

2026 MICHIGAN GOLF BUSINESS CONFERENCE & VENDOR FAIR

Nov. 30–Dec. 2 · Soaring Eagle Casino & Resort, Mt. Pleasant

Network and learn with the golf industry's top professionals and smartest minds.

PLUS don't miss our Opening Reception, Awards Dinner, Vendor Fair & Lunch!

Featuring Keynote Speakers:

KEYNOTE SPEAKER



RICH LOHMAN
Lohman Leadership Group

KEYNOTE SPEAKER



KELLI SAUNDERS
SBAM

KEYNOTE SPEAKER



ROBERT HUGHES
Hughes Integrated

Early Bird Registration

Register for the FULL conference by Oct. 19 and get the Monday Preconference **FREE!**

3 Attendee Tracks Over 2.5 Days!

Keynotes

MONDAY

Robert Hughes

- One Idea Away From a Better Bottom Line
- Marketing Your Course in AI

Kelli Saunders

- Government Affairs & Golf

Panel Discussion

- Women Shaping the Future of Michigan Golf

TUESDAY

Rich Lohman

- The Fully Resourced Leader
- The Optimized Leader

Wednesday

- Michigan Golf: The Next 50

THE NEXT 50 years

Owner/GM

MONDAY

- Idea Exchange: Owner/GM

TUESDAY:

- Building Your Golf Course CapEx Plan
- Risk Management

Director of Golf

MONDAY

- Idea Exchange: Operations

TUESDAY:

- 2026 Golf Business Pulse Report: The Golfer Has Spoken
- Be Your Own Influencer: Build Your Brand & Expand Your Reach

Food & Beverage

TUESDAY:

- The Real Cost of Labor: A New Perspective for Golf Course F&B
- Beyond the Bev Cart: Alcohol Control & Best Practices on the Course

Race to Talent™

WEDNESDAY:

- Race to Talent™ with Registered Apprenticeship
- Graduation Ceremony



Race to Talent™