



**NORTH AMERICAN GOLF INNOVATION SYMPOSIUM
VANCOUVER MARRIOTT PINNACLE DOWNTOWN
SCHEDULE OF EVENTS
MARCH 5-7, 2017**

March 5

3:00 p.m. – 6:30 p.m.

Event Registration (3rd Floor Foyer)

6:30 p.m. – 9:00 p.m.

Welcome Reception (3rd Floor Foyer)

Traditional Coast Salish welcome by **Chief Wayne Sparrow of the Musquem Nation**

March 6: Elevating the Golfer Experience

7:15 a.m. – 8:30 a.m.

Breakfast (Point Grey, 3rd Floor)

8:30 a.m. – 5:00 p.m.

North American Golf Innovation Symposium

(Pinnacle Ballroom, 3rd Floor)

8:30 a.m. – 8:45 a.m.

Welcome: *Advancing the Game*

Speaker: **Mike Davis**

An overview of the USGA's mission to advance the game through research, science and innovation

8:45 a.m. – 9:15 a.m.

The Burning Platform

Speaker: **Rand Jerris**

The challenges and opportunities facing golf facilities

9:15 a.m. – 10:15 a.m.

A Day at the Golf Course

Moderator: **Hunki Yun**

Speakers: **Parker Anderson, Bruce Charlton, Lauren Johnson, Arthur Little, Andy Tiger**

Practical Information that facilities can use to improve the golfer experience

10:15 a.m. – 10:45 a.m.

Break/Demonstration of USGA tools and projects

10:45 a.m. – 11:30 a.m.

Panel Discussion: *What is Golfer Experience?*

Moderator: **Bob Weeks**

Speakers: **Teejay Alderdice, Allison George, Forrest Richardson, Jamie Robb, Bill Schickler**

Discussing the factors that most impact golfers as the start of a path toward defining and measuring the golfer experience

11:30 a.m. – 12:00 p.m.

What if Topgolf Ran a Golf Facility?

Speaker: **Jeehae Lee**

What golf facilities can learn from Topgolf's use of data and metrics to improve the customer experience





NORTH AMERICAN GOLF INNOVATION SYMPOSIUM SCHEDULE OF EVENTS

March 6: Improving Facility Productivity

12:00 p.m. – 1:00 p.m.	Lunch (Point Grey)
1:00 p.m. – 1:15 p.m.	<i>In Search of a Smoother Roll</i> Speaker: Steve Isaac The R&A's use of the STRI Trueness Meter
1:15 p.m. – 2:00 p.m.	<i>The Future of Golf Course Maintenance</i> Speaker: Dana Lonn The principles of innovation and what's on the horizon for maintenance equipment
2:00 p.m. – 2:30 p.m.	Industry Update: <i>Collaboration in Golf</i> Speakers: Kimberly Erusha, Rhett Evans, Greg Martin Updates on USGA projects with GCSAA and ASGCA
2:30 p.m. – 3:00 p.m.	<i>Benchmarking in the Hotel Industry: Lessons for Golf</i> Moderator: Matt Pringle Speakers: Jay Jones and Kris Schoonover How the hotel industry came to embrace benchmarking
3:00 p.m. – 3:30 p.m.	Break/Demonstration of USGA tools and projects
3:30 p.m. – 4:00 p.m.	<i>The Value of Golf's Natural Capital</i> Speakers: Kimberly Erusha, Brian Horgan, Eric Lonsdorf An introduction to the Natural Capital Project, the first study to measure the value of a golf ecosystem
4:00 p.m. – 4:45 p.m.	<i>USGA Resource Management: A Dollars and Sense Approach to Economic Sustainability</i> Speakers: Chris Hartwiger, Scott Mingay, Matt Pringle, Jim Moore A new map-based software tool that allows facilities to visualize and measure the cost impacts of potential changes in golf course features and maintenance levels
4:45 p.m. – 5:00 p.m.	<i>Quantifying the Opportunity</i> Speaker: Rand Jerris Industry goals for golfer experience and resource consumption
5:00 p.m. – 6:00 p.m.	Networking/Demonstration of USGA tools (3rd Floor Foyer)





NORTH AMERICAN GOLF INNOVATION SYMPOSIUM SCHEDULE OF EVENTS

March 6: Evening

6:00 p.m. – 7:00 p.m.

Cocktail Reception (3rd Floor Foyer)

7:00 p.m. – 9:00 p.m.

Dinner (Pinnacle Ballroom)

Fireside Chat with **Jerry Yang, Co-Founder of Yahoo!**
Moderated by **Stu Francis**

March 7: Serving the Game

7:15 a.m. – 8:30 a.m.

Breakfast (Point Grey)

8:30 a.m. – 12:00 p.m.

North American Golf Innovation Symposium (Pinnacle Ballroom)

8:30 a.m. – 9:00 a.m.

Innovation in Governance

Moderator: **Bob Weeks**

Speakers: **John Bodenhamer, Roland Deveau,
Federico Valdez Adame**

Governing and administering the game through innovation
and international cooperation

9:00 a.m. – 9:45 a.m.

Rules Modernization

Speakers: **John Bodenhamer and Thomas Pagel**

Outlining a plan for evaluating the proposed Rules changes
and collecting feedback

9:45 a.m. – 10:30 a.m.

Panel Discussion: *Driving Innovation through Inclusion*

Moderator: **Steve Schloss**

Speakers: **Michelle Collens, Jasvinder Dhaliwal,
Kris Jonasson, Helen Jung,
Patrick Kelly**

How the diversity of British Columbia Golf's board of
directors benefits the organization

10:30 a.m. – 11:00 a.m.

Break/Demonstration of USGA tools and projects

11:00 a.m. – 11:45 a.m.

**Panel Discussion: *The Coexistence of Equipment Innovation
with Regulation***

Moderator: **Dick Ruge**

Speakers: **Leigh Bader, Rawleigh Grove,
Tom Mase, John Spitzer, Mike Stachura**

Experts examine the relationship between golf equipment
regulations and innovation

11:45 a.m. – 12:00 p.m.

Closing: *Imagining the Future*

Speaker: **Mike Davis**

The path forward for the golf industry





NORTH AMERICAN GOLF INNOVATION SYMPOSIUM SCHEDULE OF EVENTS

March 7: Post Symposium

12:00 p.m. – 1:00 p.m.

3:00 p.m. – 7:00 p.m.

Lunch (Point Grey)

Optional Activity at One/Under Golf Vancouver

476 Granville Street
Vancouver, BC V6C 1V4, Canada
oneunder.ca
604.559.4653

