



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<p><i>Our ladies' Red Tee League has been around for five seasons. It is a program designed to help new golfers learn the game in an enjoyable, no-pressure atmosphere, while getting comfortable with other golfers, learning the rules, and familiarizing themselves with Club procedures.</i></p> <p><i>Each year the program has grown in weekly participants and total participants. In 2017, we applied for a Yamaha PNW PGA Player Development Grant to help pay our teachers for their time. In the past it has been all voluntary.</i></p> <p><i>Our goals are;</i></p> <ol style="list-style-type: none"> <li><i>1. Grow the number of ladies playing the game at MCC.</i></li> <li><i>2. Change the culture of ladies' golf at MCC from competitive to social.</i></li> <li><i>3. Educate our ladies on rules, regulations, policies and procedures of the game and Missoula Country Club.</i></li> <li><i>4. Help our new golfers have fun playing golf.</i></li> </ol>																								
Program Design:	<p><i>This is a 12-week program, with two fun nights.</i></p> <p><i>The 2018 schedule was;</i></p> <table> <tr> <td><b>May 8</b></td> <td><b>Overview of golf at MCC</b></td> </tr> <tr> <td><b>May 15</b></td> <td><b>Introductions &amp; The Basics, 3 Hole Scramble</b></td> </tr> <tr> <td><b>May 22</b></td> <td><b>Putting, 3 Hole Scramble</b></td> </tr> <tr> <td><b>May 19</b></td> <td><b>Fun Night – No organized Play</b></td> </tr> <tr> <td><b>June 5</b></td> <td><b>Chipping, 3 Hole Scramble</b></td> </tr> <tr> <td><b>June 12</b></td> <td><b>Driving, 3 Alternate Shot</b></td> </tr> <tr> <td><b>June 19</b></td> <td><b>Irons, 3 Hole Chapman</b></td> </tr> <tr> <td><b>June 26</b></td> <td><b>Bunker Shots, 3 Hole Shamble</b></td> </tr> <tr> <td><b>July 10</b></td> <td><b>Putting, 3 Hole Chapman</b></td> </tr> <tr> <td><b>July 17</b></td> <td><b>Fun Night – No organized Play</b></td> </tr> <tr> <td><b>July 24</b></td> <td><b>Chipping, 3 Hole Best Ball</b></td> </tr> <tr> <td><b>July 31</b></td> <td><b>Driving, 3 Hole Stroke Play</b></td> </tr> </table>	<b>May 8</b>	<b>Overview of golf at MCC</b>	<b>May 15</b>	<b>Introductions &amp; The Basics, 3 Hole Scramble</b>	<b>May 22</b>	<b>Putting, 3 Hole Scramble</b>	<b>May 19</b>	<b>Fun Night – No organized Play</b>	<b>June 5</b>	<b>Chipping, 3 Hole Scramble</b>	<b>June 12</b>	<b>Driving, 3 Alternate Shot</b>	<b>June 19</b>	<b>Irons, 3 Hole Chapman</b>	<b>June 26</b>	<b>Bunker Shots, 3 Hole Shamble</b>	<b>July 10</b>	<b>Putting, 3 Hole Chapman</b>	<b>July 17</b>	<b>Fun Night – No organized Play</b>	<b>July 24</b>	<b>Chipping, 3 Hole Best Ball</b>	<b>July 31</b>	<b>Driving, 3 Hole Stroke Play</b>
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	<p><i>The weekly itinerary for each class was;</i>  <b>5:45 pm - Drinks in the Clubhouse,</b>  <b>6:00 pm - PGA Instruction,</b>  <b>6:45 pm -Playing 3 holes</b></p> <p><i>Each participant had to call the golf shop by 3pm to sign up. This allowed us to get prepared for the class and have enough instructors. Our goal was to have one instructor for every eight students.</i></p> <p><i>Our instruction was basic for beginners. We focused on the fundamentals of each piece of the game. The schedule allowed for us to visit each part of the game multiple times, for repetition for each student, and for those that missed a week. The class was a relaxed environment with lots of fun group help and the time allowed for individual assistance.</i></p> <p><i>Many of the students signed up in small groups. Meeting for a cocktail in the clubhouse introduced the ladies to the social aspect of Tuesday Night Ladies' League at Missoula Country Club and helped them to feel comfortable. The instruction was 45 minutes to an hour. Then the ladies were introduced to the golf course and a variety of games.</i></p>
Tracking Results:	<p><i>Each week there were around 12 students with as few as 7 and as many as 17. There were about 30 total students that attended the Red Tee League. The program led to individual lessons about half of the class. Most of the students realized that golf at MCC wasn't a competition, but rather a fun social game. Most joined our Friday Night Couples' League with their spouse and are planning to play in Ladies' League again in 2019.</i></p>
Results:	<p><i>This has been a very successful program for the past five years and continues to pick up momentum each year. Our members look forward to participating and encourage their friends to join the league.</i></p> <p><i>The grant allowed us to give something back to the PGA Professionals that assisted with the program. Chris Nowlen, Connor Sproull, Bryson Smith and Aaron Koerner all contribute time and expertise to make this program successful.</i></p>



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<b>Business Impact:</b>	<p><i>The Ladies' Red Tee League at MCC has positively impacted our business in many ways. In 2018, Missoula CC had a great year of Membership Sales. Many of the members were referred by existing members and their wives were influenced by this program as an opportunity for them to learn the game and integrate into the Club.</i></p> <p><i>Additionally, the Club has realized increased sales in the golf shop, in club sales. Food and beverage has maintained increased sales and covers drastically on Tuesday nights because of the membership growth and participation in this program.</i></p> <p><i>Also, membership retention has been achieved by putting additional value in being a member of Missoula CC. Families are finding more joy in playing the game because mom understands the game and is improving her skills.</i></p>
<b>Recommendations:</b>	<p><i>We strongly recommend other golf professionals establish a league like this. Our Red Tee League compliments our competitive league very well. Having both programs allows ladies of all skill levels to join the Tuesday night fun!</i></p>