

PRESENTED BY



90+ Industry Experts

20+ Actionable Educational Sessions

7 Networking Events

Peer Roundtables for Owners and Operators

Networking & Awards Luncheon



The Westin Hilton Head Island
Resort & Spa
September 29 – October 1, 2026

IDEAS YOU CAN PUT TO WORK

Learn from top operators, connect with other owners and operators, take home practical ideas — and join a community that understands your business.

MEET OUR SPEAKERS



Greg Nathan
National Golf
Foundation



Ryan Doerr
Strategic Golf
Solutions



David Pillsbury
Invited Clubs



Ross Liggett
Metolius Golf



Mark Burnett
Heritage Golf Group

PRACTICAL INSIGHTS. MEANINGFUL CONNECTIONS.

The Golf Inc. Summit, presented by Club Caddie, Courserev.AI and Fairway iQ, brings together owners and operators at every level — from single-course owners to the industry's largest leaders. Gain fresh ideas and proven solutions while connecting with peers who understand your day-to-day challenges. With built-in networking, roundtable discussions and shared learning, you'll leave with practical strategies and relationships that last long after the event.

AGENDA AT-A-GLANCE

Tuesday, Sept. 29

7:30 a.m. - 12:00 p.m.

1:00 - 1:45 p.m.

2:00 - 3:00 p.m.

3:15 - 4:15 p.m.

4:30 - 5:30 p.m.

5:30 - 7:00 p.m.

Golf Outing*

Clubhouse Welcome Reception

3 Breakout Sessions

3 Breakout Sessions

Opening Keynote

The First Tee Reception

Wednesday, Sept. 30

8:00 - 9:00 a.m.

8:00 - 9:00 a.m.

9:00 - 9:45 a.m.

9:45 - 10:15 a.m.

10:15 - 11:15 a.m.

11:30 a.m. - 12:30 p.m.

12:30 - 2:00 p.m.

2:00 - 3:00 p.m.

3:15 - 4:15 p.m.

4:30 - 5:30 p.m.

5:30 - 7:00 p.m.

Breakfast Roundtables**

Breakfast for all attendees

Q&A with Industry Leader

Tradeshow: Meet the Exhibitors

3 Breakout Sessions

3 Breakout Sessions

Golf Inc. Networking & Awards Luncheon*

3 Breakout Sessions

3 Breakout Sessions

CEO Keynote

The 19th Hole Reception

Thursday, Oct. 1

8:00 - 9:00 a.m.

8:00 - 9:00 a.m.

9:00 - 10:15 a.m.

10:15 - 10:45 a.m.

10:45 a.m. - 12:00 p.m.

12:00 - 1:00 p.m.

Breakfast Roundtables**

Breakfast for all attendees

Closing Keynote

Tradeshow: Meet the Exhibitors

3 Breakout Sessions

Roundtable Luncheon**

*Paid registration required

**Invite only



TUESDAY, SEPT. 29

7:30 a.m. - 12:00 p.m.

The Summit Cup Golf Outing

Sponsored by Ryan and

EPR Properties

Take your Summit experience onto the course at Port Royal Golf & Racquet Club. This networking golf outing blends friendly competition, product discovery and industry camaraderie against the backdrop of one of Hilton Head's most scenic golf settings.

► Start the day with breakfast sponsored by **Heritage Golf Group**

► Tournament scoring by **ForeUp**

Note: This is a ticketed event with **limited availability** — secure your spot early!



CLUBHOUSE WELCOME RECEPTION

1:00 - 2:00 p.m.

Sponsored by Yamaha

Start your Summit experience at The Clubhouse, the central gathering place for attendees, sponsors and industry partners. Explore the space, meet fellow participants and discover the products, services and solutions shaping today's golf business.

Whether you're attending for the first time or returning for another year, The Clubhouse offers the perfect opportunity to get acquainted with the event before sessions begin. Enjoy refreshments, connect with exhibitors and get a preview of what awaits throughout the week.



"The best conference that I have ever attended. The topics covered were relevant, speakers were awesome, the Westin [Venue] was great, very impressed by the entire experience." - GOLF COURSE OWNER

2:00 - 3:00 p.m. BREAKOUT SESSIONS

Owner Track

Sponsored by **Lightspeed**

The Owner's Scorecard: Measuring the Health of Your Business

Strong owners don't manage by instinct alone. Learn how to evaluate the health of your operation and separate surface level performance from what's driving value. This session will walk through the financial and operational KPIs that matter most, how to diagnose underperformance across the course, clubhouse and pricing models, and how to turn data into decisive action.

Larry Hirsch, President, Golf Property Analysts
Jon Last, Founder & President, Sports and Leisure Research Group

Ben Blake, Executive Vice President of Business Development, KemperSports

Operations Track

Sponsored by **Noteefy**

Best Practices in Member Experience and Engagement

Today's members expect more than great golf. They want personalized service, meaningful connections and experiences that keep them engaged. This session will explore proven strategies for enhancing the member experience, increasing participation and building long-term loyalty.

Ryan Doerr, Pres., Strategic Golf Solutions
Eric Bischoffberger, GM/COO, Hampton Hall Club
Jenn Paciotti, AGM, Daniel Island Club

Operations Track

Municipal Golf Reimagined: How Top Operators Are Winning Today

Municipal golf facilities are evolving to meet changing player expectations while balancing accessibility, affordability and financial performance. Hear how leading operators are driving participation, improving operations and creating exceptional experiences that keep golfers coming back.

Mike Suglich, Founder, Greenlight Advisors
Scott Rethlake, Director of Golf, Denver Golf
Keith Miller, CEO, Montgomery County Revenue Authority

3:15 - 4:15 p.m. BREAKOUT SESSIONS

Owner Track

Sustainable Capital Planning: Investing for Returns

Sustainability isn't about spending more — it's about spending smarter. This session focuses on how to evaluate, fund, and prioritize capital improvements that deliver measurable returns while strengthening the long term performance of your asset.

**Speakers to be announced*

Operations Track

The New Marketing Mix for Public Facilities

Reaching today's golfer requires more than traditional advertising. This session will explore the latest marketing strategies, digital tools and customer engagement tactics helping public facilities attract new players, build loyalty and drive rounds in an increasingly competitive market.

Erik Johnson, SVP of Marketing, Heritage Golf Group

Josh Segal, Co-Founder & Co-CEO, Golf District

**More speakers to be announced*

Technology Track

Sponsored by **ForeUp**

Cutting-Edge Golf Technology: What's Powering Golf's Future

The golf course of 2030 looks nothing like today, and the decisions operators make right now will determine who thrives and who gets left behind. This session explores the technology bets worth making, integrations that are changing how clubs operate, and emerging tools redefining the golfer experience.

Colin Read, Founder & CEO, Whoosh
Scot Wellman, Vice President of Sales & Marketing, Landscapes Golf Management

Sean Palmer, COO, The Union League
George Stavros, CEO, Pacesetter Technology

Ian Brigmann, Co-Founder & CEO, Club Caddie

4:30-5:30pm

OPENING KEYNOTE
Expanding the Game's
Footprint: New Formats,
Facilities and Experience
*Sponsored by **Priswing***



Golf is evolving — and so are the ways facilities attract, engage and monetize today's players. This forward-looking session explores how courses can expand their footprint beyond traditional play by incorporating indoor golf offerings, technology-driven experiences and other high-demand amenities that drive year-round revenue and deeper customer engagement.

Learn practical insights and real-world examples on integrating simulators and indoor environments.

Kris Strauss, Executive Vice President, Global Sales & Marketing, Troon

Jeremy Goldblatt, COO, KemperSports

Jay Karen, CEO, NGCOA

TJ Schier, CEO, SmashSwing Golf

Stephen Arnold, COO, Cover the Tees

WEDNESDAY, SEPT. 30

8:00 - 9:00 a.m.

Operators Breakfast Roundtables –
Invite only

Join fellow owners and operators for candid, peer-driven discussions on today's most pressing business topics. Choose from indoor golf, renovation or membership strategies.

Breakfast for All Attendees

Enjoy breakfast with fellow attendees
*Sponsored by **Addison Law***

9:00 - 9:45 a.m. **Q&A w/ Industry Leader**

9:45 - 10:15 a.m. **TRADESHOW**

10:15 - 11:15 a.m. **BREAKOUT SESSIONS**

Owner Track

Renovation in a Demanding Market

In today's high-cost environment, golf course renovations demand strategy, creativity and precision. Find out when the risk pays off and when it doesn't.

Forrest Richardson, Principal, Forrest

Richardson Golf Course Architects

Richard Mandell, Architect, Richard Mandell
Golf Course Architecture

Dave Ashton and Jeff Lundgren, Co-Owners,
Swing First Golf

Cory Blair, Sales and Business Development
Manager, Capillary Flow

Operations Track

Pricing Strategies Workshop

After years of strong demand and record-setting performance, golf operators are entering a new phase. This session will examine the outlook for 2027, discuss strategies for sustaining growth and review legislative efforts that could impact revenue management.

Mark Mattingly, EVP, Landscapes Golf
Management

Matt Anzalone, VP of Operations, Blue Star
Resort & Golf

Jacob Hite, Director of Marketing, Club
Prophet

**Speaker to be announced*

Technology Track

Tech's Evolving Role in
Maximizing Play

This session will explore how operators are using technology to improve the customer experience and operate more

efficiently and profitably. It is not just about doing what you are doing today more efficiently, but about reimagining how technology and AI can transform the golf experience and business model.

Mike Zisman, Executive Chairman, Golf
Genius

Sean Palmer, COO, The Union League

Nathanaël Pietrzak-Swirc, CEO, UGolf

Eric Schultz, Director of Golf, Colleton River Club

Bodo Sieber, CEO, Tagmarshal

11:30 a.m. - 12:30 p.m.

BREAKOUT SESSIONS

Owner Track

The Architecture of Profit: Business
Strategies for Long-Term Success

Great courses aren't just designed to be beautiful — they're designed to perform financially. This session explores how smart development and design decisions translate directly into stronger EBITDA, member satisfaction and long-term asset value. From reinvestment strategies that future proof your property to the hard economics behind when (and why) upgrades matter.

BR Koehnemann, Director of Corporate
Communications, KemperSports

Bruce Charlton, President & Chief Design
Officer, Robert Trent Jones Golf Course
Architects

Nathan Crace, Architect, Watermark Golf

Operations Track

Trends in Private Club Programming
& Amenities

Member expectations continue to evolve, influencing everything from events and wellness offerings to dining, recreation and family-focused experiences. Examine the latest trends shaping programming and amenities, and how leading clubs are using them to enhance engagement, satisfaction and retention.

Frank Vain, Chairman, McMahon Group

Robert Sereci, GM/COO, Colleton River
Country Club

Mario Campuzano, GM/COO, Long Cove Club

Spencer Potter, CEO, ClubGrub



5:30 - 7:00 p.m.

THE FIRST TEE RECEPTION

*Sponsored by **Heritage Golf Group***
Network with your peers, speakers and exhibitors over cocktails and hors d'oeuvres. This relaxed opening-night reception is the perfect opportunity to reconnect, make new introductions and kick off a memorable Summit.



Technology Track

Big Data: Driving Golf Course Profitability

An inside look at the key business matrices and numbers that drive golf course profitability. Discover the stats and figures that can help optimize your business. Learn what to measure, how to interpret and how you can use these data points to assist decision making for long-term golf course profitability.

Bryce Voisin, CEO, GolfBack

Chris May, Vice President of Revenue Management, Supreme Golf

**More speakers to be announced*



12:30 - 2:00 p.m. – LUNCH BREAK GOLF INC. NETWORKING & AWARDS LUNCHEON

Celebrate the best in golf ownership, operations and development during this special networking luncheon. Lunch with industry peers is followed by the 2026 awards for Amenity of the Year, Renovation of the Year, Development of the Year, Clubhouse of the Year, Golden Fork and the recognition of Hilda Allen winners.



Operators Roundtable Luncheon

This exclusive luncheon brings together owners and operators for open discussions on the issues impacting their businesses. Share experiences, exchange ideas and gain insights from industry peers. Choose from technology, operations or capital planning.

**Invite only*

2:00 - 3:00 p.m. BREAKOUT SESSIONS

Owner Track

Buy/Sell panel: Golf Course Valuation

This session shows owners how buyers, sellers, appraisers, brokers and lenders each value your course — and how to negotiate from strength no matter which side of the table you are on.

Richard Zrbaneck, Senior Managing Director, Cushman & Wakefield

Rob Waldron, Senior Managing Director & Partner, Leisure Investment Properties Group

Jeff Dugas, Senior Managing Director Leisure Appraisals, Leisure Investment Properties Group

Tom Bennison, Chief Development Officer, Invited Clubs

Operations Track

Best Practices in Golf Course Operations

From staffing and technology to maintenance and customer service, learn proven strategies and practical solutions to improve your team's performance, control costs and deliver exceptional golf experiences.

Rachel Carter, Sr. Dir. Membership, NGCOA
Monica Davis, Sr. VP Operations, KemperSports

Allen DePuy, Founder, Commonwealth Golf Group

Jeff Tyrrell, Director of Operations, The Territory Golf & Country Club

Jake Gordon, Co-Founder & CEO, Noteefy

Technology Track

Course of the Future: How Automation, AI and Other Advancements are Transforming Operations

What will golf course operations look like in three to five years? Technology is changing the business in ways never imagined. This session will discuss the future and what operators should invest in now.

Dave Vanslette, Founder & CEO, FairwayIQ

Eduardo Ruiz, COO, UGolf International

Andrew Kline, VP of Sales, Roboranger

Jamie Sharp, Project Manager, foreUP

"[There are] industry leaders within the same room with opportunities to learn from the best. Very educational sessions with effective timing for networking."

- GOLF INDUSTRY PROFESSIONAL

3:15 - 4:15 p.m. BREAKOUT SESSIONS

Owner Track

Buy/Sell panel: Golf Course Transaction Playbook for 2026

The deal looks simple. It never is. This session pulls back the curtain on the entire golf course transaction process — and the landmines hiding in each one. From pre-listing strategy to post-close value creation, this is a practical, no nonsense guide to avoiding mistakes, protecting leverage and maximizing outcomes.

Adam Rieck, Shareholder, Addison Law
Chris Karamitsos, Sr. Managing Director & Partner, Leisure Investment Properties Group
Greg Lewis, Sr. Managing Director of Capital Markets, Leisure Investment Properties Group
Jordan Peace, SVP of Corporate Development, Concert Golf Partners

Operations Track

Innovative Programming to Increase Member Participation and Loyalty

Discover how the most successful clubs are creating experiences to keep members engaged long after their round is over. Creative events, leagues, social activities and member-focused programming to boost participation, strengthen connections and build lasting loyalty.

Cathy Harbin, Owner, Pine Ridge Golf Course
Brady Noland, GM, The Patch Augusta Municipal Golf
Monique Waller, F&B Programming, Heritage Golf Group
Jill Walsh, Head of Strategic Partnerships and Renewals, Toptracer

Technology Track

Marketing 2030: How AI Will Reshape Golfer Acquisition, Retention and Loyalty

By 2030, the courses winning the battle for rounds won't be the ones sending the most emails — they'll be the ones whose data works for them. This panel explores how AI is transforming the golfer lifecycle: predictive models that flag at-risk members and lapsing players before they churn; agentic workflows that personalize offers using tee sheet, POS, and email data; and dynamic strategies that fill shoulder times without eroding rate integrity.

Ross Liggett, Founder & Managing Partner, Metolius Golf
Tom Prince, Senior Director Sales & Marketing, Troon
Scot Wellman, VP of Marketing, Landscapes Golf Management

4:30 - 5:30 p.m. CEO KEYNOTE State of the Golf Industry



Sponsored by
Tenfore Golf

The golf industry's surge in participation has created enormous opportunity — but also new complexity. In this CEO keynote, the industry's most respected leaders offer a candid, behind the scenes look at how top operators and owners are evolving their strategies to capture growth, protect margins and position their businesses for what comes next.

Tim Schantz, CEO, Troon
Jim Hinckley, Founder & CEO, Century Golf Partners
Mark Burnett, CEO, Heritage Golf Group
Jonathan Wride, CEO, TenFore Golf



The 19th Hole Reception 5:30 - 7:00 p.m.

Sponsored by
Thompson Golf Group
Wrap up the day with cocktails, appetizers and conversation alongside fellow Summit attendees. Whether you're continuing a discussion from a session or simply relaxing after a full day of learning, this casual reception offers the perfect setting to unwind and enjoy the company of industry peers.

THURSDAY, OCT. 1

8:00 - 9:00 a.m. Operators Breakfast Roundtables – Invite only

Join fellow owners and operators for candid, peer-driven discussions on today's most pressing business topics. Choose marketing or technology.

Breakfast for All Attendees

Enjoy breakfast with fellow attendees and take time to connect, recharge and get ready for a half day of Summit programming.

9:00 - 10:15 a.m. CLOSING KEYNOTE What the Golf Consumer Will Want by 2027

Sponsored by **Cover the Tees**
Start the quarter with clarity and confidence. Drawing on exclusive NGF data and insights from top voices in golf, this session breaks down how the golf consumer is changing — and where the biggest opportunities will emerge over the next three years.

Greg Nathan, President & CEO, National Golf Foundation
Ian Versaw, VP of Revenue, Club Prophet
*More speakers to be announced

10:15 - 10:45 a.m. TRADE SHOW

10:45 a.m. - 12:00 p.m. BREAKOUT SESSIONS

The Women's Market: Turning Participation into Long-Term Growth

Women are playing golf in record numbers and increasingly shaping purchasing and membership decisions at clubs and facilities nationwide. This session, led by Elisa Gaudet, founder of Women's Day Golf, will examine how owners and operators can better connect with this growing audience through thoughtful programming, facility design, communications and member experiences. Panelists will share practical strategies and real-world examples for increasing participation and creating lasting relationships that benefit the entire operation.



Operations Track

How to Build a Community-based Culture at Public Golf Facilities

Creating a loyal customer base starts with building a culture that keeps golfers coming back. Learn how leading public facilities are using events, communication, customer service and community outreach to strengthen engagement, encourage repeat visits and support long-term growth.

Jon Last, Founder & Presidents, Sports and Leisure Research Group

Kris Strauss, Executive Vice President, Global Sales & Marketing, Troon

Cathy Harbin, Owner, Pine Ridge Golf Course

Dave Frem, Owner, Cyprien Keyes Golf Club

Technology Track

The Practical AI Playbook: Where to Start, What to Fix and How to See ROI Fast

Most golf operations don't have an AI problem — they have a data problem. This panel skips the buzzwords and gets tactical: how to get your tee sheet, POS and customer data clean and connected; which fixes to prioritize first; and which AI use cases deliver measurable ROI in months, not years. Panelists will share real implementations from real facilities, including what they cost, where they stumbled and what they'd do differently. You'll leave with a practical starting checklist, whatever your budget or tech stack.

Ross Liggett, Founder & Managing Partner, Metolius Golf

Jason Lowe, VP of Operations, Golf BC

Ryan Denner, Head of IT, Montgomery County Golf

B.K. Browne, Co-founder & CEO, SpeakSport

12:00 - 1:00 p.m.

ROUNDTABLE LUNCHEON – Invite only



"Excellent content for owners, GMs and course managers."

- GOLF COURSE OPERATOR

MEET OUR SPONSORS



Link Bridges
Metolius Golf
Shepherd Insurance
Downgrain Labs

Glow Vibe Golf
Golfback
Par Aide
Live Tourney

ClubProcure
Total eIntegrated
59Club
Trackman



SEPTEMBER 29 – OCTOBER 1, 2026
Deadline: September 3rd, 2026

The Westin Hilton Head Island Resort & Spa, South Carolina



HOW TO REGISTER**

Phone: 855-646-9800

Email: conferenceteam@crittendenresearch.com

Web: www.golfincmagazine.com/summit

SPECIAL ROOM RATE: \$279/night + \$28 resort fee

Early Bird (Limited Availability): \$995

Groups* \$895.5

Standard Onsite: \$1195

Add-ons: Golf Outing - \$190

Awards Luncheon - \$79

**If you plan to bring more than 3 people, contact the marketing team for special discounts: marketing@crittendenresearch.com. Add 3 or more registrants to qualify for the group discount rate.*

***If you have not yet registered, you must first register for the Summit before booking your hotel reservation.*

MEET OUR SPEAKERS



Jay Karen
NGCOA



Tim Schantz
Troon



Frank Vain
McMahon Group

**EARLY BIRD TICKETS
ARE LIMITED; ACT NOW!**

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STRATEGIES SUMMIT

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Deadline: September 3rd, 2026



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