



A Textron Company



PACIFIC NORTHWEST SECTION

Sweet-16

EDUCATION CONFERENCE

FEBRUARY 24 - 25, 2025 | THE COEUR D'ALENE GOLF & SPA RESORT



FEATURED EDUCATORS

Marcus King, PGA, CCM, CCE

Golf Hospitality Consulting, Blue Sky Green Grass LLC
Incoming District 14 Director, PGA of America
Certified Chief Executive, 2015
Certified Club Manager by CMAA
Winner of over 25 PNW PGA Chapter & Section Awards
Served as a Special Olympics Golf Coach for over 25 years

Jeff Gove, PGA

PGA Tour Player with 5 Top 10 finishes, 2000 - 2018
PGA Tour Champions Player, 2022 - 2023
Director of Instruction, The Idaho Club, 2019 - 2025

Carissa Shaw, PGA

Director of Instruction, Better Together Golf
PNW PGA Deacon Palmer Award, 2019
PNW PGA Assist. Golf Professional of the Year, 2017
PGA HQ Player Development Adult Committee, 2020

Ben Fowler

Founder & CEO of PlayIQ.ai
Masters in Data Science at Southern Methodist University
Former Player Development Analyst, PGA of America

Patrick Oropallo, PGA

PGA Player Engagement Consultant
Certified Professional - General Management

Monte Koch, PGA

PGA Certified Professional, CIC
Business, Operations & Career Coach
PGA Career Consultant, PGA Career Services
Pacific Northwest PGA Section

Derek Siesser, PGA

Director of Instruction, Indian Canyon Golf Course
3-Time Inland Empire Chapter Player Development Award
PNW Section Player Development Award, 2019
Golf Digest - Best Instructor in State

David Owens, PGA

Current PNW PGA Secretary
Director of Instruction, Missoula Country Club
3-Time Western Montana Chapter Golf Prof. of the Year
2-Time Western Montana Chapter Player of the Year
Western Montana Chapter Teacher of the Year, 2021

TENTATIVE SCHEDULE OF EVENTS

SUNDAY, 2/23

Check-in to Resort (after 4:00 PM)

MONDAY, 2/24

Casual Golf Attire

7:30 - 8:00 AM

Continental Breakfast

8:00 AM - 9:00 AM

Carissa Shaw, PGA
Women's Golf & Young Adults Programming for 2025

9:00 - 10:00 AM

Carissa Shaw, PGA
Derek Siesser, PGA
David Owens, PGA
Young Adults Programming Panel for 2025

10:00 - 12:00 PM

Jeff Gove, PGA
Secrets for "Your Scoring Game" & Coaching "Your Scoring Game."

12:00 - 1:00 PM

LUNCH
Sponsored by: Pacific Golf & Turf

1:00 - 2:30 PM

Ben Fowler
AI for Golf Instruction | What's Here, What's Coming & How PGA Professionals Should Embrace it.

2:30 - 3:30 PM

Jeff Gove, PGA
Technology Combo & Scoring Game Live Lesson 2 - Interaction with PlayIQ.ai Demo

3:30 - 5:00 PM

Patrick Oropallo, PGA
Maximizing Your "L&F (Revenue) Department" Practices for the Win!

6:30 - 8:30 PM

IEPGA Chapter Meeting
(2 PGA PDR's OR 1 AMP Meeting Credit for Associates)

TUESDAY, 2/25

Casual Golf Attire

7:30 - 8:00 AM

Continental Breakfast

8:00AM - 12:00 PM

Marcus King, PGA, CCM, CCE
Financial Foundations Bootcamp, Part 1

12:00 - 1:00 PM

LUNCH
Sponsored by: Pacific Golf & Turf

1:00PM - 5:00 PM

Marcus King, PGA, CCM, CCE
Financial Foundations Bootcamp, Part 2

16 PGA PDR's & AMP Education for Associates



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TWO-DAY CONFERENCE PACKAGES

STANDARD DELUXE 2-NIGHT RESORT PACKAGE

ONLY *\$279 (per person, shared room, nights of 2/23 & 2/24)

- Two night luxury lakeside accommodations at The Coeur d'Alene Golf & Spa Resort (nights of 2/23 & 2/24)
- Continental Breakfast and Lunch each day
- Hosted Cocktail hour on Monday, 2/24 from 5:30 - 6:30 PM
- Two Days PGA Section Education (16 PGA PDR's)
- PGA Associates receive AMP Education Credit
- 2 Additional PGA PDR's for IEPGA Chapter Meeting (Monday, 6:30 - 8:30 PM)
- Full use of resort fitness center and indoor pool
- Spouse stays for free! (on individual *\$349 2-night package)

MAKE IT A SPRING GETAWAY!

UPGRADE TO LAKE TOWER ROOMS

**STANDARD DELUXE ROOM PACKAGE
INDIVIDUAL ONLY *\$349**

**LAKE TOWER ROOM UPGRADE
INDIVIDUAL ONLY *\$429**

**LAKE TOWER SHARED ROOM UPGRADE
*\$339 (each)**

TWO-DAY PGA EDUCATION ONLY - \$200

Includes PGA Education Workshops, Continental Breakfast and Lunch daily.

REGISTRATION FORM

CREDIT CARD PAYMENTS MUST BE PROCESSED BY PNW PGA ONLINE REGISTRATION APPLICATION.

DEADLINE | WED, FEBRUARY 19, 2025

PLEASE SELECT PACKAGE OPTIONS (CHECK ALL THAT APPLY)

* Accommodation package pricing does not include 14.4% tax & surcharge.

- STANDARD INDIVIDUAL 2-DAY PACKAGE - \$349 (\$399 TOTAL)
- STANDARD SHARED 2-DAY (2 PGA) - \$279 (\$319 TOTAL EACH)
- LAKE TOWER INDIVIDUAL 2-DAY PACKAGE - \$429 (\$489 TOTAL)
- LAKE TOWER 2-DAY SHARED ROOM (2 PGA) - \$339 (\$388 TOTAL EACH)

IF SHARING ROOM WITH ANOTHER PGA PRO, PLEASE INDICATE

NAME OF ROOMMATE: _____

- EDUCATION ONLY BOTH DAYS (\$200 for 2-Day Workshop, 2/24 & 2/25)
- EDUCATION ONLY - 2/24 (\$100) EDUCATION ONLY - 2/25 (\$100)

REGISTER ONLINE AT: pnps-2025pnwsweet16education.golfgenius.com

16 PGA PDR's & AMP Education for Associates