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MARCH

2025 SPRING SEMINAR

Join us at the Educational Summit and experience a wide range of successful keynote speakers and golf professionals alike!



**THE DERRICK
G&WC**

3500 119 ST NW, EDMONTON, AB
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DAY 1 AGENDA

Time	Presentation
8:00am-9:00am	Breakfast
9:00am-10:30am	Annual General Meeting
10:30am-10:45am	Break
10:45am-12:15pm	Terry Eckman
12:15pm-1:00pm	Lunch
1:00pm-2:00pm	Alberta Golf - Taylor Tracey, MacKenzie Baustad
2:00pm-2:15pm	Break
2:15pm-4:15pm	Gavin Parker - Keynote
4:15pm-7:00pm	Cocktail Reception

DAY 2

AGENDA

Time	Presentation
8:00am-9:00am	Breakfast
9:00am-11:00am	Ryan Holley
11:00am-11:15am	Break
11:15am-12:15pm	Danielle Gilford
12:15pm-1:00pm	Lunch
1:00pm-3:00pm	Ben Lorenzen - Keynote

MENU

DAY 1

BREAKFAST

- YOGURT FIELD BERRY PARFAIT W/ GRANOLA
- FRESHLY BAKED ASSORTED DANISHES AND PASTRIES
 - BACON
 - SAUSAGES
- FRITTATA W/ PEPPERS AND MUSHROOM/ SHREDDED CHEESE
- WAFFLES W/ WHIPPED CREAM, WHIPPED BUTTER, MAPLE SYRUP
- SEASONED BREAKFAST HASHBROWNS, KETCHUP, AIOLIS

LUNCH

- GRILLED ITALIAN SANDWICH - SALAMI TRIO W/ PROSCIUTTO/ARTICHOKE SPREAD/
TOMATO JAM/ SERVED ON FOCACCIA
- GRILLED ZUCCHINI WITH MOZZARELLA/ARTICHOKE SPREAD/ TOMATO JAM ON
FOCACCIA
- LATTICE CHIPS
- SOUP

COCKTAIL RECEPTION

- BEEF CARPACCIO "CAESAR STYLE" ON CRUSTINI
- THINLY SLICED CAB/ CAPERS/ ONIONS/ SHAVED ROMAINE LETTUCE/ CAESAR
DRESSING/ ON CROSTINI -LARGE CHARCUTERIE STATION, CENTRALLY LOCATED FOR
EASY ACCESS AND ENJOYMENT.
- BITE SNACK- PORK WING, CROSTINI, OR OTHER

MENU

DAY 2

BREAKFAST

- ASSORTED FRESH CUT FRUIT W/ WHIPPED BERRY YOGURT FRUIT DIP
- FRESHLY BAKED ASSORTED DANISHES AND PASTRIES
 - CONTINENTAL BREAKFAST
 - HAM, ROAST BEEF, ASSORTED SLICED CHEESE
 - CHICKEN APPLE SAUSAGES
- SCRAMBLED EGG SANDWICHES / BEEF BACON CRUMBLE/ CHILI LIME AIOLI/ AND CHEDDAR CHEESE/ SERVED ON BRIOCHE BUN
- POTATO PATTY HASHBROWNS W/ KETCHUP, AIOLIS

LUNCH

- CERTIFIED ANGUS HOT BEEF SANDWICH - SHAVED CAB DIPPED IN JUS/ PICKLED VEGETABLES/ HORSERADISH AIOLI/ SUB BUN
- SALAD , GOOD LEAF FARMS LETTUCE BLEND SPRITZ VINAIGRETTE W/ SPICY MUSTARD MICRO
- SOUP



Day 1: 10:45 - 12:15pm
\Building Leadership Resilience - One Thought at a Time

Dr. Terry Eckmann, is an award-winning presenter, author, and researcher. She presents internationally on topics related to leadership, effects of lifestyle choices on the brain, movement that matters, healthy aging, stress management, worksite wellness and the power of choice.

Eckmann and her daughter, Katie, coauthored "101 Mindfulness and Meditation Practices". Terry's other two books are "101 Ways to Age Gracefully" and "101 Brain Boosters" are used in schools and active aging communities nationally. Eckmann hosted the TV segment "Eye on Fitness" in the Minot viewing region for over 25 years.

Terry has served in various leadership roles; Chair of Teacher Education and Kinesiology, Coordinator of Corporate Fitness and Wellness and Master's in Sports Management at MSU; Director of Marketing, Public Relations, and Community Education at Trinity Medical Center, Director of Wellness at Trinity, and owner of Body by Choice Exercise Studio.



Day 1: 1:00pm - 2:00pm
Information for You, Your Members and Your Facility

Taylor Tracey
Manager, Content, Competitions & Heritage

Taylor has been with Alberta Golf in his current role for 1 championship season along with 2 seasons in other roles with Alberta Golf. Taylor has heightened the expected championship standards at Alberta Golf and has gained national attention with the Alberta Golf social media. Taylor is a graduate of Communications at the University of Calgary where he spent 5 seasons as a Dino on the Men's Volleyball team.

MacKenzie Baustad
Manager, Competitions & Junior Golf

MacKenzie is a graduate of Central Michigan University where she was a member of the Chippewas division 1 golf team. MacKenzie brings a great understanding of championship golf and junior golf development to Alberta Golf and has contributed to making every player's experience unforgettable. Managing the McLennan Ross Alberta Junior Tour, MacKenzie is bringing her competitive golf experience and offering guidance to the emerging junior golfers.



Day 1: 2:15pm - 4:15pm
Junior Golf as a Game-Changer for Your Club

Gavin developed an internationally recognized junior golf program at Salisbury Country Club that promotes critical thinking and problem solving while also inspiring passion for the game of golf. Gavin aims to instill confidence, skills, values, and well-being in children, using golf as a tool.

- 2021-2025 Golf Digest's Best Young Teacher in America
 - 1 of 25 U.S. Flatstick Certified Coaches
 - Class A PGA Member
- Brand ambassador, host/emcee, broadcast & media personality

Profuse social media content of videos, coaching, lessons, and humor attract his rapidly growing audience on TikTok and Instagram. Gavin has also collaborated with top brands in the sport such as Nike, PGA of America, Vice Golf, Eastside Golf and more.



Day 2: 9:00am - 11:00am
Golf From The Ground Up

Ryan Holley is a PGA of Canada Teaching Professional who's main area of focus is integration of ground based data in coaching, its role within the golf swing and connecting coaches and players with technology.

In the last 2 and a half years he's become an integral part of 4x PGA tour winner Nick Taylor's team, tasked with creating a swing that can compete against a younger, faster group of incoming PGA Tour players.

He's also been very fortunate to work with players across many different developmental tours, high level amateurs, collegiate champions and recreational players of all skill levels.

Ryan travels with his SwingCatalyst Dual plates bringing technology to clubs and coaches that don't typically offer that within their teaching environment. While in the road, he also does education events for large groups and teams of teaching professionals.



Day 2: 11:15am - 12:15pm
AI Technology

Danielle is currently the Director of AI at PwC Canada, with over a decade of experience in driving the commercialization of advanced technologies from zero to one.

Known for building national teams, labs, partnerships, and systems, Danielle's expertise spans B2B and B2C SaaS, specializing in AI, AR, and cloud. Before joining PwC, she established the Artificial Intelligence Talent and Experimentation Accelerator at AltaML, training over 240 individuals and leading 70 AI use cases. At the Creative Destruction Lab, Danielle managed and led ventures across health, energy, and fintech that led to the creation of over \$250M in equity value.

Equipped with an MBA from the University of Calgary and Executive Certificates from MIT, Danielle's presence at events like Elevate Festival, Collision, and SaaS North highlights her expertise in driving discussions on cutting-edge technologies and fostering innovation. In addition to her professional work, Danielle serves as an Adjunct Professor at the University of Calgary, teaching courses on Early-Stage Investing for Angel investors and AI in Business for MBA students.



Day 2: 1:00pm - 3:00pm
Presented by Aushnet

Ben Lorenzen, CCM, is the Creative Director of Champions Run in Omaha, Nebraska, where he leads the industry in innovation and creative club concepts. As a national speaker, Ben focuses on member engagement, technology, creativity, marketing, fitness, and aquatics, sharing his expertise and setting new standards for excellence in the club industry. His dynamic leadership at Champions Run and his influential speaking engagements make him a trailblazer shaping the future of private clubs nationwide.

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