

2011 Hawaii Golf Industry Conference

Where: JW Ihilani Resort & Spa, Ko Olina Resort & Marina, Ko Olina Golf Club
When: Monday, March 21st, 2011
Cost: Conference Only: \$75, Conference & Golf: \$125
MSR: PGA Members will receive 5 MSR education points
**Accommodations: JW Ihilani Resort & Spa is offering a special rate to all attendees- \$199 *Subject to availability. Please call (808) 679-0079 and reference 2011 Hawaii Golf Industry Conference*



PGA
 Aloha Section
 Foundation
 615 Pitkoi Street
 Suite 1812
 Honolulu, Hawaii 96814

Schedule of Events

- 7:30 AM** Registration and Continental Breakfast
- 8:30 AM** Welcome and Opening Remarks
Greg Nichols, Ko Olina Golf Club, Moderator
Scott Ashworth, President, Aloha Section PGA
- 8:45 AM** **Pride runs Deep-Teamwork and Leadership Development**—*Admiral Thomas Fargo, Ret USN*
Hawaii Golf Alliance—*Anthony Valverde, Interim Executive Director, Aloha Section PGA*
We Want Championship Conditions all the Time-No You Don't—*Larry Gilhuly, USGA*
- 10:00 AM** Break
- 10:15 AM** **Innovation and Our Industry**—*David Abeles, TaylorMade Golf*
State of the Game—*Joe Steranka, CEO, PGA of America*
- 11:15 AM** Lunch
- 11:30 AM** **The China Golf Market & Visitor-Is the Hawaii Golf Industry Ready?**—*Wei Li, Director of Business Development China, Starwood Hotels & Resorts & Betty Brow, Bank of Hawaii*
- 12:45 PM** Closing Remarks
- 1:45 PM** Golf Clinic & Pro-Am





PGA

Aloha Section Foundation

Presents

2011 HAWAII GOLF INDUSTRY CONFERENCE

Monday, March 21, 2011

JW Marriott Ihilani Resort & Spa, Ko Olina Resort & Marina, Ko Olina Golf Club

Presenting Sponsors




A great opportunity to learn about the current “state of the game” of golf from international, national and local speakers. Find out what the new trends are for the golf industry and exchange best practice ideas with fellow industry members. Members of the public and from our affiliated industries of tourism, hotel and hospitality, real estate development, sales and marketing are also invited and indeed, encouraged to attend.

Supporting Sponsors















2011 Hawaii Golf Industry Conference

Featured Speakers:



**Joe Steranka,
CEO of the PGA of America**

Joe Steranka was named The PGA of America's Chief Executive Officer in October 2005. He is also one of 11 PGA Honorary members, joining former Presidents Dwight Eisenhower, Gerald Ford and George H.W. Bush. Since 1988, Steranka has directed an expansion of The PGA's events, media assets and marketing programs, including the PGA

Championship, Ryder Cup, PGA.com, Play Golf America and PGA expositions. Recently, Steranka has steered the industry's government relations and diversity efforts, and co-founded the World PGA Alliance to support standards for golf professionals worldwide.



**David Abeles,
Executive Vice-President &
General Manager of Taylor-
Made Golf**

A graduate of the University of Connecticut, David Abeles began his career as a New England based territory sales representative for Datrek Professional Golf Inc. Abeles also joined the Acushnet Company in 2001.

During his time Abeles was responsible for the growth of the Cobra Golf brand. In 2007, Abeles was named TaylorMade's Executive Vice President and General Manager. He is responsible for the commercial operations of the TaylorMade-adidas Golf company.



**Larry Gilhuly,
Northwest Region Director
for the USGA Green Service**

Gilhuly has been associated with the game of golf since 1959 as a player, caddie and golf course maintenance worker. Gilhuly currently provides agronomic advice to golf courses in Alaska, Hawaii,

Idaho, Oregon and Washington. British Columbia also receives TAS visits from his Gig Harbor, Wash., based office. Gilhuly also helps conduct several regional conferences within his region, assists the Northwest Turfgrass Association in fund raising efforts and is involved in several educational programs that are directed at golfers in the Pacific Northwest.



**Admiral Thomas Fargo,
Ret., United States Navy**

Admiral Fargo joined the private sector after a distinguished career serving the U.S. Navy and the Department of Defense. He transitioned to corporate leadership in March 2005, as President of Trex Enterprises, a privately held high technology company. In April 2008, he became a Managing Director of J.F. Lehman and Co, with principal

responsibilities as President and CEO of HSF Holdings/Hawaii Superferry. He currently holds the John M. Shalikashvili Chair in National Security Studies at the National Bureau of Asian Research (NBR).



**Wei Li (a.k.a. Liwei Kimura),
Director of Business Development
China for Starwood Hotels & Resorts
in Hawaii**

Ms. Wei Li (aka Liwei Kimura) is the Director of Business Development - China for Starwood Hotels & Resorts in Hawaii, and is responsible for strategic planning, business development, and training programs for the Greater China Market. Under her leadership, Starwood Hawaii is the first hotel group completing the first

round of Chinese culture & language training for over 1000 employees. Ms. Li has more than 20 years of experience working in the hospitality industry.



**Betty Brow,
Executive Vice-President and Head
of International Banking Division
at the Bank of Hawaii**

Betty (Anh) H. Brow is the Executive Vice President and Head of International Banking Division at the Bank of Hawaii. International Banking handles all international clients of the Bank, both commercial and individual, with a focus on the major Asian countries. Betty has over 25 years experience in commercial, investment, and

retail banking, both in Asia and in Hawaii. Betty also serves on the board of various Hawaii organizations.

Registration Form

Sign up for:

- # of Guests X Price = Amount Due
- Conference Only _____ \$75 _____
- Conference & Golf *Space is limited _____ \$125 _____

Name & Handicap (if applicable)

Address

City, State, Zip Code

Phone

E-Mail Address

Representing

Guest Name & Handicap (if applicable)

Representing

Guest Name & Handicap (if applicable)

Representing

Guest Name & Handicap (if applicable)

Representing

Method of Payment:

- Check
- Visa
- MasterCard
- Discover
- American Express

Please check your affiliation:

- Owners/Club Managers/Course Operators
- Superintendents/Turf Grass
- Allied Associations
- Travel/Visitor Industries
- Other
- Please Explain: _____

Credit Card #

Exp. date

Address

Name (as it appears on card)

Please return form and payment to:

Aloha Section PGA
615 Piikoi Street, Suite 1812
Honolulu, Hawaii 96814

Online registration is encouraged please visit:
www.aloha.pga.com

Proceeds from the 2011 Hawaii Golf Industry Conference event will benefit the Aloha Section PGA Foundation, which is a non-profit charitable 501(c) (3) foundation established to promote interest, participation and enjoyment in the game of golf and to preserve the history of the game in Hawaii.



Aloha Section PGA
615 Piikoi Street, Suite 1812
Honolulu, Hawaii 96814

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