Looking back and forward

The largest gathering of Golf Course Owners, Operators and Suppliers in Michigan

Happening Daily

Reception/Registration
The MGCA Staff will be “online” to greet you between 9:00 and 10:00. Log onto the Conference and view the daily greeting from MGCA’s President Gilda Johnson. She will help you make the most of the day with important “how to’s” and helpful tips for vendor viewing.

Speed Networking
In this “Hour of Power” networking, you will be matched up randomly and connected with your peers. Speed networking is a structured and fast paced event. This gives you the opportunity to interact with fellow attendees, sharing experiences in a one-on-one session.

Genius Lounge
Looking to unwind after the day and want to connect? Have lots of questions for the speakers or other “geniuses” like yourself? Join the MGCA staff and fellow attendees in the “lounge” to share your light bulb moment from the day.
9:00 - 10:00 am  
**Reception / Registration**

10:00 - 11:00 am  
**Kraig Kann: Session 1 - How to be an influencer**

In the first session, Kraig delivers on the topic of being an influencer within your own club while also becoming more well known in the golf industry itself. Educational, interactive and inspiring, you’ll learn ways you can make a bigger impact, get more people to take notice of both you and your course, and find new ways to promote your golf course as a hub for entertainment, fellowship and local leaders. Questions will follow and there will be spots within the timeframe for interactive discussion.

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11:15 am - 12:15 pm  
**Speed Networking**

Topic today is: What was your take away from Kraig’s morning session?

1:00 - 2:00 pm  
**Kraig Kann: Session 2 - Building a more attractive brand**

In the second session Kraig steers the conversation toward building a more attractive personal and professional brand and why it’s so critical to today’s success. He shares the importance for your course, your members and your customers. He’ll also deliver tips on becoming a polished presenter of your message and why standing out as a speaker can help you elevate your business brand and broadcast your business story as never before. Again, this session provides ample opportunity for break-out discussion and questions he’ll answer.

2:30 - 3:30 pm  
**Genius Lounge**

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**About Kraig Kann**

The foundation of Kraig’s career is unique and has allowed for the special teammates and multiple leadership and partnership opportunities. With over thirty years in television & radio broadcasting including 17 years at Golf Channel/NBC and over 3 at SiriusXM. Kraig was a sports executive serving as the LPGA’s Chief Communications Officer for five years. Having spent 3 years as a faculty member at Full Sail University’s Dan Patrick School of Sportscasting and almost a dozen as an entrepreneur starting and leading two consulting businesses. “I've left my mark by elevating three strong brands in the world of golf”

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9:00 am  
**Reception / Registration**

9:00 am - 12:30 pm  
**Vendor Fair Viewing**

Get a head start on visiting the MGCA Business Conference vendors when you visit this room and see what it’s all about. Twenty of Michigan’s industry suppliers will be waiting to make your acquaintance. Map out ahead of time who you will chat with.

10:00 - 10:45 am  
**MGCA Member Meeting/Legislative Update**

We start the session with a brief MGCA business meeting to elect our board directors. MGCA’s strategic partner Brian Calley, President of the Small Business Association of Michigan will recap of the 2020 election and how it may impact golf and your business.

11:00 am - 12:00 pm  
**Your Choice of Breakout Session:**

1. **Drive Employee Engagement Drive Property Performance**  
   **Sean Egan, Founder and CEO of Up to Par Management**

   Answering and Delivering on the Right Questions To Ensure High Employee Engagement Levels to Generate Financial and Service Success. Whether you are the owner of multiple golf courses or a department head, learn a variety of different tactics to increase the overall performance of your teams, managers, and leaders. Understand the direct relationship of employee engagement to profitability. Learn measurement tools that you can use to continuously improve your team’s performance. Train the processes and engage your teams to deliver on your property’s brand. Learn how to motivate millennials, Gen Y, Gen X, and get them all playing well together despite their radical differences.

2. **What are you Doing for Customer Retention? Expert Panel**

   The silver lining over the last 6 months, has been that golf has seen a huge resurgence in rounds of golf being played. New players to the game create a bright future for golf. What we do now to build the relationship with the customer in person and digitally will help to retain them in 2021 and future years. How does email marketing, digital marketing and social media marketing compliment the customer service experience you provide at the course?

3. **Tax and Accounting Update:** **Sarah Jennings, CPA, Maner Costerisan**

   Join us to reflect on 2020 from a financial perspective. We will have the top 10 things to be aware/wary of as you close the year and go over common questions we have received on the various 2020 legislative acts impacting your business (including PPP funding, employer payroll taxes, PPE purchase considerations and more).

12:30 - 2:30 pm  
**Vendors Live Meetings**

Pop into each Vendor’s meeting room and hear what is new or tried and true. Stay for 5 minutes or as long as you wish. Visit at least ten vendors and be entered into our prize drawing.

3:00 - 4:00 pm  
**Speed Networking**

Topic today is: “What was your takeaway from the breakout session you attended?”

4:00 - 5:00 pm  
**Genius Lounge**
DEC 8 Tuesday

9:00 am
Reception / Registration

9:30 - 10:30 am
Behind the Scenes
Come and “tour” Eagle Eye Golf Course in Bath. Experience best management practices used as you walk through the course. The golf course will give a walk-through on everything from cart barn to catering. Tour the course for the first 30 minutes of the session, and then go to the breakout that most aligns with your role at the course to join in facilitated discussion.

1. Front of House (pro shop, merchandising, customer service, marketing, event sales)
2. Back of House (food and beverage, inventory control)
3. Maintenance on the course (golf carts, turf management, equipment)

10:30 - 11:30 am
Your Choice of Breakout Session:
1. MIOSHA, COVID Safety, and Your Course
   Hear from MIOSHA Director Barton Pickelman, and COVID Workplace Safety Director Sean Egan on MIOSHA’s response to COVID, what free training resources are available to you at the course, and specific questions you have in regard to your business answered.

DEC 10 Thursday

9:00 am
Reception / Registration

9:30 - 10:00 am
Morning Chat with MGCA Leadership
Tune in and hear from MGCA Leadership on the top three pain points that surfaced when attendees registered. Hear their perspective before moving into the next breakout session on a “pain point” you are looking to solve in your operation.

10:00 - 11:00 am
Pain Points are Opportunities in Disguise
Your Choice of Breakout Session:
Look for three different and distinct “pain points” as topic headers that conference attendees identified earlier. These will appear on the Conference’s 12/10 agenda for you to click and join in the Breakout Session.

11:00 am
That’s a Wrap!
Hear from MGCA Executive Director, Jada Paisley. She will share the 2021 vision for the MGCA members including benefits and features of membership, special member only information access, and new ways to meet, learn and share.

Benefits of attending:

- Kraig Kann new book as Conference gift
- Conference platform is mobile friendly
- Access live educational sessions where you can ask questions
- Connect with your peers directly by chat or a quick video call
- “Welcome Bag” mailed to you prior to the conference series
- Virtual Concierge available throughout conference series
Register online!
At www.MichiganGCA.org
Call us at 800-860-8575 with questions.

CEU Credits Info
Continuing Education Credits will be available for PGA, GCSAA and CMAA members.

Conference Attendee Pricing

**MGCA Member Rate**
- 1 Attendee = $349 / 2 Attendees = $449
- 3 Attendees = $549 / 4 Attendees = $650

**Passbook Member Rate***
- 1 Attendee = $249 / 2 Attendees = $349
- 3 Attendees = $449 / 4 Attendees = $549

**Non-Member Rate**
- 1 Attendee = $649 / 2 Attendees = $749
- 3 Attendees = $849 / 4 Attendees = $950

*Golf courses that appear in the annual Golden Passbook to Michigan Golf receive this special rate

No refunds after November 24