



Keynote Speakers and Content

Golf & the Millennial Generation

Jeff Fromm

President, FutureCast



Jeff Fromm, author of *Marketing to Millennials*, returns to the Golf Business Symposium to present new golf-specific insights after last year's well received broader look at the consumption behavior, media preferences, and attitudes of today's 18-34 year-olds. Jeff will explore key findings from NGF's year-long research into Millennials and their relationship with, and perceptions of, the brand of golf. He'll also debunk some common myths – and confirm some widely held perceptions – attributed to this generation. Most important, Jeff will illustrate a way forward that should improve golf's brand health among Millennials, resulting in fewer failed trials, increased engagement, and more successful activation of this group's substantial latent demand.

About Jeff Fromm

Jeff is the co-author of *Marketing to Millennials*, and a new book, *Millennials with Kids*, (August). He will have new research on *Affluent Millennials* in May 2015. He has 25+ years of hands-on experience with brands including SONIC, Sprint, Whole Foods, and Warsteiner Beer. Jeff is a contributor for *Forbes* and a frequent keynote speaker on marketing, innovation and consumer trends. He has a degree in economics from The Wharton School of the University of Pennsylvania and studied at The London School of Economics.



The Ten Types of Innovation

Francesco Fazio
Principal, Doblin



Francesco Fazio, principal with Doblin, the innovation practice of Deloitte Consulting, will take an up-close look at the brand of golf from Doblin's cutting-edge perspective on innovation. Using the framework developed in the book *Ten Types of Innovation*, Francesco will discuss current innovations in golf, as well as how the industry can further innovate in areas such as offerings, delivery, and customer service to attract more people to the game. The presentation will draw on examples of how other brands and businesses created competitive advantages and sustainable growth through innovation. *The Ten Types of Innovation* has proven to be one of the most enduring and useful ways to start thinking about transformation. The concept has influenced thousands of executives and companies around the world since its discovery in 1998.

About Francesco Fazio

Francesco Fazio is a principal with Doblin, the cutting-edge innovation practice of Deloitte Consulting LLP, with 15+ years of experience in growth strategies and breakthrough innovation. He has served clients in the manufacturing, technology, and advanced material sector, with a focus on North America, and significant experience in Asia, Europe, and the Middle East. Francesco has deep expertise with helping companies conceive, prototype and launch transformational innovations, as well as become better innovators, in complex business-to-consumer and business-to-business environments. He is a regular keynote speaker at various industry associations and corporate events, on the topics of strategy and innovation. Francesco earned an M.B.A. with honors from the University of Chicago (Booth), and a Master's and Bachelor of Science in Design and Mechanical Engineering from the University of Genoa, Italy.



Golf and the Economy

David W. Berson, Ph.D.

Senior Vice President & Chief Economist, Nationwide Mutual Insurance Company



Noted economist, David Berson, will discuss what he believes the economy has in store over the next few years as it relates to golf-relevant subjects such as discretionary spending, affluence, and demographics. David will answer key questions related to the economy's trajectory and the corresponding effects on businesses. Topics will include:

- Despite a promising recovery in the housing and stock markets, decreasing unemployment, and rising consumer confidence and spending, the golf industry has seen little improvement in participation and spending. What reasons might explain why golf has not recovered from this recession as quickly as it has from past recessions? Was the recession that ended in 2008 fundamentally different in some way from those that came before?
- Internationally and domestically, what are the forecasts for economic growth and consumer spending? Is the dollar likely to continue to show strength against other currencies?

About David W. Berson, Ph.D.

David W. Berson, Nationwide Chief Economist, leads a team that delivers economic forecasts and analyses used to inform and strengthen the organization's business strategies and operating plans. David is a noted economic expert, who holds a doctorate in economics and a master's degree in public policy from the University of Michigan, and a bachelor's degree in history and economics from Williams College. He is a frequent speaker to media and industry groups on the economic outlook, housing, and mortgage markets, as well as the author of numerous publications.

Prior to joining Nationwide, David served as the Chief Economist & Strategist and Head of Risk Analytics for The PMI Group, Inc., Vice President and Chief Economist for Fannie Mae, Chief Financial Economist at Wharton Econometrics, visiting scholar at the Federal Reserve Bank of Kansas City, and assistant professor of economics at Claremont McKenna College and Claremont Graduate School. His government experience has included staff economist on the President's Council of Economic Advisors and economic analyst at both the Treasury Department and the Office of Special Trade Representative. He is a past President of the National Association for Business Economics (NABE).