



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT

BEST PRACTICE

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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>We purchased a demo set of ladies and senior men's Cobra clubs, an Orange Peel and some Orange Whips to provide equipment to people participating in our Wine Clinics for ladies and couples. We wanted people to be able to attend and participate even if they didn't have equipment. We wanted to grow the game and help people purchase a reasonable set of clubs that would give them some newer technology and not break the bank! We also love the Orange Whip equipment and the feeling you get when playing with the different equipment.</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>We developed a Ladies Wine Clinic and a Couples Wine Clinic that met one night a week for a month for an hour and half each session and then had an on course experience for them to put their skills to the test! We met in the evenings after work.</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>We tracked results by the amount of clubs that we sold and how many new people we added to our database from all of the clinics.</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>We have created quite a few new golfers who are loving their new equipment and playing golf with their families!</p>



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<p>Business Impact:</p>	<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>We generated almost \$20k in sales and have a database of over 500 clients! Our new business is surviving and we are growing the game!</p>
<p>Recommendations:</p>	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>If you build it they will come. Don't be afraid to spend a little money and have the things your students need. My favorite thing to do is share new technology with students and watch them fall in love with the new stuff! It's so worth it to have demo sets on site and available for anyone to try. Having different equipment that allows them to feel the correct thing to do is also great. By having clinics that meet one night a week for a month at a reasonable price, most people can make that work. Keeping women together is always a safe way to keep them happy, plus it's night out for the ladies away from children and cooking dinner! For the couples event, it was great to have them learn together and hear about what each of them love about the game of golf. They respected each other a bit more after learning about golf together!</p>