



## **AGENDA**

### **Wednesday, April 29<sup>th</sup>**

6:00pm      Cocktail Reception on *Laviana Terrace*

7:00pm      Dinner in *Laviana*

### **Thursday, April 30<sup>th</sup>**

7:45am      Doors Open – *Aviara Salon*

8:00am      **Welcome**

*Greg Nathan, Sr. Vice President, NGF*

**State of the Industry**

*Joe Beditz, Ph.D., Chief Executive Officer, NGF*

**Golf and the Economy**

*David Berson, Ph.D., Chief Economist, Nationwide Economics*

**Golf and the Millennial Generation: Part I**

Introduction

*Joe Beditz*

Marketing to Millennials

*Jeff Fromm, President, FutureCast*

10:30am      BREAK

11:00am      **Golf and the Millennial Generation: Part II**

Project M – Research Findings

*David Lorentz, Market Research Manager, NGF*

Golf as a Modern Brand

*Jeff Fromm*

**The Ten Types of Innovation**

*Francesco Fazio, Principal, Doblin*

1:00pm      **Closing Remarks**

*Joe Beditz*

LUNCH will be served in *Vivace* after the program.