



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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| PGA Professional: | Patrick Ackerman |
| Facility Name: | Snohomish Valley Golf Center |
| Phone: | 425 327-7495 |
| Email: | packerman@pga.com |

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| Goals of the program: | <i>Describe who are you trying to reach and what results were did you plan to achieve.</i> To start a Junior Golf Program at a new facility with a need for it |
| Program Design: | <i>Explain the program you developed to achieve the goals you described above.</i> 3 Day Junior Golf Camps – 3 different camps, 1 per month during the summer along with weekly clinics held called “Kids Hour” |
| Tracking Results: | <i>Explain how you tracked results.</i> Through sign-ups and getting the information so we can contact them again via email and continue to grow the program |
| Results: | <i>Explain how you achieved the goals outlined above.</i> We had 150 (average 50 per camp) total kids participate in the junior golf camp – first of its kind at the facility – Can’t wait for coming years! |
| Business Impact: | <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> The program added 15,000 in revenue and several sets of junior golf clubs we sold at our facility. |
| Recommendations: | <i>What recommendations would you have to other professionals in adopting this program?</i> Think about junior golf as the future and focus your energy on that. Without new players and creating popularity our game is going the wrong way. All in on Junior Golf is the way to go! |