

AGM

*The Educational Voice in Golf Merchandising
Since 1989*

**ORLANDO
RETAIL CONFERENCE**

JANUARY 23, 2018

**ORANGE COUNTY
CONVENTION CENTER
ORLANDO, FL**

AGM

*The Educational Voice in Golf Merchandising
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Dear AGM Members and Guests:

It is time once again for our Annual AGM Retail Conference which will be held on Tuesday, January 23, 2018 at the Orange County Convention Center in Orlando.

You'll notice that this year's conference will bring back the popular Retail Roundtable discussions along with breakout sessions on various retail-related topics which you will find pertinent to your business along with the Annual Member meeting, Awards Luncheon, Platinum Awards, Product Preview and Reception.

The AGM thanks the following Vendor Partners for their sponsorship of our event:

AHEAD, ANTIGUA, BARR DISPLAY

BETH DEPASS, CUTTER & BUCK

DONALD ROSS SPORTSWEAR, FOOTJOY, OXFORD

PGA GOLF EXHIBITIONS, PING APPAREL

I look forward to seeing you in Orlando. Questions regarding the conference or registration should be directed to AGM Headquarters at 602-604-8250 or email to info@agmgolf.org.

Best wishes,

Tracy Moffatt, AGM President
K and K Consulting

**AGM Orlando Retail Conference
Tuesday, January 23, 2018
Orange County Convention Center
Hall "A" - Lower Level**

- 9:00 to 10:00 a.m.** **WELCOME, REGISTRATION AND MEMBER VOTING**
- 10:00 to 11:15 a.m.** **RETAIL ROUNDTABLES:**
Private, Resort, Public/Off-Course Specialty Stores
- 11:30 a.m. to 12:30 p.m.** **DEVELOP A LOYALTY PROGRAM FOR YOUR RETAIL SHOP**
(choose one) Leigha Main Turner, Baltusrol Golf Club
- DO YOU HAVE THE RIGHT POINT OF SALE SYSTEM?**
Jeremy Hoch, Anchor Consulting Services
- THE MARK-UP & MARK-DOWN GAME**
Paul Erickson, VP of Retail Services, RMSA
- 12:30 to 1:45 p.m.** **AGM AWARDS LUNCHEON AND MEMBER MEETING**
- 2:00 to 3:00 p.m.** **HOW TO STYLE YOUR CUSTOMER WITH AMAZING RESULTS**
Bridgette Raes, Personal Stylist & Author
- 3:00 to 4:00 p.m.** **GOT JONAS? BEST PRACTICES FOR MAXIMIZING YOUR SYSTEM**
(choose one) Jeremy Hoch, Anchor Consulting Services
- DESIGNER DISCUSSION: WHAT'S NEXT IN FASHION FOR THE FAIRWAY?**
Moderator: Lisa Goulian Twiste, PGA Magazine
- HOW TO APPROACH A NEW BUILD OR SHOP RENOVATION**
Barr Display, Bauer International, Opto, Procraft Design
Moderator: Vicki Bernstein, Bernstein Retail Productions
- 4:00 to 5:00 p.m.** **WINDOWS: A REFLECTION OF YOUR SHOP**
Jon Harari, CEO Windows Wear
- 5:00 to 5:30 p.m.** **AGM PLATINUM AWARDS PRESENTATION**
- 5:30 to 7:00 p.m.** **AGM PRODUCT PREVIEW AND RECEPTION**

**PGA MEMBERS WILL RECEIVE " 8 " REQUIRED MSR CREDITS
(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
2018 Orlando Retail Conference:



ANTIGUA®



APPAREL FOR **YOUR** GAME

BARR DISPLAY

Golf Shop Design



Donald Ross
SPORTSWEAR



The Mark of a Player®



MAKE TODAY LUCKY



PGA™

Worldwide Golf Exhibitions

**AGM ORLANDO RETAIL CONFERENCE
TUESDAY, JANUARY 23, 2018**

PRESENTATION DESCRIPTIONS

10:00 to 11:15 a.m.	RETAIL ROUNDTABLES Take this opportunity to network with your colleagues from like facilities (private, resort, public/off-course specialty) to discuss the challenges and the successes of your retail operations.
11:30 a.m. to 12:30 p.m. OR OR	DEVELOP A LOYALTY PROGRAM FOR YOUR SHOP Presented by: Leigha Main Turn, Baltusrol Golf Club The retail landscape is changing and encouraging your members and guests to shop with you is very important. Learn how to develop a program for your facility and why implementing one may be a profitable move for you. DO YOU HAVE THE RIGHT POINT OF SALE SYSTEM? Presented by: Jeremy Hoch, Anchor Consulting Services Are you currently using the right point of sale system for your private club? Today clubs have a handful of golf Point of Sale program from which to choose. We will review the important features to look for to make sure that your club either has the best fit or what questions you need to ask future vendors to make sure they can meet your needs. THE MARK-UP & MARK-DOWN GAME Moderator: Paul Erickson, VP of Client Services, RMSA Consumers want the best deal possible whether they need an item or not. However, the right price is not always the lowest price. So, how should retailers determine the cost of an item? Explore the psychology of price from the retailer and consumer's point of view and learn the tactics you will need to maintain your competitive position and increase your long-term profits.
2:00 to 3:00 p.m.	HOW TO STYLE YOUR CUSTOMER WITH AMAZING RESULTS! Presented by: Bridgette Raes, Personal Stylist and Author Customers often don't trust sales associates, but they do trust stylists. Why? Sales associates work for the store while stylists work for them. In this session, Bridgette will share her top tips for styling a customer and how to break through the many obstacles people encounter when they engage with sales associates. Learn how to empower your sales team, increase customer trust and sales.

**AGM ORLANDO RETAIL CONFERENCE
TUESDAY, JANUARY 23, 2018**

PRESENTATION DESCRIPTIONS

3:00 to 4:00 p.m.

GOT JONAS? BEST PRACTICES FOR MAXIMIZING YOUR SYSTEM

Presented by: Jeremy Hoch, Anchor Consulting Services

The success of any software requires a clean set-up and informed staff to handle the daily operations. Review the best practices regarding set-up and processing related to Jonas Software to ensure you are getting the most from your software. Examine the many valuable reports in Jonas and the great information they provide. If you have inventory questions related to Jonas Software please bring them with you and you'll leave with answers.

OR

DESIGNER DISCUSSION PANEL:

WHAT'S NEXT IN FASHION FOR THE FAIRWAY?

Moderator: Lisa Goulian Twiste, PGA Magazine

The coming season will be filled with new fabrications, trends and silhouettes. Get a glimpse at what some of the top brands will offer.

OR

HOW TO APPROACH A NEW BUILD OR SHOP RENOVATION

Barr Display, Bauer International, Opto, Procraft Design

Moderator: Vicki Bernstein, Bernstein Retail Productions

This session will give you a tool to evaluate many aspects of your visual merchandising to include mannequins, fixtures, folding and steaming as well as customer service initiatives to include gift delivery, gift-wrapping, tailoring and trade in programs. The session will allow you to evaluate your current 'standard' and build an action plan for improvement in some or all aspects of your golf retail business.

4:00 to 5:00 p.m.

WINDOWS: A REFLECTION OF YOUR RETAIL SHOP

Presented By: Jon Harari, CEO of Windows Wear

One of the most critical aspects of operating a successful store is designing a compelling environment inside and out. Retail windows are meant to be aesthetically pleasing while functioning as a sales tool to sell specific products in your shop. Additionally, window designs must quickly attract the attention of a wide-range of customers. Learn the fundamentals of window display and gain inspiration for creating them in your retail operation.



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REGISTRATION FORM
AGM ORLANDO RETAIL CONFERENCE
TUESDAY, JANUARY 23, 2018
(PLEASE USE ONE REGISTRATION FORM PER PARTICIPANT)

Name _____
Club/Company _____
Street Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

REGISTRATION FEE SCHEDULE

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

- \$135 for AGM (and co-workers) / PGA, LPGA, CPGA / CMAA / NGF / NGCOA members
- \$175 for each non-affiliated member
- Unable to attend the Retail Conference, but I shall attend the Product Preview & Evening Reception

MEAL CHOICE: (CHOOSE ONE) Descriptions on back	<input type="checkbox"/> CHICKEN	<input type="checkbox"/> FISH	<input type="checkbox"/> VEGETARIAN
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PAYMENT METHOD

Check enclosed for \$ _____ Charge my credit card \$ _____
Credit Card Type: Visa MasterCard American Express
Credit Card Number: _____ Exp. Date _____
Name on Card: _____
Billing City/State _____

Make checks payable to: 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 19, 2018

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

**AGM ORLANDO RETAIL CONFERENCE
TUESDAY, JANUARY 23, 2018**

MEAL CHOICE DESCRIPTIONS

CHICKEN:

Grilled Breast of Chicken – Bone-in breast of chicken with balsamic glazed Cipollini onions and baby tomato relish. Whipped Yukon gold potatoes and roasted seasonal fresh vegetables.

FISH:

Pan-Seared Pacific Dory with curry spiced lime beurre blanc, sprouts, pineapple fried rice and sautéed seasonal vegetables.

VEGETARIAN:

Roasted Vegetable Rollatini – Fresh pinwheel shaped pasta stuffed with ricotta and mozzarella. Served with roasted vegetables and rosa cream sauce.

***PLEASE LET US KNOW IF YOU HAVE ANY
FOOD RESTRICTIONS OR ALLERGIES.***