



SHOW

Engage with Fitness, Health & Wellness Experts On-site at Demo Day and on the Show Floor

Tuesday, Jan. 21, 2025

Demo Day

Health & Wellness Center
Presented by GFAA, Outdoor Stage,
Tee Box #7

10:00 a.m.-10:30 a.m.

Share Your Journey:

Moderated by **Brian Crowell, PGA**
Jeehae Lee, Founder & CEO, Sportsbox AI,
LPGA Tour Veteran
Andrea Doddato, Founder, Shape and
Sport, *Golf Digest* Top Fitness Professional,
GFAA Industry Leader
Suzy Whaley, President, Golf Nation, LPGA
Tour Veteran, PGA of America President
(2018-2020)

10:45 a.m.-11:15 a.m.

3D Functional Movement and Functional Golf Coach Certification

Dr. Gary Gray, CEO & CCO, Gray Institute
Dr. David Tiberio, Dean, Gray Institute

11:30 a.m.-12:15 p.m.

The Journey to Increasing Clubhead Speed

Gavin Parker, PGA, CEO, Jr. Golf, *Golf
Digest* Best Young Teachers

1:00 p.m.-1:45 p.m.

How Champions Use Data: Bryson DeChambeau Case Study

Jeehae Lee, Founder & CEO, Sportsbox AI,
LPGA Tour Veteran

2:00 p.m.-2:45 p.m.

Golf and Fitness after Fifty: Exercises and Drills to Maintain Distance and Stamina

Randy Chang, PGA, Founder, Randy Chang
Golf School

Wednesday, Jan. 22, 2025

PGA Show Floor

Fitness, Health & Wellness Stage
Presented by GFAA and TPI
End of aisle 1800

9:15 a.m.-9:45 a.m.

Nervous System Regulation: The Foundation for Mind and Body

Shiftwave, World's Most Advanced
Nervous System Regulation Device to
Optimize Performance
Dr. Jon Foster, Ph.D., Stanford University
Department of Applied Physics / COO &
Co-Founder Shiftwave
Gordon Weiss, Head of Partnerships,
Shiftwave

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

Utilizing "Swing Fault Exercises" to Learn, Perfect and Automate Movement Patterns in the Swing

Kai Fusser, Author & Elite Trainer,
Kai Fitness For Golf
Dylan Ross, PGA, Founder, Dylan Ross Golf
& GOLFUSION

11:00 a.m.-11:45 a.m.

The Art of Golf Performance

Trevor Anderson, CSCS, Creator, BETTER
EVERY DAY & Director, APEX FIT
Performance Center
Derek Lewis, Former CEO, PepsiCo.
Dion Muhammad, Head Golf Professional,
Omni Hotels & Resorts

12 p.m.-1:30 p.m.

GFAA Networking Lunch

(by invitation only)

The Body's Connection to the Golf Swing

Panel discussion moderated by
Dr. Steven Lorick, President GFAA
Dr. Greg Rose, Co-Founder TPI
Dave Phillips, PGA, Co-Founder, TPI
David Leadbetter, PGA Hall of Fame

1:00 p.m.-1:30 p.m.

Swing Stability: Essential Balance Training for Every Golfer

Lauren McMillan, *Golf Digest* Certified
Fitness Trainer & Renowned Yoga
Instructor

2:00 p.m.-2:30 p.m.

Using Sportsbox AI to Understand the Physical Parameters of your Student

Jeehae Lee, LPGA Veteran & CEO,
Founder, Sportsbox AI
Randall Hunt, Founder, APEX FIT

3:00 p.m.-3:30 p.m.

Leveraging Player Personality & Learning Styles for Elevated Golf Success

Jason Meisch, Co-Founder, Peak Golf
Fitness
Patrick McGuire, Managing Partner, Peak
Athletics Ashburn

4:00 p.m.-4:30 p.m.

Senior Golf Population: Zen and the Art of Older Golfer Maintenance

John D'Amico, Owner, Golf Fitness Edge

5:00 p.m.-5:30 p.m.

Golf Swing 101: The Biomechanics of a Golf Swing

Cathy Kim, PGA, LPGA, Director of Golf
Instruction, Baltimore Country Club

Thursday, Jan. 23, 2025

PGA Show Floor

Fitness, Health & Wellness Stage
Presented by GFAA and TPI
End of aisle 1800

9:15 a.m.-9:45 a.m.

ROI Programming and Facility Design Successes

Steve Wilkinson, Regional Sales Manager,
Life Fitness

10:00 a.m.-11:00 a.m.

Unlocking Performance Potential: How Bloodwork is Revolutionizing Golf

Dave Phillips, PGA, Co-Founder, TPI
Dan Garner, Author, *Eat Sleep Burn*

11:15 a.m.-11:45 a.m.

Extending Life's Back 9: Simple Keys to Healthy Longevity

KC Craichy, Founder / CEO Living Fuel

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

Practical Coaching Applications for Improving Timing and Forces

Jon Tattersall, PGA, Co-Founder,
Fusion ATL
John Novosel, Senior Writer,
Sports Illustrated

1:00 p.m.-1:45 p.m.

Panel Discussion on Eastside Golf: Entrepreneurship, How Golf is the Glue to Business, PGA Pro Route vs. Pro Player Route vs. Our Route to Start Eastside Golf, Purpose of Eastside Golf, Purpose of Signed Players

Olajuwon Ajanaku, Co-Founder & CEO,
Eastside Golf
Earl Cooper, PGA, Co-Founder & COO,
Eastside Golf

2:00 p.m.-2:30 p.m.

Binaural Beats & Light Waves for Focus

Dave Goto & **Dr. Ben Smart**, Author,
Dr. Ben's SMaRT Workouts

3:00 p.m.-3:30 p.m.

Mental Wellness in the Golf Game: Utilizing Emotional Intelligence and Meditation in Golf Performance

Tara Solongo, LL.B, MPA, PMP, Mental
Wellness Coach, Agnista Meditation

4:00 p.m.-4:30 p.m.

Golfzon Leadbetter: How to Learn Golf Indoors

Ben Riches, CEO, Golfzon Leadbetter
Robin Symes, PGA, Academy Global
Director, Golfzon Leadbetter
Gavin Grenville-Wood, PGA Fellow, Head
of Junior Education, Golfzon Leadbetter