



## **IMMEDIATE RELEASE**

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# **PGA Magazine and PGA Golf Exhibitions to Launch the PGA Connectivity Lab at the 2010 PGA Merchandise Show**

*Lab to focus on how social media benefits PGA Professionals*

PALM BEACH GARDENS, Fla. –*PGA Magazine* and PGA Worldwide Golf Exhibitions announced today that they will unveil the PGA Connectivity Lab at the 2010 PGA Merchandise Show set to convene January 28 -30 in Orlando, Fla. The Lab (booth #2763) will be in the Golf Products & Services area next to the *PGA Magazine* booth (booth #2863).

The PGA Connectivity Lab will provide PGA Professionals with an insight into the new world of social media, offering best practices on ways it can help them improve their operations. PGA Professionals are already embracing this technology and using media like Facebook and Twitter to help grow their respective businesses in teaching, retailing, tee times, tournament & outings and much more.

The PGA Connectivity Lab will be staffed by Richard Brassler, CEO of The Targeted Group, and his team of experts. With over 10 years of experience in the interactive media world, Richard has become one of the leading experts in social media and online marketing and has helped some of the nation's leading brands such as Siemens, Citibank Smith Barney, Pepsi and RSM McGladrey in creating and honing their strategic marketing programs.

"I am excited to be a part of this initiative and look forward to sharing my knowledge of social media with PGA members interested in engaging these unlimited new marketing strategies and technologies into their businesses," said Brassler. "My staff and I will be on hand all week at the PGA Connectivity Lab, ready to educate members on the wide range of benefits the world of social media offers."

PGA Professionals Suzy Whaley, Brad Redding, Ted Frick, Dave Harner, and Tony LaFrener will make appearances at various times to share how they have employed the benefits of social media to grow and expand their own business operations.

"Both the PGA Show team and *PGA Magazine* believe it is essential to continually provide PGA Professionals with the latest trends and information on how they can grow their operations," said Rick Summers, President and CEO of *PGA Magazine*. "We believe that this area will allow PGA members the opportunity to learn from experts like Richard Brassler and their fellow PGA members on how they too can implement these tools and benefit from new social media platforms."

### **About *PGA Magazine***

*PGA Magazine* is the official monthly publication of The PGA of America and is the leading trade magazine in golf. The magazine is published under licensed agreement between Great Golf Resorts of the World, Inc. and The PGA.

### **About The PGA Merchandise Show**

The PGA Merchandise Show, organized in partnership with The PGA of America, is one of three leading golf trade shows in PGA Worldwide Golf Exhibitions' golf portfolio including the PGA Fall Expo in Las Vegas and the Ontario PGA Golf Merchandise Show in Toronto, Canada.

### **About The Targeted Group**

Leveraging over 10 years of experience, The Targeted Group has perfected a solution that drives prospects to custom built online communities and provides the communication and tracking necessary for lead nurturing and increased sales. Specializing in creating custom branded new media and social networking platforms, The Targeted Group can exponentially enhance the penetration and propagation of a corporate message and community engagement.

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