



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Justin Roberts
Facility Name:	Beaverhead Golf Course
Phone:	406-683-9933
Email:	jroberts13@pga.com

Goals of the program:	<p><i>Describe who are you trying to reach and what results were did you plan to achieve.</i></p> <p>Introduce the participants (boys and girls ages 7-14) of the program to the fundamentals of golf and teach them an understanding of golf's rules and etiquette.</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>The Dillon Junior Golf Program has 3 levels: Tee Level (for beginners), Green Level (for those who have completed the Tee Level) and the Challenge Golf League (for those who have completed the Green Level).</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>Each participant received a Skills Booklet which we tracked their progress throughout the program.</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>All of the Tee Level Program participants received a set of golf clubs for participating in the program. Most of the participants continued to practice on the range and on the practice green and played golf with their parents throughout the remainder of the summer.</p>
Business Impact:	<p><i>Explain how your program had a positive impact on your business. Such as the revenue generated, additional spend by participants, new memberships, effect on your bottom-line and effect on your personal income.</i></p> <p>Because of the program, we have seen new young families show interest in the game. We have increased our membership by 2% with families. The long term affect will not be directly seen until these kids get older and start purchasing memberships and playing as adults.</p>



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Give the participants the opportunity to practice on the range and play golf for free during the remainder of the summer if accompanied by an adult.</p>