

AGM

The Educational Voice in Golf Merchandising

ORLANDO RETAIL CONFERENCE

JANUARY 28, 2009

**ORANGE COUNTY
CONVENTION CENTER
ORLANDO, FL**

***FEATURING KEYNOTE SPEAKER
JAMES DION
Founder/President of Dionco, Inc.***

AGM

The Educational Voice in Golf Merchandising

Dear AGM Members and Guests:

Please join me at the annual AGM Orlando Retail Conference to be held on Wednesday, January 28, 2009 at the Orange County Convention Center. This event marks the start of our 20th year!

The Retail Conference includes timely retail-related educational topics to enhance your golf shop operation and profitability, the Annual Member Meeting, Awards Luncheon, Front Nine Awards, evening Product Preview, reception and entertainment.

This year the AGM is very fortunate to have the following Vendor Partners as sponsors for our event:

Morning Refreshments

Sweet Lies Golf

Awards Luncheon

Ashworth, Barr Display, Cutter & Buck,

Daily Sports/Cutler Bags, Greg Norman Collection

Jack Nicklaus Apparel, Imperial Headwear

Lily's of Beverly Hills, Tommy Bahama Golf

I look forward to seeing you in Orlando. If you have any questions regarding the conference or registration, please contact AGM Executive Director, Desane Blaney or Administrative Assistant, Diane Blackmer at AGM Headquarters at 602-604-8250 or info@agmgolf.org

Best wishes,

Ken Morton, Jr.
AGM President

AGM Orlando Retail Conference - Wednesday, January 28, 2009

Orange County Convention Center – Upper Level – Above Hall “F”

Conference Rooms on the “Apparel Side” of the Convention Center

- 9:00 to 12 noon** **Welcome and Registration**
Morning Refreshments sponsored by **Sweet Lies Golf**
- 9:30 to 10:30 a.m.** **Individual Member Roundtables: Private, Public, Resort, Off-Course Facilities and PGA Merchandiser of the Year Best Practices Reports**
Facilitated by: Sheryl Bindelglass, Lisa Langas, Tracy Moffatt, Becky Wilkins
- 10:30 to 12 Noon** **Keynote Address: May You Live in Interesting Times**
James Dion, Founder/President of Dionco, Inc.
- 12 Noon to 1:30 p.m.** **Annual Meeting, Awards Luncheon, Front Nine Awards**

Co-sponsored by AGM Vendors: Ashworth, Barr Display, Cutter & Buck Daily Sports/Cutler Bags, Greg Norman Collection, Jack Nicklaus Sportswear, Imperial Headwear, Lily’s of Beverly Hills and Tommy Bahama Golf

What’s Ahead in Fashion for 2009 and Beyond?
Annmarie Dodd, Fashion and Trends Forecaster
- 1:45 to 2:15 p.m.** **Retail Straight Talk Q & A with James Dion**
- 2:15 to 3:00 p.m.** **Retail Solar Power**
Profitable Ideas & Best Practices for Selling Golf Sun Care Protection
Ryan Chin of AMA Golf
- 3:00 to 3:30 p.m.** **Afternoon Refreshments**
- 3:30 to 4:30 p.m.** **Panel Discussion: Member Pricing and Mill River Plans – Boom or Bust?**
Vicki Bernstein, Facilitator, Bernstein Retail Productions

Making Par with Excess Inventory
Sheryl Bindelglass, AGM Education Team

It’s Show Time! How to Manage Your Buy
Tracy Moffatt, AGM Education Team
- 4:30 to 5:30 p.m.** **Thriving in 2009 – What To Do TODAY to Grow the Business**
James Dion, Founder/President of Dionco, Inc.
- 5:30 to 7:30 p.m.** **AGM Vendor Partner Product Preview and Reception**
Reception sponsored by *Golf Digest Magazine* & PGA Golf Exhibitions

PGA members receive “8” Member Service Requirements for attending.

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
2009 Orlando Retail Conference:**

Ashworth

BARR
DISPLAY

CUTTER

& BUCK.

Daily
SPORTS




GREG NORMAN

Imperial est. 1916
HEADWEAR

Jack Nicklaus


Lily's
of Beverly Hills


Sweet Lies GOLF™

Tommy Bahama

GOLF



THE EDUCATIONAL VOICE IN GOLF MERCHANDISING

REGISTRATION FORM
AGM ORLANDO RETAIL CONFERENCE
WEDNESDAY, JANUARY 28, 2009

(PLEASE USE ONE REGISTRATION FORM PER PARTICIPANT)

Name
Club/Company
Street Address
City State Zip
Phone Fax
E-mail

Registration Fee Schedule

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

- \$95 for each AGM member, co-worker or spouse
\$175 for each non-AGM member
Unable to attend the Retail Conference, but I will attend the Product Preview & Evening Reception

Payment Method

Check enclosed for \$
Charge my credit card \$
Credit Card Type: Visa Master Card American Express
Credit Card Number Exp Date
Name on Card

Make checks payable to the 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 22, 2009

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

BUYING STRATEGIES COURSES

Thursday, January 29, 2009

Registration Form

The Buying Strategies Courses will not be offered during the AGM Annual Retail Conference. Members interested in taking one of the courses while at the PGA Merchandise Show are encouraged to submit the registration form to AGM Headquarters.

The seminars are complimentary for all AGM members in good standing.

All courses will be held on Thursday, January 29, 2009 in Room W-225 A

CHOOSE ONE OF THE FOLLOWING:

8:00 to 10:00 a.m.

_____ **Buying Strategies – Course III** – Becky Wilkins, AGM Education Team

This course takes your forecasts and translates them into planned inventory levels for your purchases enabling you to create an OTB. This will enable you to place proper amounts of future orders and consistently monitor your success. Complete a working model to adapt to your needs.

10:00 a.m. to 12 noon

_____ **Buying Strategies – Course I** – Tracy Moffatt, AGM Education Team

This basic and/or refresher course is the prerequisite for the series and focuses on merchandise strategies, classification planning, daily/monthly sales reports.

2:00 to 4:00 p.m.

_____ **Buying Strategies – Course II** – Lisa Langas, AGM Education Team

The second course in the series will more closely focus on retail math, stock-to-sales ratios, markup and turnover.

Please use one registration form per participant.

Name _____

Club/Company _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

AGM Headquarters, P.O. Box 7247, Phoenix, AZ 85011

Fax: 602-604-8251