



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>To get students out on the golf course and to start them playing golf</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>Three weeks one day a week to go onto the golf course with students that took the Get Golf ready class at Stone Creek. Take two to five students out on the golf course after play is done for the day and have them play a scramble format and play the best shot or a shot that may be different than just a normal shot</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>Students that took the class can play for \$5 and a cart for \$5 at the end of the day. We have a key on the tee sheet that informed us hundreds of extra rounds were played at this price.</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>By having students get onto the course they found people to play golf with and did not feel as intimidated to play golf</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>These students have continued to take lessons. We have extra play at the end of the day and extra money being spent before and after they play.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>This program is a win, win. The students have greater chance of becoming golfers and the course has new loyal customers.</p>