reception**

PGA members receive “ 8 ” Member Service Requirements for attending.

CMAA and LPGA member credits to be determined.

The Association of Golf Merchandisers
 extends a sincere thank you to the following
 Vendor Partner members for their support of our
 2012 Orlando Retail Conference:



GREG NORMAN



zeroRESTRICTION



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**REGISTRATION FORM
AGM ORLANDO RETAIL CONFERENCE
WEDNESDAY, JANUARY 25, 2012**

(PLEASE USE ONE REGISTRATION FORM PER PARTICIPANT)

Name _____
Club/Company _____
Street Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____

Registration Fee Schedule

**The registration fee includes all Seminars, Awards Luncheon,
Refreshments, Product Preview and Reception.**

- ___ **\$95 for each AGM (and co-workers)/ PGA / CMAA / LPGA / GRAA / NGCOA member**
- ___ **\$175 for each non-affiliated member**
- ___ **Unable to attend the Retail Conference, but I will attend the Product Preview & Evening Reception**

Payment Method

Check enclosed for \$ _____ Charge my credit card \$ _____
Credit Card Type: _____ Visa _____ Master Card _____ American Express
Credit Card Number _____ Exp Date _____
Name on Card _____

Make checks payable to the Association of Golf Merchandisers

Mail registration form with payment by check to: **AGM, P.O. Box 7247, Phoenix, AZ 85011-7247**

Fax registration form with credit card payment to: **602-604-8251**

No refunds will be issued after January 23, 2012

Questions? Contact AGM Headquarters, 602-604-8250 or info@agmgolf.org