



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<i>We have been shaking up our junior program to better reflect the needs of our membership and the number of young families. Our goal is to kick start their golfing careers at an early age with use of SNAG golf equipment.</i>
Program Design:	<i>Frequent weekly clinics for children age 4-8 and a season kickoff event where family participation is encouraged. Clinics featured snag golf equipment.</i> <i>The kickoff event included clothing vendors and we fit for US Kid's golf clubs.</i>
Tracking Results:	<i>We tracked participation at each event.</i>
Results:	<i>Our kickoff event was a major success with 40-50 people participating and our clinics consistently had 10-15 juniors participate.</i>
Business Impact:	<i>These events and programs are designed to create long term business impacts. As the kids grow parents will continue to purchase golf equipment for their juniors along with clothing. On average we sell 5-6 small junior sets to participants in our weekly clinics.</i> <i>Junior Golf Night was the name of our kickoff event and was a great success both in participation and financially. Puma was on hand for a junior trunk show and we were able to sell over \$500 in special orders.</i>
Recommendations:	<i>Pair with events in the restaurant to help with food and beverage. We made sure to feature all of our junior events around dinner service in the clubhouse.</i>