



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	JOEY ESH, PGA
Facility Name:	CANYON RIVER GOLF CLUB/ESH'S GOLF ACADEMY
Phone:	406-830-6854
Email:	eshgolf@pga.com

Goals of the program:	The goal of the Western Montana Golf in Schools program is to solidify the game of golf in the Missoula area by creating a sustainable golf in schools program to introduce kids to the game of a lifetime.
Program Design:	The WMGIS is designed to introduce kids to the game between the ages of 8-10. The WMGIS board applied for and were granted 501c-3 tax status. We have had many fundraisers. We have used the funds to purchase new equipment and pay local PGA professionals to teach classes in the schools.
Tracking Results:	The goal is to reach all 10 Missoula elementary schools per year. We track are results by getting the number of kids introduced from local PE teachers after instruction
Results:	To date, five elementary schools in Missoula have implemented this program, which is over 1,135 kids being introduced to the game of a lifetime. For just over \$4.00 per child, children ages 8-10 get three full days of golf in schools as part of the PE curriculum.
Business Impact:	Junior golfers introduced to the game of golf between the ages of 8-10 are twice as likely to play as adults. In 2019 numerous local high schools in Missoula didn't have enough players to field a varsity team of five. It may take time but programs such as the WMGIS have a long-term vision of growing the game and providing sustainable growth.
Recommendations:	The recommendation would be that every community adopt a golf in schools program. One of the attractions of the game of golf is a tradition of integrity, courtesy, respect and sportsmanship. Introducing children to this great sport creates an opportunity to reinforce these values, as well as head them down a path to participate in a sport that can be enjoyed for a lifetime.