



A BRAND IN ACTION

PGA COACHING & FITNESS CONFERENCE 2008

17 - 20 MAY 2008
SOUTHERN SUN -
O.R. TAMBO INTERNATIONAL AIRPORT
JOHANNESBURG, SOUTH AFRICA

Brought to you by...



LIBERTY HEALTH

PGA MEMEBERS GET 100 CPD POINTS FOR ATTENDING ALL 4 DAYS!
(Full years allocation of points)

The SA Society for Physiotherapy: Has accredited the TPI Level 1 workshop with the following:
Level - 1
Points - 15
Number - PPB007/008/05/2008

COST PER DELEGATE:

PGA Coaching & Fitness Conference:
4 day package – R4000
(PGA members & Registered South African Medical Professionals only)
R5000 (Non members)
· Credit card facilities are available for payment

TPI Certified Workshop only:
2 day weekend package – R2500
(South African Medical Professionals)

PGA Coaching Conference only:
2 day golf specific package – R2500 (PGA members)
R3000 (Non PGA members)
* Prices exclude accommodation.
Accommodation package are available. Please enquire.

Who should attend:

- PGA Members
- Fitness Industry Specialists
- Physiotherapists
- Biokinetics Specialists
- Professional Golfers
- Anyone with an interest in golf coaching & fitness

Accommodation package: Southern Sun O.R Tambo International Airport

| | | |
|-----------------------|--------------------|--------|
| Standard rooms | R 1 165.00 | Single |
| | R 1 280.00 | Double |
| Deluxe rooms | R 1 265.00 | Single |
| | R 1 380.00 | Double |
| Superior King Leisure | R 1 465.00 | Single |
| Superior Twin rooms | R 1 580.00 | Double |
| Overnight parking | R30.00 per vehicle | |

Please email for prices on single, deluxe & superior suites. Accommodation is limited & is on a first come, first serve basis. Please note that prices are subject to changes. Please quote the following group booking number when checking into the hotel. Check in time is 17:00. If you require early check in please arrange with the hotel.

PGA Group Booking No. 78363



SATURDAY & SUNDAY: 17 – 18 MAY 2008 (08:00 - 17:00)

Presented by Dr Greg Rose & Denis McDade

This course is designed to teach you how to identify and overcome any physical restrictions that are limiting your student's potential. Each workshop features the latest in golf-specific health and fitness, from golf swing biomechanics, to physical screening techniques, to exercise prescriptions, to the most recent research and development in the field of golf swing analysis. All workshops include a comprehensive training manual, lunch, and all the materials needed to perform a full physical screen. Classes are taught by the experts from the Titleist Performance Institute's Health and Fitness Advisory Board.

SATURDAY 17 MAY

PROGRAMME: WORKSHOP DAY ONE

Registration 07:30 - 08:00

TPI Level 1 Workshop to begin at 08:00

- Hexagonal development of golfers
- Medical evaluation vs. Golf evaluation
- Kinematic sequencing
- 12 most common swing faults
 1. S - Posture deviations
 2. C - Posture deviations
 3. Loss of posture
 4. Flat shoulder plane
 5. Early hip extension
 6. Over the top
 7. Hip sway
 8. Hip slide
 9. Reverse spine angle
 10. Hanging back
 11. Early release
 12. Chicken wing

Finish 17:00

SUNDAY 18 MAY

PROGRAMME: WORKSHOP DAY TWO

TPI Level 1 Workshop to begin at 08:00

- Stability/mobility in golfers
- Lower crossed syndrome/upper crossed syndrome and its effect
- Physical screening
- Marketing opportunities

After completing the first 16 hour Level One workshop, you will:

Enhance your credibility by gaining the ability to add TPI Certified Golf Fitness Instructor to your resume.

Know how to choose and prescribe customized drills and exercises to help eliminate these limitations for good.

See how to use 2 and 3-Dimensional motion technology to analyze performance potential and swing mechanics.

Be able to seamlessly incorporate this into your existing practice or methodology.

Learn the major physical performance factors that limit most players from reaching their potential.

Understand how to effectively screen and identify any physical factors that are limiting a player's performance

Differentiate yourself from other golf, medical, and fitness professionals because of your increased knowledge base & expertise.

Increase your annual income and overall profitability.

Certified Golf Fitness Instructor Level 1

After the Level One Workshop, participants can go to MyTPI.com and take the on-line test to become certified by TPI. After completing the test with a passing score, you will be a TPI Certified Golf Fitness Instructor (C.G.F.I.), and have the privilege to put those letters after your name. You will also earn eligibility for registration into our Level 2 and Level 3 tracts.



INTERNATIONAL FACILITATORS



DR GREG ROSE

Greg Rose is a board certified Doctor of Chiropractic and holds an undergraduate degree in Engineering from the University of Maryland. Greg specializes in 3-D biomechanics, strength and conditioning, manual therapy, rehabilitation, nutritional supplementation and therapeutic exercises as they relate to golf.

Over the past twelve years he has helped thousands of golfers, at all different skill levels, reach their peak performance through physical conditioning and nutritional support. His unique form of functional training combined with golf-specific motor learning drills has made him one of the top strength and conditioning coaches for golf in the United States.

Greg is the co-host of the Golf Fitness Academy seen weekly on the Golf Channel and a co-founder of the Titleist Performance Institute in Oceanside, California. Greg is also a Certified Chiropractic Sports Practitioner and a Fellow in the International Academy of Clinical Acupuncture.

His seminar series; The Body Swing Connection, has made him one of the most requested speakers in the field of golf biomechanics and video swing analysis for isolating physical limitations. Greg has lectured all over the world and has been featured in many golf and news publications.

Utilizing his background in engineering combined with his expertise on the human body, Greg has helped pioneer the field of analyzing computerized 3-Dimensional motion capture models of the golf swing. This research has helped golf professionals all over the world get a better understanding of how the body works during the golf swing.



DENIS MCDADE

Denis has been coaching in Australia's elite golf programs for 12 years. He spent two years at the Australian Institute of Sport Golf Program from 1995-1996 before joining the Victorian Institute of Sport Golf Program in 1997 and was appointed Head Coach in 2001. Graduates of the VIS Golf Program include Robert Allenby, Stuart Appleby, Geoff Ogilvy, Steve Allan, Aaron Baddeley, Marcus Fraser, Richard Green, Jarrod Lyle, Marc Leishman and Andrew Tampion.

Denis is a AAA Member of the PGA of Australia and holds a Graduate Diploma in Sports Coaching. He turned professional in 1986 and mixed playing competitively and coaching in Australia from 1989 -1993, before concentrating solely on coaching.

He is coach to some of Australia's brightest young talent, including Tour Professionals Paul Sheehan, David Bransdon, Marc Leishman, Andrew Tampion, Ashley Hall and Scott Draper. His players have won on the European, Japanese, Australasian, Korean and US Nationwide Tours. In 2001, he was voted Victorian PGA Teacher of the Year and he is actively involved in delivering the PGA of Australia's Professional Development Program.

Denis is a member of the Advisory Board of the Titleist Performance Institute based in Oceanside, California. He is passionate about researching and sharing information about the body-swing link and lectures annually in Australia and the USA to PGA Members and the Sport Science community on his findings with renowned Physiotherapist Ramsay McMaster. Although coaching at elite level is a large part of his life, Denis still feels an affinity with the amateur golfer and devotes half his coaching time each week to improving the games of his private clientele, applying to them the same training principles he employs with his Tour players and VIS athletes.



PGA COACHING CONFERENCE PROGRAMME

CONFERENCE DAY ONE: 19 MAY

| | |
|---------------|---|
| 07h00 | Registration |
| 08h00 | Welcome - Dennis Bruyns, Executive Director - The PGA of SA |
| 08h15 – 10h10 | The Internationally Accepted Teaching Model Impact factors - Laws, Principles and Preferences Presented by Dennis Bruyns, Executive Director – The PGA of SA |
| 10h10 – 10h30 | Break for refreshment |
| 10h30 – 13h00 | The Mental Game – The 4 Quadrants to Mind Control Presented by internationally recognised Dr Karl Morris from the U.K. <ul style="list-style-type: none"> · Why your practice is NOT working and the KEY issues in player development · Is this Tigers secret? How memory may be the missing link · How to go from thinking to doing - Triggering the auto pilot · How the body can control your mood - The Harrington effect · The reason why MOST goal setting fails |
| 13h00 – 13h40 | LUNCH |
| 13h40 – 15h00 | The Elite Player A Case Study presented by Robert Baker, Founder of Logicalgolf – U.S.A. The case study will cover swing aspects relating to the story of: <ul style="list-style-type: none"> · Tiger Woods · Ernie Els · Greg Norman · Michael Jordan <p>Incorporating the following :</p> <ul style="list-style-type: none"> · Stack n Tilt Theory · One vs Two Plane Theory · Short Game for Amateurs & Pros · Logical Activation |
| 15h00 – 15h20 | Break for Refreshment |
| 15h20 – 17h00 | The Short Game - Putting Presented by Robbie Stewart, PGA of SA member |

CONFERENCE DAY TWO: 20th MAY

| | |
|---------------|---|
| 08h00 – 10h00 | Video Analysis – Modern Technology and the Golf Lesson Presented by Russell Du Bois, V1 Golf |
| 10h00 – 10h20 | Break for refreshment |
| 10h20 – 12h30 | How to Drive Revenues for Business Profitability Co – presented by Graham Starkey & Dennis Bruyns - Marketing Services - Use of the Brand <p>This presentation will cover:</p> <ul style="list-style-type: none"> · The power of email marketing · The value of a more frequent communication tool · Promotion of your key skills · Using the tool to drive increased revenues · Generate a community factor |
| 12h30 – 13h20 | LUNCH |
| 13h20 – 15h00 | Equipment Technology – The REAL Truth Presented by world renowned equipment technology expert Dr Frank Thomas, Frankly Golf - from the U.S.A |
| 15h00 – 15h20 | Break for Refreshment |
| 15h20 – 17h00 | Open Forum – Panel Discussion Questions & Answer Session |



DR KARL MORRIS

(KEYNOTE SPEAKER)

Dr Karl Morris is one of Europe's leading Mind Coaches and Managing Director of Masterstroke Ltd. From the world of golf, he has worked with Ryder Cup players and tournament winners such as Darren Clarke, David Howell, Paul McGinley, Graeme McDowell, Lee Westwood, Trish Johnson and former ladies U.S Open champion Alison Nicholas.

Premiership footballers, Rugby internationals and snooker legend Jimmy White are just some of the successful client base who have benefited from mental game training. He has worked with Manchester United F.C. in the development of their 'Players Programme' In the memorable Ashes summer of 2005, England cricket Captain Michael Vaughan worked successfully with Karl on a one-to-one basis throughout the series.

A consultant to the PGA of Great Britain and Europe, Dr Karl Morris has presented seminars and workshops all over the world to the Australian PGA, German PGA, Belgian PGA, Swedish PGA, Dutch PGA and the Hong Kong Golf Association.

Also, working with top class amateurs, he is the golf psychologist to the National squads of the English Ladies Golf Association. From the world of business, his clients include amongst others Red Bull, Volvo, Akzo Nobel and BDO.

Regular feature writer for a host of publications including Golf World, Today's Golfer, Golf International and National Club Golfer, he is also the author of the book 'Masterstroke' and the recently published 'Golf - The Mind Factor' with Darren Clarke. Karl's passion is to demystify psychology to provide a range of practical and applicable tools to all levels to assist in performance breakthrough.



ROBERT BAKER

Robert Baker has been named one of America's Top 100 Teachers by Golf Magazine and has taught some of the biggest names in golf. He has been coach or consultant to five number-one-ranked golfers: Ernie Els, Greg Norman, Seve Ballesteros, Nick Price, and Nick Faldo. In addition, he has taught Hollywood celebrities Sylvester Stallone, Samuel L. Jackson, and Michael Douglas, and sports stars Michael Jordan, Barry Bonds, Ian Botham, and Kapil Dev. Robert is also a regular instructor at the Michael Jordan Celebrity Invitational and the Gary Player Invitational where he works with celebrity and professional participants using the Logical Golf method to improve and refine their skills before and during the

tournaments.

Putting to use the experience and knowledge he gained over many years of studying and working with two of the world's finest golf instructors, Chuck Cook and David Leadbetter, Robert created the highly specialized teaching methodology Logical Golf, which focuses on the pursuit of the perfect golf swing. This simple and visual form of instruction is incorporated into Robert's highly effective training programs and suited for golfers of all levels. While Robert resides in Miami Beach and New York City, he teaches golf throughout the world.

One of the most respected names in golf instruction, Robert teaches at numerous corporate golf outings each year. Recent clients include Alfred Dunhill, UBS Warburg, Airbus Industries, Lehman Brothers, DaimlerChrysler, and Morgan Stanley. He has also been featured on the covers of Golf Magazine (USA) and Golf International (UK) and regularly appears on CNN International, The Golf Channel, and Sky Sports.



FRANK THOMAS

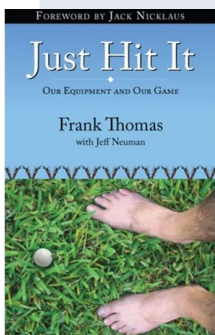
(KEYNOTE SPEAKER)

Frank Thomas, the world's leading expert on golf equipment, has published a book entitled, "Just Hit It," a ground-breaking book that shares Thomas' expert opinions on equipment, the effect of marketing on the game and returning golf to its core values.

"I have known Frank from the time he was involved with inventing the graphite shaft," said world-renowned teacher David Leadbetter. "Frank has always had great foresight in looking at the development of the game, and a keen understanding of what's important and what isn't. His integrity is unquestioned, and when he gives his views on how to grow or save the future of golf, we'd all be wise to listen. "Just Hit It!" is both a useful equipment guide and a wake-up call for the game we love."

There are few people in the game of golf today who are better qualified than Thomas to speak on the subject of equipment technology. Not only did he invent the graphite shaft more than 40 years ago – a piece of technology found in the bag of nearly every golfer today – as Technical Director of the United States Golf Association, he issued thousands upon thousands of rulings on equipment, literally writing the rules that govern the implements of the game.

"When I first met Frank, I was amazed by how much knowledge he had of equipment, golf and the history of golf," Nick Price said. "Whenever I have a question about equipment, I pick up the phone and ask Frank. He's been invaluable to me."



LOCAL SPEAKER PROFILES



GRAHAM STARKEY

Graham qualified from University with a BA (Hons) degree in Leisure Management and has since then worked in golf for both the UK's largest high street golf retailer for 2 years and then UK's biggest on-course golf buying group for 8 years. At 'American Golf' Graham was Development Manager in charge of opening all new stores and at 'Foremost Golf' he assisted the group's entire on-course professionals with their retailing, merchandising and business planning. In his final 2 years with Foremost he launched an email newsletter solution to over 70 clubs. Graham arrived in South Africa in January 2007 and has been

embraced by both pros and clubs managers alike over the last 10 months. Graham is now Head of Golf Operations in South Africa.



RUSSELL DU BOIS

Russell was once told by a Golf Pro at a corporate golf day that he was "coming from the outside in". When he asked the Pro to explain what he meant, the pro showed "the swing" on a TV but couldn't explain what he was trying to say. Russell decided to find out for himself, and considering that perhaps it may have been a language barrier, he realised that pictures tell and explain the story with far more conviction and clarity.

After extensive investigation and analysis of a number of systems, Russell applied for and acquired the distribution rights for Southern Africa of Interactive Frontiers' V1 range of digital coaching systems in 2005. He has sold multiple licences to Golf Pro's as well as other sporting codes. South Africa is the first and currently the only country in the world that burns and distributes the V1Home Basic system on CD's, all other countries utilise a download option.



BOOKING FORM FOR PGA COACHING & FITNESS CONFERENCE

THE PGA COACHING & FITNESS CONFERENCE

Email booking form to janna@thehedgehogevent.com. Fax booking form to 086 673 6142.

| | | | | |
|---|--|--|--|---|
| OPTION 1: 4 DAY PGA CONFERENCE & TPI LEVEL 1 WORKSHOP <input style="width: 100%; height: 20px;" type="checkbox"/> | OPTION 2: TPI LEVEL 1 WORKSHOP ONLY <input style="width: 100%; height: 20px;" type="checkbox"/> | OPTION 3: PGA COACHING & FITNESS CONFERENCE ONLY <input style="width: 100%; height: 20px;" type="checkbox"/> | NOT PGA MEMBER <input style="width: 100%; height: 20px;" type="checkbox"/> | PGA MEMBER <input style="width: 100%; height: 20px;" type="checkbox"/> |
|---|--|--|--|---|

Event Name : Date of Event :

Total Fee :

Please note: By completing this registration form - you acknowledge that you have understood the terms & conditions outlined below. You will be liable in your personal capacity for the full payment should the company not pay us directly. If you do not hear from us within 24 hours of booking please contact us.

CONTACT INFORMATION:

| | | | |
|---|--|---|--|
| Delegate's Name: | <input style="width: 95%;" type="text"/> | Surname: | <input style="width: 95%;" type="text"/> |
| Identity Number: | <input style="width: 95%;" type="text"/> | Title: | <input style="width: 95%;" type="text"/> |
| Company: | <input style="width: 95%;" type="text"/> | Work Fax: | <input style="width: 95%;" type="text"/> |
| VAT Registration Number: | <input style="width: 95%;" type="text"/> | Personal Physical Address: | |
| Work Tel: | <input style="width: 95%;" type="text"/> | <input style="width: 100%; height: 100%;" type="text"/> | |
| Mobile Number: | <input style="width: 95%;" type="text"/> | | |
| Email Address: | <input style="width: 95%;" type="text"/> | | |
| Position: | <input style="width: 95%;" type="text"/> | | |
| Special Needs (Pregnant, disabled or other): <input style="width: 80%;" type="text"/> | | | |

DELEGATE INFORMATION:

| | | | |
|-------|--|----------|--|
| Name: | <input style="width: 95%;" type="text"/> | Surname: | <input style="width: 95%;" type="text"/> |
| Name: | <input style="width: 95%;" type="text"/> | Surname: | <input style="width: 95%;" type="text"/> |
| Name: | <input style="width: 95%;" type="text"/> | Surname: | <input style="width: 95%;" type="text"/> |
| Name: | <input style="width: 95%;" type="text"/> | Surname: | <input style="width: 95%;" type="text"/> |
| Name: | <input style="width: 95%;" type="text"/> | Surname: | <input style="width: 95%;" type="text"/> |
| Name: | <input style="width: 95%;" type="text"/> | Surname: | <input style="width: 95%;" type="text"/> |
| Name: | <input style="width: 95%;" type="text"/> | Surname: | <input style="width: 95%;" type="text"/> |
| Name: | <input style="width: 95%;" type="text"/> | Surname: | <input style="width: 95%;" type="text"/> |

ACCOUNT DETAILS:

Please note it is mandatory to include a physical address and landline contact number.

| | |
|---|--|
| Billing Address (Include Postal Code): | |
| <input style="width: 100%;" type="text"/> | |
| Physical Address: | |
| <input style="width: 100%;" type="text"/> | |
| Contact Person: | Contact Number: |
| <input style="width: 95%;" type="text"/> | <input style="width: 95%;" type="text"/> |

TERMS & CONDITIONS:

We are committed to bringing you exceptional training & service and have therefore taken every care to ensure that our terms & conditions are understood by you to avoid issues of cancellations, bookings & transfers.

The Hedgehog Event is running this event on behalf of The PGA of SA and is therefore not liable for any cancellations, postponements or changes to the event.

Delegates Travelling from outside Johannesburg:

Please do not book flights, accommodation, rental cars etc. until you have received your confirmation letter from us stating that the event has been confirmed and is going ahead. We will not be liable for any travelling costs incurred due to us cancelling an event. 7 working days will be given if cancellations occur.

Delegate Substitution: Allowed up to 1 day prior to event

Delegates may send a replacement substitute in circumstances where the initial delegate is not able to attend. Substitutes can be made up to 1 day prior to the event without incurring a penalty. Please inform us so we can make the necessary arrangements for the new delegate. If no substitute is sent - the full fee is then liable. Notification can be made via email or telephone. Contact Tshidi on enquiry@thehedgehgoevent.com or 27 11 704 1469.

Payment:

Payment can be made by cheque, credit card or by electronic transfer, and must be received 7 working days from the date of the invoice.

Please quote the reference number from your invoice so that payments can be tracked. Delegates will not be allowed to attend without payment having been received.

Cancellation: No delegate cancellations are allowed on this event as it is a once off event. Once your booking has been made it is a confirmed booking & full payment is liable.

The Hedgehog Event: Banking Details

Account Name: The Hedgehog Event

First National Bank

Account Number: 62083382045

Branch Code: 253305

ACCEPTANCE:

The parties whose signatures are appended hereto agree to all the terms and conditions stated within this agreement.

I have read and understand all the terms & conditions.
(Required - Please indicate with a "yes" or "no")

Thus done and signed by the Company at
(Required - Please sign)

For and on behalf of THE COMPANY duly authorised
(Required - Please print name and surname)

Book your seat now: Contact The Hedgehog Event on
(011) 704 1469 or email janna@thehedgehgoevent.com
www.thehedgehgoevent.com