



FIVE FOUR

INVITES YOU TO A

*Transformational
Golf Getaway*

SUNDAY, AUGUST 3
THROUGH
TUESDAY, AUGUST 5

HOSTED AT:



THE PRAIRIE CLUB

EST. 2010. VALENTINE, NE

R.S.V.P. TO NATHAN SCHOCK
TO RESERVE YOUR SPOT

605.759.4802

NATHANS@FIVEFOURTRAINING.COM

EXPENSES



LODGING, BREAKFAST, LUNCH &
2 DAYS OF GOLF
..... \$2,499.00

DINNER & BEVERAGES
..... PERSONAL COST

LOCATION



88897 STATE HWY. 97
VALENTINE, NEBRASKA 69201

(888) 402-1101
THEPRAIRIECLUB.COM

DETAILS



Join us for this exclusive event, featuring multiple tee times on two luxurious courses, dining, and networking with fellow entrepreneurs and business owners.

The Prairie Club is deep in the heartland of America, on the rim of the Snake River canyon. It is a place that rivals famous golfing destinations and attracts devout believers in the game.

**TRANSFORM YOUR BUSINESS STRATEGY WITH JOE PINE:
TWO EXCLUSIVE MASTERCLASSES**



Masterclass 1: *The Experience Economy*. The book that launched an industry and helped businesses everywhere escape the commoditization trap.

Masterclass 2: *The Transformation Economy*. A first-of-its-kind preview of Joe's upcoming 2026 book about charging premium prices for helping your customers achieve their aspirations.

More information on the back.

TRANSFORM YOUR BUSINESS STRATEGY WITH JOE PINE: TWO EXCLUSIVE MASTERCLASSES

WORKSHOP 1: MASTERING THE EXPERIENCE ECONOMY REVOLUTION

Break Free from the Commodity Trap that's Killing Your Margins

Your customers crave experiences that engage in an inherently personal way. While competitors fight over price in commoditized markets, you'll discover how to command premium pricing by staging memorable experiences. In this 90-minute session with bestselling author Joe Pine, you'll unlock strategic frameworks practiced by market leaders in all industries. Learn to identify hidden experience opportunities and shift up the Progression of Economic Value to create greater value for your customers and profit for your business.

What you'll walk away with:

- Principles to shift from competing on price to commanding premium value
- Case studies of companies that increased revenue through experience staging
- Your action plan to implement Experience Economy principles this year



WORKSHOP 2: THE TRANSFORMATION ECONOMY — YOUR COMPETITIVE ADVANTAGE

Exclusive Preview from Joe Pine's Upcoming 2026 Book

Most leaders think experiences are the ultimate offering. They're wrong. Future-dominating companies understand: the customer IS the product. The opportunity lies in transforming customers into who they aspire to become.

Access new ideas, principles, and frameworks from Joe Pine's anticipated 2026 release, *The Transformation Economy: Guiding Customers to Achieve their Aspirations* — the next evolution separating visionaries from followers.

What makes this unmissable:

- Exclusive access to breakthrough concepts before mainstream release
- Create offerings where customers pay premium prices for transformation
- Master guiding customers to aspirations while building competitive moats

The Strategic Advantage: While competitors catch up to Experience Economy, you'll implement transformation strategies years ahead.

