

# AGM

*The Educational Voice in Golf Merchandising*  
*Celebrating 30 Years*  
*1989 – 2019*



## **ANNUAL RETAIL CONFERENCE**

**JANUARY 22, 2019**

**ORANGE COUNTY  
CONVENTION CENTER  
ORLANDO, FL**

# AGM

*The Educational Voice in Golf Merchandising  
Celebrating 30 Years  
1989 - 2019*

Dear AGM Members and Guests:

I invite you to join us at our Annual AGM Retail Conference to be held on Tuesday, January 22, 2019 at the Orange County Convention Center in Orlando, Florida.

This event marks the start of our 30<sup>th</sup> year celebration and it is filled with retail-related and business topics which you will find pertinent to your business along with our Awards Luncheon, Platinum Awards presentation, 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**

**FORAY GOLF, GREG NORMAN COLLECTION, OGIO**

**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](mailto:info@agmgolf.org).

Best wishes,

Tracy Moffatt, AGM President  
K and K Consulting

**AGM Orlando Retail Conference  
Tuesday, January 22, 2019  
Orange County Convention Center  
Hall "A" - Lower Level**

**9:00 to 12 Noon**

**WELCOME AND REGISTRATION**

**10:15 a.m. to 11:15 a.m.  
(choose one)**

**SIX ELEMENTS OF A WINNING RETAIL STRATEGY**  
Paul Erickson, Management One

**JONAS SYSTEM REPORTS: COOL STUFF FOR A BETTER  
BOTTOM LINE**

Jeremy Hoch, Anchor Consulting Services  
Tracy Moffatt, K & K Consulting, AGM Education Team

**ACCESSORIES: ON TREND AND PROFITABLE**  
Karen Giberson, President, Accessories Council

**11:30 a.m. to 12:30 p.m.  
(choose one)**

**POLISH YOUR SKILLS TO ADVANCE YOUR CAREER**  
Henry DeLozier, Principal, Global Golf Advisors

**EVALUATING THE SUCCESS OF A SUB-CATEGORY IN YOUR  
MERCHANDISE MIX**

Leigha Main Turner, Director of Retail, Baltusrol GC,  
AGM Education Team

**GOT JONAS QUESTIONS? COME GET ANSWERS!**  
Jeremy Hoch, Anchor Consulting Services

**12:30 to 2:00 p.m.**

**AGM AWARDS LUNCHEON AND MEMBER MEETING**

**2:15 to 3:15 p.m.**

**THE PSYCHOLOGY OF PRICE**  
Paul Erickson, Management One

**3:30 to 4:45 p.m.**

**KEYNOTE: AARON DAVIS, AARON DAVIS PRESENTATIONS  
ATTITUDE OF CHAMPIONSHIP CUSTOMER SERVICE**

**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 " 6 " Required MSR Credits For Conference Attendance  
PGA Members Will Receive " 2 " Other MSR Credits For Product Preview & Reception  
(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  
2019 Orlando Retail Conference:**



**AGM ORLANDO RETAIL CONFERENCE  
TUESDAY, JANUARY 22, 2019**

**PRESENTATION DESCRIPTIONS**

**10:15 a.m. to  
11:15 a.m.**

**SIX ELEMENTS OF A WINNING RETAIL STRATEGY**

**Presented by:** Paul Erickson, Management One

The truth is e-commerce is NOT killing brick-and-mortar retail. Physical retail is very much alive. 90% of customers still want to shop in a store. But Amazon has become a catch-all excuse for all manner of retail ills. This largely unjustified and does not stack up against the many independent retail success stories.

Using real world examples and strategies from successful independent retailers throughout the globe, Paul Erickson provides a thoughtful approach to winning retail differentiation. The presentation methodically reduces high achieving independent retailers major differentiating factors to a workable comprehensible six point plan you can begin to emulate immediately within your store.

**OR**

**JONAS REPORTS: COOL STUFF FOR A BETTER BOTTOM LINE**

**Presented by:** Jeremy Hoch, Anchor Consulting Services and  
Tracy Moffatt, K & K Consulting, AGM Education Team

There's a lot of gold in your Jonas POS System. Learn about all the available reporting options to monitor your business and increase your profitability.

**OR**

**ACCESSORIES: ON TREND AND PROFITABLE**

**Presented by:** Karen Giberson, President, Accessories Council

Accessories are on trend! Differentiate your merchandise assortment with new and emerging brands of accessories. Learn how expanding this category of your business will add handsomely to your bottom line.

**11:30 a.m. to  
12:30 p.m.**

**POLISH YOUR SKILLS TO ADVANCE YOUR CAREER**

**Presented by:** Henry DeLozier, Principal, Global Golf Advisors

It's the new year and you're reflecting on your career and wondering where it's going. Maybe you're worried it's not going in the direction you had hoped or that it seems stuck. Maybe it's time to take charge of your career and start creating your future. Henry will provide insight on making sure your skill set is poised and polished for your next step.

**OR**

**EVALUATING THE SUCCESS OF A SUB-CATEGORY IN YOUR MERCHANDISE MIX**

**Presented by:** Leigha Main Turner, Director of Retail, Baltusrol GC,  
AGM Education Team

Learn the benefit of evaluating a specific category within your merchandise mix and then comparing it to the national average. Examples of how to plot strategies to grow that segment of business as well as ideas around assortment, programming and visuals will be explored.

**OR**

**GOT JONAS QUESTIONS? COME GET ANSWERS!**

**Presented by:** Jeremy Hoch, Anchor Consulting Services

Questions about your Jonas system reports? Jeremy will be on hand to answer them all.

**AGM ORLANDO RETAIL CONFERENCE  
TUESDAY, JANUARY 22, 2019**

**PRESENTATION DESCRIPTIONS**

**2:15 to 3:15 p.m.**

**THE PSYCHOLOGY OF PRICE**

**Presented by:** Paul Erickson, Management One

Consumers want the best deal possible whether they need the item or not. Getting to the best price is winning in their minds. But, the right price is not always the lowest price. Join Paul on a fascinating journey as we explore the psychology of price from the retailer and consumer's point of view and then learn what to do about it. Learn the tactics you will need to deploy to maintain your competitive position with an eye or two on your long-term profits.

**3:30 to 4:45 p.m.**

**KEYNOTE: AARON DAVIS, AARON DAVIS PRESENTATIONS  
ATTITUDE OF CHAMPIONSHIP CUSTOMER SERVICE**

Customer service is one of the most crucial areas of any enterprise, but often the most overlooked. Aaron will share how customer service isn't a department within your company, but rather an "attitude" of everyone in the entire organization! An attitude of "sincerely" caring about the very people who keep you in business...the customer!



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**REGISTRATION FORM  
 AGM ORLANDO RETAIL CONFERENCE  
 TUESDAY, JANUARY 22, 2019**

**(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, PGA of CANADA / CMAA / NGF / NGCOA
- \$175** for each non-affiliated member
- Unable to attend the Retail Conference, but I shall attend the Product Preview & Evening Reception

<b>MEAL CHOICE: (CHOOSE ONE) Descriptions on back</b>	<input type="checkbox"/> <b>CHICKEN</b>	<input type="checkbox"/> <b>FISH</b>	<input type="checkbox"/> <b>VEGETARIAN</b>
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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 18, 2019**

**Questions? Contact AGM Headquarters, 602-604-8250 OR email - [info@agmgolf.org](mailto:info@agmgolf.org)**

**AGM ORLANDO RETAIL CONFERENCE  
TUESDAY, JANUARY 22, 2019**

**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 AND WE SHALL ASK  
CONVENTION CENTER CATERING TO ACCOMMODATE.***