



PGA BEST PRACTICES: TEACHING

SPECIAL EDITION:
PGA MERCHANDISE SHOW MONTH

TEACHING

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PLAYER
DEVELOPMENT



THIS IS A SPECIAL EDITION ON THE PGA MERCHANDISE SHOW

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Ed Gibson, the 2014 Philadelphia PGA Section Player Development Award winner, is the PGA director of player development for Spirit Golf Management and the PGA director of golf at Makefield Highlands Golf Club in Yardley, Pennsylvania.

Attend Free Vendor Seminars at the PGA Merchandise Show

Ed Gibson on the importance of attending free vendor seminars at the PGA Merchandise Show:

One of the nice things about the PGA Merchandise Show is that vendors realize it's a great opportunity to gather all their staff members from around the country for interesting free panels and seminars on both the game and their products. I'm a Titleist PGA Professional Staff member, and in recent years they've had Butch Harmon, Scotty Cameron and Bob Vokey come and give us talks on various topics, ranging from the state of the game to the design of Cameron putters to what Vokey does with his wedges. It's a great opportunity to network and leave the PGA Show with an enhanced knowledge about a company's product and work them into our lessons.

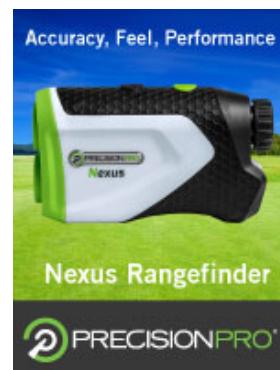
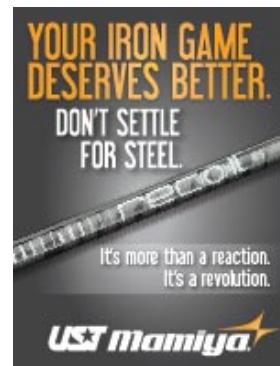
Ed Gibson on the business impact of attending free vendor seminars at the PGA Merchandise Show:

We sign up for several such seminars each year, aiming for two this year after three last year. They provide me with a greater knowledge about the product for when I return home, allowing me to be in a better position to sell a club to a member or customer. A perfect example is from the Bob Vokey wedge seminar, which allowed me to take back detailed information and pay it forward to students that signed up for a specific Titleist Vokey clinic. We taught 12 students at \$150 per person, and each student walked away with a new Vokey wedge along with a brief instruction session. The knowledge from the seminar enhanced the overall experience for our students. Additionally, I like to bring my young assistants along, allowing them to meet the greats of the game, the people behind the products that they sell and work with on a daily basis and network with friends and colleagues from around the country. And the best part is that most of these seminars are free, adding even more value to our relationship with the vendor and my position as a staff member. So see what opportunities the vendors you have relationships with have at the PGA Merchandise Show. It just might end up being the best thing you do there.



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