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Jack Sheehan Speaks To 2005 PGA Fall Expo Attendees

Author of "Embedded Balls" Shares Experiences and Fascination With Golf

Las Vegas, Nevada (IMPR) Thursday, September 22, 2005: Jack Sheehan, nationally acclaimed author and Vegas insider, is the featured keynote speaker at this year's 2005 PGA Fall Expo, September 28 -29, 2005 at the Las Vegas Convention Center.

Jack Sheehan, a much celebrated public speaker and author, who has co-authored two books on golf with Peter Jacobsen, "*Embedded Balls*" (2005, Penguin Group, 224 pgs), and "*Buried Lies*" (1993, Penguin Group, 224 pgs), will share humorous and candid insight into the world of professional golf when he addresses attendees at his year's PGA Fall Expo, Thursday, September 29, 2005 at 1:00 p.m. on the show floor at the Las Vegas Convention Center.

Sheehan, who has been a part of the growing Las Vegas community for 30 years, will articulate his experiences with some of the world's best known golf personalities, the PGA tour experience, the future of golf, and will share a few *behind the scenes* experiences with celebrity golf tournaments. Sheehan, who is currently working on two new books scheduled for publication in 2006, is also working on a documentary based on his book "Skin City" (2004, Stephens Press, 276 pgs). Sheehan also writes and edits for numerous locally and nationally distributed publications on golf and life in Las Vegas. For more information about Jack Sheehan, visit: www.jacksheehan.com.

About the PGA Fall Expo... Guests at this year's PGA Fall Expo include PGA professional and top retailers who will be in Las Vegas to experience the latest cutting edge designs in golf equipment, interactive product testing, education seminars and networking functions. The PGA of America, organizing partner for the PGA Fall Expo, is staging comprehensive member education programs, player development seminars and industry access to the PGA Employment Center at the Show. Registration for this year's event is expected to be up 25% over 2004. For more information about the PGA Fall Expo, visit: www.pgafallexpo.com.

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