



# 2016 Player Development Programs

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## Best Practices

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Property:	<b>Awbrey Glen Golf Club</b>
Location:	Bend, OR
Property Type:	Private Equity Owned
Program Contact:	Tim Fraley, Head Professional / Director of Player Development
Contact Phone/Email:	541-388-8526, <a href="mailto:tim@awbreyglen.com">tim@awbreyglen.com</a>
Name of PD Program:	<b>Nine and Wine</b>
Type of PD Program:	<b>Transition-to-the-Course</b>
Dates of Program	Once a week – 3 week session
Results of Program	We had 8 students in class and focused on getting our sports members more access to the course. We set up two foursomes where friends could play together. Many of the women already knew each other from previous learning programs.
Total Revenue Generated	\$392 in lesson revenue. Est. \$200 in associated F&B sales. Custom fitting club orders for 2 of the participants provided approx.... \$1,500 in merchandise sales.
Details of Program:	<ul style="list-style-type: none"> <li>• Session fee \$49. Drop in avail for \$25. Offered three sessions on Thursday afternoons in September <ul style="list-style-type: none"> <li>○ Only cart fee charged- green fee waived</li> <li>○ Two groups tee off #1 on shortened course converted to par 3's to ease any fear and improve experience</li> <li>○ We cover all aspects of the golf experience from etiquette, pace of play, instruction, course strategy, equipment.</li> <li>○ Instructor is on course for first 1-5 holes for 60 minutes bouncing back and fourth with the two foursomes.</li> <li>○ After playing lesson – the groups can have fun at own pace for the duration of the golf.</li> </ul> </li> <li>• After golf each participant is offered two for one wine specials in restaurant.</li> </ul>
Recommendations:	Really take time to make them feel comfortable on the course and with the group they are in. Have instructor that is knowledgeable on course rules, etiquette and club fitting is a big bonus. You are selling golf and the complete experience with the hope you just made a customer for life!

Property:	<b>Awbrey Glen Golf Club</b>
Location:	Bend, OR
Property Type:	Private Equity Owned
Program Contact:	Tim Fraley, Head Professional / Director of Player Development
Contact Phone/Email:	541-388-8526, <a href="mailto:tim@awbreyglen.com">tim@awbreyglen.com</a>
Name of PD Program:	<b>Monthly Coaching Club</b>
Type of PD Program:	<b>Golf School/Clinic</b>
Dates of Program	Monthly program (30 day window April - November)
Results of Program	Over 393 member engagements tracking each time a member attends a class
Total Revenue Generated	\$3,735 in lesson revenue. Estimated \$750 in associated and F&B sales.
Details of Program:	<ul style="list-style-type: none"> <li>• Monthly registration fee \$65.</li> <li>• Group clinics (1-hour) every Monday, Wednesday and Thursday. Approx. 10-12 offerings each month <ul style="list-style-type: none"> <li>○ Have new topic each clinic (i.e. putting, short game, full swing, drivers) w</li> <li>○ Group size varied but average size is about 6-7 players so individual time was great value. Over</li> <li>○ Fostering the coach / student relationship lends to up to 15 sets of custom irons ordered through private lessons/fitting.</li> <li>○ Numerous career bests and success stories from happy members!</li> </ul> </li> </ul>
Recommendations:	Program helps drive lesson revenue with less time commitment on lesson tee. Students will get better just practicing each week regardless of clinics. Students gain confidence learning in groups while increasing merchandise sales and private instruction.

Property:	<b>Bellingham G&amp;CC</b>
Location:	Bellingham, WA
Property Type:	Private Equity Owned
Program Contact:	Cameron Fife, Head Professional
Contact Phone/Email:	camfife@pga.com
Name of PD Program:	<b>Couples “Chip n’ Sip”</b>
Type of PD Program:	<b>Social</b>
Dates of Program	2x/month in season, on Thursday nights
Results of Program	Over the spring, summer and fall of 2016, and into 2017: this activity will show up as a “member retention” value for the BGCC bottom line; it also strengthens the BGCC community. Participants say they have met new friends, previously unengaged spouses have found more joy in the game and have a desire to remain a part of the Club. <i>(If one of these members has been “saved” to the Club, that one member value for just one year is nearly \$10k in value to BGCC!)</i>
Total Revenue Generated	Significant increase in food and beverage sales overall, but especially on Thursday nights; seeing what looks like less member turnover
Details of Program:	<p><i>Chip and Sip</i>: based on the Lost Tree CC model shared by Monte Koch, PGA.</p> <ul style="list-style-type: none"> <li>• 9 holes of golf, max yardage is 40 yards per hole; holes can be played from different angles so shots are easier (or more variety is given for more engaged members who play all the time)</li> <li>• Thursday Nights: 2x/month @ \$45/couple; guests are allowed (hopefully to sell them into membership)</li> <li>• Successful in drawing previously less engaged women (and their husbands; who played more, perhaps 20% more)</li> <li>• Per F&amp;B evaluation by Trent, (GM of BGCC) these members are eating and drinking more; Cam Fife said, “GM is very pleased with the idea; he's a big fan of it; Thurs PM is now the ‘couples night’.”</li> </ul> <p>Considering addition of off-season couples’ night offerings: "Date and Paint"</p>
Recommendations:	<ul style="list-style-type: none"> <li>○ Focus on inviting the wife first, she needs the personal invitation; her husband will come along no matter what.</li> </ul>

Property:	<b>Camas Meadows Golf Course</b>
Location:	Camas, WA
Property Type:	Public
Program Contact:	Bryce Poulin, Director of Player Development Chris Garrison, General Manager
Contact Phone/Email:	360.833.2000 x118, <a href="mailto:chriscgarrison@pga.com">chriscgarrison@pga.com</a>
Name of PD Program:	<b>What Program Fits My Youth Player?</b>
Type of PD Program:	<b>Other</b>
Dates of Program	
Results of Program	An effective guide to finding the perfect starting place and program options for youth golfers at the Washington Youth Golf Academy.
Total Revenue Generated	Links directly to our online sign-up.
Details of Program:	<ul style="list-style-type: none"> <li>• A simple X,Y axis graph</li> <li>• X axis denotes age in four columns <ul style="list-style-type: none"> <li>○ “Little Junior” (6 and under) to “Teen” (12-17)</li> </ul> </li> <li>• Y axis denotes experience in four columns <ul style="list-style-type: none"> <li>○ “Very Beginner” to “Experienced/Veteran”</li> <li>○ Each experience level has bullet points to quickly describe golfer from “brand new to golf” to “tournament golf experience”</li> </ul> </li> <li>• Parents find the age and experience level and look for the corresponding box with 2-5 available options.</li> <li>• Programs are color coded showing weekly programming, camps, WYGA Jr. League, and free special events</li> </ul>
Recommendations:	This resource tool links to our online sign-up for easy registration. It has been such an effective guide that we built an adult version from the same platform called ‘Guide To The Perfect Golf Class At Camas Meadows’ showing the starting points, pathway, and gender options.

Junior Pathway to Golf Chart:



**XYZ GOLF CLUB**

# JUNIOR PATHWAY TO GOLF

Joe Pro, PGA Director of Junior/Family Development

## WHAT PROGRAMS FIT MY YOUTH PLAYER(S)?

We've made finding the perfect starting point and program options for your youth as easy as THREE SIMPLE STEPS!

1. Determine if your player is a Future Junior, a Junior or a Teen (using the Age Columns)
  2. Choose the experience level (Very Beginner to Experienced) that best fits your youth.
  3. Find the corresponding box for your youth's Age and Experience to find the perfect starting point...
- PART A: VISIT OUR ONLINE LISTING OF THE PROGRAMS FOR ALL OF THE DETAILS

NOTE: INDIVIDUAL LESSONS & PACKAGES ARE AVAILABLE FOR ALL SKILL LEVELS AND AGES

	Age 4-8 "FUTURE JUNIOR"	Age 7-12 "JUNIOR"	Age 12-17 "TEEN"
<b>VERY BEGINNER</b> ⇒ Never played golf before ⇒ Brand new to golf	SNAG GOLF (4-7 YRS) MOMMY & ME SNAG GOLF	PGA SPORTS ACADEMY— SUMMER CAMPS GIRLS GOLF ROCKS! (6-10 YRS)	PGA SPORTS ACADEMY—SUMMER CAMPS GIRLS GOLF ROCKS! (11-16 YRS)
<b>BEGINNER</b> ⇒ Has basic understanding/skills ⇒ Little to no on-course play experience ⇒ Very little knowledge of rules, etiquette	GIRLS GOLF ROCKS! (6-10 YRS) PGA SPORTS ACADEMY—SUMMER CAMPS PGA JUNIOR LEAGUE TEAM (13U) DRIVE, CHIP & PUTT PREP (7-11 YRS)	GIRLS GOLF ROCKS! (6-10 YRS) PGA SPORTS ACADEMY— SUMMER CAMPS PGA JUNIOR LEAGUE TEAM (13U) DRIVE, CHIP & PUTT PREP (7-11 YRS)	PGA JUNIOR LEAGUE TEAM (13U) DRIVE, CHIP & PUTT PREP (11-14 YRS) PGA JUNIOR LEAGUE TEAM (16U) GIRLS GOLF ROCKS! (11-16 YRS)
<b>INTERMEDIATE</b> ⇒ Previous instruction ⇒ Moderate experience playing on the course ⇒ Limited rules and etiquette knowledge	PGA SPORTS ACADEMY—AFTER SCHOOL PGA JUNIOR LEAGUE TEAM (13U) FALL/SPRING PGAILG CLUB	PGA SPORTS ACADEMY—AFTER SCHOOL PGA JUNIOR LEAGUE TEAM (13U) JUNIOR DEVELOPMENT LEARNING CLUSTERS (SMALL MATCHED GRPS) DRIVE, CHIP & PUTT PREP (11-14 YRS)	PGA SPORTS ACADEMY—AFTER SCHOOL PGA JUNIOR LEAGUE TEAM (13U) DRIVE, CHIP & PUTT PREP (11-14 YRS) PGA JUNIOR LEAGUE TEAM (16U)
<b>EXPERIENCED</b> ⇒ Plays regularly with/without adult support ⇒ Significant understanding of rules and etiquette ⇒ Possible tournament or organized golf experience	PGA SPORTS ACADEMY—AFTER SCHOOL FALL/SPRING PGAILG CLUB	PGA SPORTS ACADEMY—AFTER SCHOOL PGA JUNIOR LEAGUE TEAM (13U) JUNIOR DEVELOPMENT LEARNING CLUSTERS (SMALL MATCHED GRPS) DRIVE, CHIP & PUTT PREP (11-14 YRS)	PGA SPORTS ACADEMY—AFTER SCHOOL PGA JUNIOR LEAGUE TEAM (16U) JUNIOR DEVELOPMENT LEARNING CLUSTERS (SMALL MATCHED GRPS) DRIVE, CHIP & PUTT PREP (11-14 YRS) HIGH SCHOOL PREP (12-15 YRS)
<b>VETERAN TOURNEY</b> ⇒ Plays regularly without adult support ⇒ Experienced WJGA, IRGT, etc. tournament player ⇒ Able to explain generally rules, etiquette to someone else	JUNIOR DEVELOPMENT LEARNING CLUSTERS (SMALL MATCHED GRPS)	JUNIOR DEVELOPMENT LEARNING CLUSTERS (SMALL MATCHED GRPS) HIGH SCHOOL PREP (12-15 YRS) JUNIOR ELITE DEVELOPMENT TEAMS (SMALL MATCHED GRPS)	PGA JUNIOR LEAGUE TEAM (16U) JUNIOR DEVELOPMENT LEARNING CLUSTERS (SMALL MATCHED GRPS). U16 JUNIOR GOLF TEAM (INTERCLUB SERIES WWCPGA) JUNIOR ELITE DEVELOPMENT TEAMS (SMALL MATCHED GRPS)

**COLORS LEGEND**

INSTRUCTION @ XYZ

TEAM PLAY @ XYZ

SPECIALIZED CLINICS

GIRLS ONLY CLINICS

**QUESTIONS ON PROGRAMS, CONTACT:**

Joseph Pro, PGA  
Dir of Junior/Family  
Development  
Tacoma Country & Golf Club

Golf Shop: (253)588-0404  
Cell: (555) 973-9139  
Email: joeppoga@pga.com

Note: Based on Camas Meadows idea, Monte Koch, PGA has developed a version that any PGA professional can use (see sample at right.) Contact him for an editable version in Publisher that you can modify based on your facility's needs.



Property:	<b>Chambers Bay</b>
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.552.4874, <a href="mailto:ryoung@kempersports.com">ryoung@kempersports.com</a>
Name of PD Program:	<b>PGA Coaching Club</b>
Type of PD Program:	<b>Transition-to-the-Course</b>
Dates of Program	Monthly program throughout the golf season.
Results of Program	Average 10 students (90 total) registered every month from many golfer segments, including college golfers, beginners, advanced, couples, and seniors.
Total Revenue Generated	Over \$10,000 in lesson revenue. Estimated \$1,000 in associated green fees and F&B sales.
Details of Program:	<ul style="list-style-type: none"> <li>• Monthly registration fee \$100 plus tax <ul style="list-style-type: none"> <li>○ \$10 per fee for range use, rest to instructor</li> </ul> </li> <li>• Unlimited use (balls) of the practice facility any time on the weekends. Can advertise as a range pass with golf clinics</li> <li>• Group clinics (1-2 hours) every Saturday afternoon <ul style="list-style-type: none"> <li>○ Have new topic each clinic (i.e. putting, short game, full swing, drivers)</li> <li>○ Advertise clinics as more seminar based for first half with hands on instruction second half</li> </ul> </li> <li>• With membership, players qualified for \$40 discounted weekend twilight green fees to take their skills to the course</li> <li>• Offer “coaching” all month <ul style="list-style-type: none"> <li>○ Be an open book for anything related to golf, from tips to ordering clubs!</li> </ul> </li> </ul>
Recommendations:	Program helps drive lesson revenue with less time commitment on lesson tee. Students will get better just practicing each week regardless of clinics. It’s a win-win for both student and instructor. You can split clinics with another instructor at course for added variety, but make sure they’re affiliated with the PGA!

Property:	<b>Chambers Bay</b>
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.552.4874, <a href="mailto:ryoung@kempersports.com">ryoung@kempersports.com</a>
Name of PD Program:	<b>Winter Game Improvement Package</b>
Type of PD Program:	<b>Advanced</b>
Dates of Program	November – February, (March)
Results of Program	12 students registered (9 Adult, 3 Juniors). Each student received and average of 8 lessons each over the four months. All improved both swing mechanics and ability to score better.
Total Revenue Generated	\$5,750 in lesson revenues. Personal training package sold at partner gym
Details of Program:	<ul style="list-style-type: none"> <li>• Winter registration fee: \$549/Adult plus tax, \$449/Junior plus tax</li> <li>• Unlimited one-hour private lessons <ul style="list-style-type: none"> <li>○ 2 week booking window</li> <li>○ Emailed lesson notes</li> </ul> </li> <li>• Unlimited use (balls) of the practice facility</li> <li>• 9-hole playing lesson in March</li> <li>• 2 personal training sessions at Summit Strength and Conditioning</li> </ul>
Recommendations:	Program helped surge winter lesson revenues while I had more “availability” during off-season. Partner with local private gym to trade lessons or give free training sessions (consultations). Market to the dedicated mid handicap or future HS/College junior who really wants to spend time grinding on mechanics to prepare/get better for next season.



## Winter Game Improvement Package Registration Form

November – February Package Benefits include:

- **Unlimited one hour private lessons November 2016 – February 2017\***
  - 14-day booking window only
- Unlimited Practice Center use\*
- Spring 9-hole playing lesson included (Can be used thru March 31<sup>st</sup>)
- Emailed V1 Swing Analysis after each lesson
- (2) Personal training sessions at Summit Strength & Training
- *Limit to the first 40 members*

**Winter Lesson Package - \$549 plus tax (\$600.60)**  
**Junior Winter Lesson Package (17 & under) - \$449 plus tax (\$491.21)**

\*\* January – February Package available for \$360 plus tax

\*Chambers Bay reserves the right to restrict access to the golf course and/or Practice Center due to tournament/events, course maintenance or other reasons deemed necessary. The Winter Game Improvement Package does not guarantee lesson availability or availability of the Practice Center and its amenities. Check with Director of Instruction, Ryan Young, for lesson availability and daily Practice Center info during November 1, 2016 thru February 28, 2017. Benefits are non-transferable.

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JOIN by mailing this form to address below or submitting at Golf Shop. Membership is limited to the first 40 members. CHECKS PAYABLE TO CHAMBERS BAY

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Day Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
Email \_\_\_\_\_  
Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_  
Signature \_\_\_\_\_

Mail form to: Ryan Young, Chambers Bay, 6320 Grandview Dr W, University Place, WA 98467

You may also sign up online at [www.chambersbaygolf.com/academy/](http://www.chambersbaygolf.com/academy/)

Property:	<b>Chambers Bay</b>
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.552.4874, <a href="mailto:ryoung@kempersports.com">ryoung@kempersports.com</a>
Name of PD Program:	<b>PGA Coaching Club</b>
Type of PD Program:	<b>Transition-to-the-Course</b>
Dates of Program	2-4 times per month in peak season
Results of Program	86 players (25 new golfers!) signed up throughout peak season from many golfer segments, including young adults, beginners, advanced, couples, and seniors.
Total Revenue Generated	\$2,800 in green fee revenues. Estimated \$500 in associated F&B sales.
Details of Program:	<ul style="list-style-type: none"> <li>• \$35 per player plus tax</li> <li>• Casual 6-hole loop at 6 pm (lower holes with minimal hills) <ul style="list-style-type: none"> <li>○ Pre-booked tee times</li> <li>○ 1-1.5 hour blocked twilight hours</li> </ul> </li> <li>• Partnered with a brewery to showcase/provide samples of beer</li> <li>• Included range balls <ul style="list-style-type: none"> <li>○ Director of Instruction on range to welcome/offer quick tips/sell Get Golf Ready programs</li> </ul> </li> <li>• Free Rental clubs</li> <li>• 30% Any Entrée at Chambers Bay Grill after</li> </ul>
Recommendations:	Marketed for golfers to introduce friends to the game of golf in a relaxed and casual environment. Usually scheduled at 6 pm to encourage after work participants. Rental clubs are provided to overcome barrier of entry into the game. When we could, we'd trade golf for a local brewer to come provide free beer samples.

Sample E-blast Advertisement:



Property:	<b>Chambers Bay</b>
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.552.4874, <a href="mailto:ryoung@kempersports.com">ryoung@kempersports.com</a>
Name of PD Program:	<b>Employee Clinics</b>
Type of PD Program:	<b>Beginner</b>
Dates of Program	One clinic/outing per month during season
Results of Program	60 participants (10 new golfers!). Staff got a taste of golf instruction and could make recommendation to guests. They also could start taking advantage of free golf benefits (added value of job).
Total Revenue Generated	Employee Morale and Teamwork = Priceless
Details of Program:	<ul style="list-style-type: none"> <li>• Free two-hour walk-up clinics <ul style="list-style-type: none"> <li>○ Offered to any Chambers Bay employee</li> </ul> </li> <li>• 1-2 golf professionals available <ul style="list-style-type: none"> <li>○ First hour = Pre-determined clinic</li> <li>○ Second hour = one-on-one attention</li> </ul> </li> <li>• Free rental clubs</li> <li>• Blocked tee times following clinics for staff to play following clinic <ul style="list-style-type: none"> <li>○ Occasionally golf professionals would organize groups and/or friendly games</li> </ul> </li> </ul>
Recommendations:	These two-hour clinics are meant to give back to the employees for supporting player development and also help encourage them to play golf and utilize the benefits of the facility. Posted all clinics/outings dates at beginning of season in each department so staff can request off dates.

Property:	<b>Chambers Bay</b>
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.552.4874, <a href="mailto:ryoung@kempersports.com">ryoung@kempersports.com</a>
Name of PD Program:	<b>Nike Custom Club Fittings</b>
Type of PD Program:	<b>Advanced</b>
Dates of Program	Privately scheduled throughout season
Results of Program	Golfers received a professional custom club fitting experience at a green-grass facility with ability to see both ball flight and TrackMan numbers
Total Revenue Generated	Over \$8,000 in Nike Custom Club orders (Was on track to do over \$10k but Nike exited the golf equipment sales in August). Over \$1,000 in lesson revenues.
Details of Program:	<ul style="list-style-type: none"> <li>• Private one-hour custom club fitting with Trackman = \$150 plus tax without custom order <ul style="list-style-type: none"> <li>○ With driver order = \$50 fitting</li> <li>○ With iron set order = Free (bundled in set price)</li> </ul> </li> <li>• Emailed TrackMan fitting report</li> <li>• Up to 10% discount or price match guarantee</li> <li>• Delivered within 7-10 business days (Unless otherwise notified)</li> </ul>
Recommendations:	I partnered with a local PGA Professional who owned a TrackMan and paid him to bring his Trackman to help with the fittings. Strategically partnering with Nike Golf also brought business since we had one of the only 2016 Nike Golf Fitting carts in the PNW. Kept at least a 30% COGS and included lesson revenue for fitter.

Property:	<b>Chambers Bay</b>
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.552.4874, <a href="mailto:ryoung@kempersports.com">ryoung@kempersports.com</a>
Name of PD Program:	<b>½ Day Golf Schools with Brian Mogg</b>
Type of PD Program:	<b>Advanced</b>
Dates of Program	One Saturday per month during season
Results of Program	16 students throughout season.
Total Revenue Generated	\$4,000 in lesson revenues. \$1,600 in green fees.
Details of Program:	<ul style="list-style-type: none"> <li>• 3.5 hour golf school led by Top 50 Instructor Brian Mogg = \$350 plus tax <ul style="list-style-type: none"> <li>○ 3:1 Student/Instructor ratio</li> <li>○ Limit 6 students per school <ul style="list-style-type: none"> <li>▪ Director of Instruction or Head Golf Pro is other instructor</li> </ul> </li> </ul> </li> <li>• Swing analysis and emailed lesson notes</li> <li>• Cover all areas of golf instruction, i.e. swing mechanics, short game, putting, course management, and more.</li> <li>• Includes “FREE” round of golf (Bundled in registration fee = \$100)</li> </ul>
Recommendations:	Marketed to the more avid golfers in the region. Start with video swing analysis then move into small 3:1 student/teacher ratio groups. We include a free round of golf at Chambers Bay to make it the ultimate experience.

Sample Marketing Photo:



Property:	<b>Fairwood G&amp;CC</b>
Location:	Renton, WA
Property Type:	Private
Program Contact:	Aaron Dunaye, Assisant Golf Professional
Contact Phone/Email:	916.220.2589, aaron.dunaye@fairwood.org
Name of PD Program:	<b>After Fiver's Club</b>
Type of PD Program:	<b>Beginner</b>
Dates of Program	April-September.
Results of Program	Averaged 12-16 women beginner students registered each Thursday to play 9 holes of golf.
Total Revenue Generated	Estimated over \$5,000 in golf clubs and green fee revenue, and 1,000 dollars in lesson revenue, and gained interest in memberships.
Details of Program:	<ul style="list-style-type: none"> <li>• Beginner's women's group who played at 5 o'clock every Thursday throughout the summer. Did two free clinics had 16 participants.</li> <li>• Members were allowed to bring their guest for only 20 dollars for 9 holes. The group played a 9 hole scramble from the Junior Tee's.</li> <li>• I started the group last year, and didn't seem much participation. This year I had an increase of 12-16 ladies on average who played golf.</li> <li>• I also did a one month class in April were the group met up in the bar and lounge, and for 30 minutes I discussed very basic golf information on how to make a tee time, rules, etiquette, and how to practice. I did this every Thursday, and the group would go play golf afterwards</li> </ul>
Recommendations:	The Program helped fill that lack in participation among women groups. The group is designed to play in a relax atmosphere with similar abilities, but mostly to make golf fun and enjoyable. Program was a success in gaining new possible members, individual lesson revenue, Get-Golf-Ready income, green fee revenue, and golf club set revenue! Next year recommendation will be adding fun tournaments, and prizes.



Property:	<b>The First Tee of Greater Seattle</b>
Location:	King County, WA
Property Type:	Daily Fee, Public (Non-profit Organization)
Program Contact:	Evan Johnsen, Program Director (The First Tee of Greater Seattle)
Contact Phone/Email:	Evan Johnsen: 425-503-4851, <a href="mailto:evan@thefirstteeseattle.org">evan@thefirstteeseattle.org</a> Cole Clearman (Snoqualmie Ridge): 425-396-6000, <a href="mailto:cclearman@tpcsr.com">cclearman@tpcsr.com</a>
Name of PD Program:	<b>Junior Golf Competition – “Personal Par” Scoring</b>
Type of PD Program:	<b>Other</b>
Dates of Program	Year-round
Results of Program	Create competitive junior golf events for all skill levels, which encourages players to play their best and not feel discouraged that they can’t win the event.
Total Revenue Generated	This is not a direct revenue-generating program, but will help to enhance and expand your junior golf camps and programs in the long-term. More players will participate and are more likely to return in future seasons/years.
Details of Program:	<ul style="list-style-type: none"> <li>• The First Tee of Greater Seattle hosts a chapter-wide seasonal tournament every spring, summer and fall at two locations: Crossroads Par-3 &amp; Jefferson Park GC. With 8 weeks of regular classes, this is known as the “Week 9 Championship”.</li> <li>• Participants of all skill levels are invited to play and encouraged to play their best. Format is shotgun, stroke play, and organized by age and level in the program.</li> <li>• With up to 36 players in each field and trophies distributed to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> for boys and girls separately, most players in the field will not receive an award, or likely ever be able to due to the higher skill levels of some players.</li> <li>• The <i>Personal Par</i> (PP) division was introduced as a third category to give anyone a chance to compete and win. A player’s <i>Personal Par</i> is their scoring average from all previous events, and their score in the PP division is essentially a “net” calculation, or the differential between their pre-calculated PP and that day’s score.</li> <li>• Not only does the PP division recognize a new category of players; it also indicates a measure of improvement upon previous performances, which is so important for all players, and especially juniors.</li> <li>• Enrollment in the seasonal Week 9 Championship has increased every season and is a highlight for participants. Over 300 youth participated in the fall 2016 event alone!</li> </ul>
Recommendations:	<ul style="list-style-type: none"> <li>• Calculating one’s <i>Personal Par</i> requires accurate record-keeping of all event scores and the ability to retrieve that data on tournament day.</li> <li>• With nearly 1,800 members annually, The First Tee of Greater Seattle uses a custom spreadsheet to store, calculate and retrieve each player’s PP.</li> <li>• The spreadsheet does not factor course difficulty (rating), so it would need to be enhanced to include that index in the calculation.</li> <li>• Cole Clearman, Assistant Professional at the Club at Snoqualmie Ridge, tried the <i>Personal Par</i> spreadsheet in 2016 with his junior program, and can provide his feedback.</li> </ul>

Property:	<b>The First Tee of Greater Seattle</b>
Location:	King County, WA
Property Type:	Daily Fee, Public (Non-profit Organization)
Program Contact:	Evan Johnsen, Program Director (The First Tee of Greater Seattle)
Contact Phone/Email:	Direct: 425-503-4851, Email: <a href="mailto:evan@thefirstteeseattle.org">evan@thefirstteeseattle.org</a> <i>Participating facilities: Jefferson Park GC, Jackson Park GC, Bellevue GC, Riverbend GC, Gregg Rogers Golf Performance</i>
Name of PD Program:	<b>Junior Golf - "Winter Clinic Series"</b> <i>Partnership with The First Tee</i>
Type of PD Program:	<b>Golf School/Clinic</b>
Dates of Program	January & February
Results of Program	The First Tee participants receive small-group instruction from a qualified instructor. PGA Professionals provide programs and gain revenue in the winter months (off-season), and benefit from additional exposure to
Total Revenue Generated	Each facility is paid approximately \$100 per clinic for their instructional services, so with a full schedule their revenue is \$400 per day, \$1,200 per 3-week series, and \$2,400 for the entire winter program.
Details of Program:	<ul style="list-style-type: none"> <li>• The First Tee coordinates two series of clinics in January and February, each series being 3 weeks in duration (every Saturday).</li> <li>• Every Saturday, 4 clinics are held, each 1-hour and with approximately 6-10 youth. These are organized by age and/or level in the program.</li> <li>• Clinics are led by PGA Professionals, and supported by The First Tee staff and volunteers. This ensures quality, consistency, and a great experience for youth.</li> <li>• TFT coaches and staff record tips or instruction given to each player, and their administrative team compiles this information to be sent out after the series.</li> <li>• Each 3-week series costs \$55 to participants, and financial aid is available.</li> <li>• In 2016, 250 youth enrolled at 5 different facilities, or an average of 50 at each.</li> <li>• The First Tee compensates its own staff, and the instructor/facility at a rate of \$100 per clinic, or \$400 per day (given a full schedule).</li> </ul>
Recommendations:	<ul style="list-style-type: none"> <li>• The First Tee is uniquely capable of coordinating the rosters for each of the clinics, since they have records on all returning members.</li> <li>• PGA Professionals are most qualified to provide instruction, so their primary focus is on the curriculum and teaching. TFT volunteers and staff are on-hand help to support their teaching, delivery, group management, and record-keeping.</li> <li>• PGA Professionals should promote their other instructional programs, including private lessons and junior camps, so that participating families can take advantage of those programs and learning opportunities, and the facility can benefit from increased exposure.</li> <li>• This program is ideally scheduled in the winter, but of course demand is higher in spring and summer, so it's worth considering a peak-season program as well.</li> </ul>

Property:	<b>The First Tee of Greater Seattle</b>
Location:	King County, WA
Property Type:	Daily Fee, Public (Non-profit Organization)
Program Contact:	Evan Johnsen, Program Director (The First Tee of Greater Seattle) Tony Wilkins, Head Professional (Jefferson Park GC) Steve Wozeniak, Head Professional (Bellevue GC)
Contact Phone/Email:	Evan: 425-503-4851, <a href="mailto:evan@thefirstteeseattle.org">evan@thefirstteeseattle.org</a> Tony: 206-762-4513, <a href="mailto:twilkins@premiergc.com">twilkins@premiergc.com</a> Steve: 425-452-7250, <a href="mailto:stevewozeniak@live.com">stevewozeniak@live.com</a>
Name of PD Program:	<b>Get Golf Ready - "Parent Clinics"</b>
Type of PD Program:	<b>Beginner</b>
Dates of Program	November 12 & 13, 2016
Results of Program	We were able to offer PGA education for 40 parents of youth in our program over the course of 2 days, and at 2 facilities. When youth become regular members in our program, parents develop a desire to learn and play as well, so this opened the door for them to learn from a qualified instructor.
Total Revenue Generated	\$600 in lesson revenue for Jefferson Park, and \$400 for Bellevue GC in one weekend. Estimated \$200 in associated F&B sales (combined). Additional potential in equipment sales, driving range usage, and continued private instruction.
Details of Program:	<p>Background:</p> <ul style="list-style-type: none"> <li>• Our season "Week 9" championship for youth members takes place over the course of two days, with each member selecting one division and committing to a 2.5 hour time period.</li> <li>• More than 300 youth participate at two locations: Crossroads Par-3 (Bellevue) and Jefferson Park GC (Seattle).</li> <li>• Our mission is to serve youth, but many of their parents have asked about instruction for themselves, and either are not aware of instructional opportunities, or prefer to be introduced through The First Tee program.</li> <li>• We are not structured to provide instructional opportunities directly for parents, based on qualifications and resources.</li> </ul> <p>Program:</p> <ul style="list-style-type: none"> <li>• We arranged for a series of clinics to be held on each day of the "Week 9 Championship" and during each division of the tournament, so that parents could check their son or daughter in for the event, attend their own "Get Golf Ready" clinic, and then return to watch their child finish and the awards ceremony.</li> <li>• At Jefferson Park, the tournament is played on the Par-3 and Regulation courses, and the clinics were held on the driving range.</li> <li>• In Bellevue, the tournament is played at the Crossroads Par-3 Golf Course and clinics were held at the driving range at Bellevue GC, which is 3.5 mi away.</li> <li>• Each clinic was 1 hour in duration, and based on the tournament schedule, 3 were</li> </ul>

	<p>held on each day at Jefferson Park and 2 on each day at Bellevue GC, each 3 hours apart.</p> <ul style="list-style-type: none"> <li>• Jefferson Park: 8:30-9:30, 11:30-12:30, 2:30-3:30</li> <li>• Bellevue GC: 10:30-11:30, 1:30-2:30</li> <li>• Average attendance was 4 adults per clinic.</li> </ul> <p>Finances:</p> <ul style="list-style-type: none"> <li>• The First Tee is a nonprofit organization with many families on full or partial financial aid, so we wanted to provide this opportunity at a reduced cost for some families.</li> <li>• The First Tee was provided a <i>Player Development</i> grant by Yamaha for 2016 in the amount of \$1,000. Approximately \$500 was used for the first round of clinics in June.</li> <li>• Cost per adult, per clinic, was set at \$20. This was collected by The First Tee, and amounted to approximately \$500, with 15 parents taking advantage of the financial aid option.</li> <li>• Instructional fees were set at \$100 per clinic to the facility, for a total of \$1,000 (\$600 to Jefferson Park, \$400 to Bellevue).</li> <li>• In this scenario: <ul style="list-style-type: none"> <li>○ The First Tee breaks even, with a net loss on clinics of \$500, which is offset by the <i>Player Development</i> grant.</li> <li>○ Jefferson Park GC revenue: \$600 (6 clinics)</li> <li>○ Bellevue GC revenue: \$400 (4 clinics)</li> </ul> </li> </ul>
<p>Recommendations:</p>	<ul style="list-style-type: none"> <li>• Fill clinics to 6-8 adults per hour, if possible.</li> <li>• Without the grant, The First Tee would need to have netted \$500 more to break even, so we would have to: double the fee, double the enrollment, or 50% more of each.</li> <li>• Since we were at an average of 4 adults at \$20 each, 6 adults at \$30 would break even overall and be a very reasonable model.</li> </ul>

Property:	<b>The First Tee of Greater Seattle</b>
Location:	King County, WA
Property Type:	Daily Fee, Public (Non-profit Organization)
Program Contact:	Evan Johnsen, Program Director (The First Tee of Greater Seattle)
Contact Phone/Email:	Evan Johnsen: 425-503-4851, <a href="mailto:evan@thefirstteeseattle.org">evan@thefirstteeseattle.org</a>
Name of PD Program:	<b>Youth Golf Olympics</b>
Type of PD Program:	<b>Other</b>
Dates of Program	Spring/Summer (July 2016)
Results of Program	Young golfers age 7-18 were able to compete in a host of golf skills contests. They showcased an array of talents, developed new ones, and enjoyed a new and fun format of golf competition. The event was fun, original, and a great success.
Total Revenue Generated	As with many programs hosted by The First Tee, this did not generate significant revenue for the facility or the program. We reserved the Par-3 golf course for 4 hours and paid the associated youth greens fees, in the amount of approximately \$300. Additionally, many families chose to dine in the restaurant during the event.
Details of Program:	<ul style="list-style-type: none"> <li>• Participants sign up for a division of their age and level, and a commitment of approximately 2 hours.</li> <li>• The entire Par-3 golf course was reserved and set up ahead of time to host a different skill station on each hole: putting, chipping, approach, driving, standard play (3h), speed golf (2h), and the “challenge” stations (“flop wall” &amp; “break the glass”).</li> <li>• As players check in, they are assigned a starting time and once they begin, their division moves around the course from station to station. The next division begins shortly thereafter, and so the event is continuous from beginning to end.</li> <li>• At the conclusion of all stations, players sign and attest their scorecards, results are tallied, and awards are presented to the top scorers.</li> <li>• The First Tee promotes the development of the Nine Core Values and also the Nine Healthy Habits, helping to get young players become healthier physically, mentally, and emotionally. The Golf Skills Olympics allows players to explore all these skills.</li> <li>• Players who did not win the overall challenge for their division were recognized and now known for specific skills like: speed golf, putting abilities, flop shot proficiency, etc.</li> <li>• Fee to play in the Skills Olympics was only \$5 per player, which covered the cost of greens fees, snacks, wages, and awards.</li> </ul>
Recommendations:	<ul style="list-style-type: none"> <li>• We flighted players into four separate divisions by their level in The First Tee, which controls for age, maturity and skill level. Without these predetermined divisions, an organization would have to flight their players based on their own criteria.</li> <li>• Cost to play in this event could be as high as \$50 per player, and then revenue could be much more significant.</li> <li>• Sponsors for the event could provide additional revenue and ability to lower fees and/or provide scholarships. Sponsors could be recruited in the following categories: gyms and fitness centers, food and grocery stores, golf companies, and local businesses.</li> </ul>

Property:	<b>The First Tee of Greater Seattle</b>
Location:	King County, WA
Property Type:	Daily Fee, Public (Non-profit Organization)
Program Contact:	Evan Johnsen, Program Director (The First Tee of Greater Seattle)
Contact Phone/Email:	Evan: 425-503-4851, <a href="mailto:evan@thefirstteeseattle.org">evan@thefirstteeseattle.org</a>
Name of PD Program:	<b>PGA Junior League Golf - "Kickoff and Finale Jamborees"</b>
Type of PD Program:	<b>Other</b>
Dates of Program	Spring/Summer
Results of Program	Kickoff Jamboree: players, parents and coaches get to know each other, camaraderie built, competition sparked, jerseys distributed, education provided, and lots of fun gets had! Finale Jamboree: fun wrap-up to the season, any regular season ties broken, all-stars announced and recognized, and again, lots of fun!
Total Revenue Generated	Not a revenue-generating program in itself, but definitely supports a more robust PGA JLG experience. By offering jamborees, you may be able to increase your fees for the season and at low incremental cost. <i>Opportunities:</i> recruit or introduce potential sponsors?
Details of Program:	<ul style="list-style-type: none"> <li>• We host approximately 100 players and 9 teams each year for PGA JLG, and everyone plays in one single league.</li> <li>• Prior to the first regular game and following the last one, we host league-wide jamborees at a centralized location for all 9 teams to play on the same day.</li> <li>• The <i>Kickoff Jamboree</i> is designed as an introduction to the league, your team and teammates, and the 2-person, scramble, match play format (with alternates). Team coaches are able to distribute and assign all of their team kit</li> <li>• The <i>Finale Jamboree</i> is designed as a fun way to wrap up the season, primarily for enjoyment but also serves as a great opportunity to announce and recognize all-stars, league winners, and to break ties.</li> <li>• We host the Jamborees at Jefferson Park Par-3 course and with a shotgun start. Each team begins on a different hole, or station, and each one with a different game or format (example attached).</li> </ul>
Recommendations:	<ul style="list-style-type: none"> <li>• The jamboree format would work with 4-9 teams, but probably not more than 9.</li> <li>• Par-3 Courses are ideal for the jamboree, but could be played anywhere.</li> <li>• Costs would be primarily in greens fees, food &amp; beverage, and wages.</li> <li>• Take the opportunity to meet with and educate your parent community while you have them all there in one place! (i.e., rules, format, logistics, role during games).</li> </ul>



# PGA Junior League Golf 2016 Finale Jamboree



## Rules and Format for Today's Event

*Please emphasize safety and sportsmanship!*

### Hole #1: CLOSEST TO PIN on 3<sup>rd</sup> shot

Score = rank of closest/furthest from the hole (e.g., 6 players; closest = 1, furthest = 6).  
Do not finish the hole.

### Hole #2: SHAMBLE (team)

Every player on the team hits a tee shot.  
Team selects the single best tee shot from the group.  
Everyone plays their own individual ball in from that position.

### Hole #3: TEAM BEST BALL (individual)

Everyone plays the hole with their own individual ball.  
*Please exercise safety and don't walk in front of the ball in play!*  
Individual score = single best score from 2-3 teammates.

### Hole #4: TEAM BEST BALL (individual)

Everyone plays the hole with their own individual ball.  
*Please exercise safety and don't walk in front of the ball in play!*  
Individual score = single best score from 2-3 teammates.

### Hole #5: ALTERNATE SHOT (2-person)

Pair up (2 or 3 from same team).  
Alternate shots between partners until the ball is in the hole.  
Individual score = team score for the hole.

### Hole #6: THROW and ROLL (3 throws/tosses)

No clubs – all players throw, toss, and roll. Distances measured after “shots” or throws.

Score = rank of closest/furthest from the hole (e.g., 6 players; closest = 1, furthest = 6).

### Hole #7: TEAMMATE SCRAMBLE (2/3 person)

Team scramble, so both (or all 3) players on each team hit their tee shot, choose the best one, everyone hits from there, choose the best one, and so on until the ball is holed out.  
Individual score = team scramble score on the hole.

### Hole #8: SHAMBLE (team)

Every player on the team hits a tee shot.  
Team selects the single best tee shot from the group.  
Everyone plays their own individual ball in from that position.

### Hole #9: CLOSEST TO PIN on 2<sup>nd</sup> shot

Score = rank of closest/furthest from the hole (e.g., 6 players; closest = 1, furthest = 6).

Contests:	
Hole	Contest
1	Closest to the Pin (3 <sup>rd</sup> shot)
2	Closest to the Pin (1 <sup>st</sup> shot)
3	Closest to the Pin (1 <sup>st</sup> shot)
4	Closest to the Pin (1 <sup>st</sup> shot)
5	No Contest
6	Closest to Pin (3 throws)
7	Closest to Pin (2 <sup>nd</sup> shot)
8	Longest Putt Made
9	Closest to the Pin (2 <sup>nd</sup> shot)

three

Property:	<b>Harbour Pointe Golf Club</b>
Location:	Mukilteo, WA
Property Type:	Daily Fee, Public
Program Contact:	Caleb Kraus, General Manager
Contact Phone/Email:	425-35-6060, <a href="mailto:calebk@harbourpointegolf.com">calebk@harbourpointegolf.com</a>
Name of PD Program:	<b>PGA Junior League Golf</b>
Type of PD Program:	<b>Transition-to-the-Course</b>
Dates of Program	April - September
Results of Program	2015 - 34 junior players 2016 - 31 junior players
Total Revenue Generated	\$2400 in lesson revenue. \$3000 in green fees \$500 golf cart revenue. \$600 F&B revenue
Details of Program:	<ul style="list-style-type: none"> <li>• Session fee \$249. Drop in avail for \$25. <ul style="list-style-type: none"> <li>○ Season Kick-Off Open House w/Golfzilla <ul style="list-style-type: none"> <li>▪ Asses junior skills for team assignment</li> <li>▪ Kids pick names for teams for the season</li> <li>▪ Parents educated on the League and details</li> </ul> </li> <li>○ 3 Group Practices on course to get familiar with team golf and how a scramble works</li> <li>○ 4-6 League matches depending on league size</li> <li>○ All Start Team moves on to regional competitions</li> </ul> </li> </ul>
Recommendations:	<ul style="list-style-type: none"> <li>• Communication with the parents is key to the success of your program. They appreciate the proactive professionalism and you will be better organized.</li> <li>• Use a short course for the regular season when you have beginners. This helps with pace of play and keeps them from getting frustrated.</li> <li>• Make the matches feel special by making a scoreboard. This is their tournament day.</li> <li>• Charge for carts and consider having a refreshment cart available during matches...parents get thirsty☺</li> <li>• Do an end of year banquet and award medals to the players.</li> </ul>



Property:	<b>Meridian Valley CC</b>
Location:	Kent, WA
Property Type:	Private
Program Contact:	Carissa Simmons, Assisant Golf Professional
Contact Phone/Email:	253.631.3133 or <a href="mailto:carissa@meridianvalleycc.com">carissa@meridianvalleycc.com</a>
Name of PD Program:	<b>Hit &amp; Giggle Clinics</b>
Type of PD Program:	<b>Beginner</b>
Dates of Program:	April-May
Results of Program:	Reached 36 beginner women golfers. I was able to reach our new members as well as existing members who were not “golfers.”
Total Revenue Generated:	Approximately \$3,000 in lesson revenue. Increased revenue in food and beverage and golf shop sales. Through the program, we even had “single” male memberships convert to “family” due to the women’s new found interest in the game and wanting to be more involved at the club.
Details of Program:	<ul style="list-style-type: none"> <li>• Open to beginner women following a format similar to “Get Golf Ready.” We changed the name to break down intimidation and emphasize FUN.</li> <li>• The clinics were 60 minutes each and ran for 5 consecutive weeks. We had sessions on Thursday and Sunday afternoons. (\$100 members  \$125 guests)</li> <li>• I compiled a list of a lot of our active male members and personally emailed their significant others inviting them to participate in the clinics. The personal invitation I believe was the true reason for success. These women are not involved with the club and would have not seen the information if I hadn’t have sent it to them. The personal invite also made them feel welcomed and made them more likely to attend.</li> <li>• Stations were created for each skill worked on where women were partnered up (to add a social aspect) and training aids were used to provide feedback to the ladies when the instructors were helping others (putting mirror, alignment rods, impact bag, etc.).</li> </ul>
Recommendations:	This program helped us reach a group of women we had failed to reach in the past. We wanted to provide a non-intimidating, non-competitive avenue for women to come to the club and try playing golf. We did not require any equipment, all they had to do was show up! I think the biggest reason for the success was the utilization of “personal touch.” We are constantly posting flyers and sending e-blasts but these women never truly felt invited until I reached out to them. Although it took more time, it definitely paid off and the response was overwhelming. The program was a HUGE success and through time hopefully these women will eventually join the women’s division and we will see growth that we have not seen in years.

Property:	<b>Meridian Valley CC</b>
Location:	Kent, WA
Property Type:	Private
Program Contact:	Carissa Simmons, Assisant Golf Professional
Contact Phone/Email:	253.631.3133 or <a href="mailto:carissa@meridianvalleycc.com">carissa@meridianvalleycc.com</a>
Name of PD Program:	<b>Hit &amp; Giggle On-the-Course</b>
Type of PD Program:	<b>Transition-to-the-Course</b>
Dates of Program:	May-June
Results of Program:	In the Hit & Giggle clinics we reached 36 beginner women golfers but we didn't want to lose them. We created this program to keep these women engaged. We had 16 women participate. The goal was to get the beginner women golfers "on-the-course" and create a level of comfort at the facility.
Total Revenue Generated:	Approx. \$1,500 in lesson revenue. Increased revenue in food and beverage and golf shop sales. Through the program, we even had "single" male memberships convert to "family" due to the women's new found interest in PLAYING the game and having the guest restrictions make it difficult. (1x per month)
Details of Program:	<ul style="list-style-type: none"> <li>• The participants had to have attended the "Hit &amp; Giggle Clinics" to be eligible. The clinics were 60 minutes each and ran for 5 consecutive weeks. We had sessions on Thursday afternoons. (\$100 members  \$125 guests)</li> <li>• Each week we picked a different topic to discuss and we would pick a hole on the golf course to help the women understand.</li> <li>• The fist clinic we helped them understand what a "scramble" was and the importance of pace of play. We explained to them the "It's Okay" Rules.</li> <li>• Other topics included (how/when to each club, how far YOUR 7 iron goes, uneven lies, hitting out of the trees, hitting over the bunker, etc.)</li> <li>• The final clinic we went out and played 3 holes (scramble) from the 200 yard marker and put all the pieces together.</li> <li>• Price included cart to incorporate pace of play and help us get to the desired location. This also allowed the women to understand how/where to drive.</li> </ul>
Recommendations:	This program was incredibly successful and I was asked... "what's next?" but unfortunately due to the incredibly busy summer I couldn't manage another round of clinics but the opportunity is there. The women LOVE going on the golf course. It makes them feel much more comfortable and less intimidated by the experience. Getting a clinic onto the golf course can seem difficult at times but if anyone happened to come up to the hole we were using I would simply let the players play through and use the opportunity to educate the women. Let don't mind stepping aside at all to chat and ask questions!

Property:	<b>Meridian Valley CC</b>
Location:	Kent, WA
Property Type:	Private
Program Contact:	Carissa Simmons, Assisant Golf Professional
Contact Phone/Email:	253.631.3133 or <a href="mailto:carissa@meridianvalleycc.com">carissa@meridianvalleycc.com</a>
Name of PD Program:	<b>Junior Drive, Chip &amp; Putt Prep Clinics</b>
Type of PD Program:	<b>Golf School/Clinic</b>
Dates of Program:	June (1x a week, 4 weeks)
Results of Program:	Reached 14 Drive, Chip & Putt participants (mostly non-members)
Total Revenue Generated:	Approximately \$1,200 in lesson revenue + exposure to Meridian Valley CC
Details of Program:	<ul style="list-style-type: none"> <li>• This program was open to any junior golfers signed up to participate in the “Drive, Chip, and Putt Qualifier” which was held at MVCC.</li> <li>• Clinics were 90 minutes (Sundays 3:30-5:00) and the cost was \$100 (member)   \$125 (non-member) for all 4 clinics.</li> <li>• Each week I chose a different topic to focus on (wk 1 driving, wk 2 chipping, wk 3 putting) and on week 4 I set up a full DCP simulation so the kids could feel what it would be like to do the actual qualifier.</li> <li>• The 90 minutes was broken into 2 sections. The first hour was spent working/practicing the skill. There would be stations set up to help the juniors better develop the skill and understand how-to practice it. The last 30 minutes was spent running through that particular portion of the competition (ex. driving simulation: using launch monitor and fairway outlined by pool noodles on the driving range).</li> <li>• Each student had a DCP scorecard and prizes were awarded each week for those with the highest score and an overall champion was crowned as well.</li> <li>• Setting up the simulations was definitely the key to the success because it gave the kids a real understanding of what they would experience. The final clinic we did the drive, the chip, and the putt all together with kids and parents watching and this also helped the junior golfers prepare for the big day!</li> </ul>
Recommendations:	This program was essentially added lesson revenue. The DCP experience is a great opportunity to capitalize on to make some extra money during the summer months. The clinics were a TON of fun and seeing the students come participate in the DCP and see their hard work pay off was equally rewarding. They had the opportunity to practice on the EXACT conditions and hit the same putt/chip in the competition like they had practiced. It is an easy event to sell and the PNWPGA will even post clinic information on their website for you so that all interested participants can view it.

Property:	<b>Moose Run Golf Course</b>
Location:	Joint Base Elmendorf-Richardson, AK
Property Type:	Military
Program Contact:	Don Kramer, General Manager
Contact Phone/Email:	804-301-9500 / donkramer@pga.com
Name of PD Program:	<b>Wednesday Pizza Scrambles</b>
Type of PD Program:	<b>Social</b>
Dates of Program	June - September
Results of Program	2014 – 36 players per night 2015 – 60 + players per night
Total Revenue Generated	Over \$50,000 during the season in fees, food and beverages. This program was conducted at Gator Lakes Golf Course, Hurlburt Field, FL. I am implementing the program at Moose Run GC in 2017.
Details of Program:	<ul style="list-style-type: none"> <li>• Session fee \$15 - \$25 per player. <ul style="list-style-type: none"> <li>○ 9 holes, 2 person scramble geared towards all audiences with flights for couples and new players plus an open division for the better players and men’s teams.</li> <li>○ The entry fee includes golf, pizza and prizes. Pizza was partially sponsored by local restaurant.</li> <li>○ Players are there to mainly enjoy the evening and to eat pizza. It is a very casual affair with lots of comradery and some prizes.</li> <li>○ In two years, the average turnout has grown from just over 30 to almost 60 per night.</li> </ul> </li> </ul>
Recommendations:	<ul style="list-style-type: none"> <li>• Consistency in the program was the key to growing it.</li> <li>• Partnered with a well known local pizza restaurant that is very pro-military.</li> <li>• Make everyone feel like they are there for the pizza and friendship and make the competition secondary.</li> <li>• Have a refreshment cart available at the cart staging area for check-ins. This is really when it was an extreme social setting. People arrived as early as they could to visit prior to play and enjoy a beverage.</li> <li>• If weather forces a shortened night, remember they are there mostly for the pizza.</li> </ul>

Property:	<b>Oregon PGA Chapter</b>
Location:	Oregon PGA Public and Private Courses
Property Type:	Daily Fee, Public, Private
Program Contact:	Mark Keating, OGA Golf Course
Contact Phone/Email:	mkeating@ogagolfcourse.com
Name of PD Program:	<b>PGA Junior League “Fall League”</b>
Type of PD Program:	<b>Transition-to-the-Course</b>
Dates of Program	Fall (Sept-Oct)
Results of Program	PGA Junior League Golfers who are seeking an extended JLG experience can find it here; plus the increase in traffic/activity is a plus for the facilities, often on Sunday (or Saturday) pm when the facilities are underutilized with football season
Total Revenue Generated	Hard to say: professionals say that increased traffic helped at facilities, and increased lesson opportunities; positive feedback from many parents
Details of Program:	<p>Year 1: 2015</p> <ul style="list-style-type: none"> <li>• 2 leagues of 6 teams - charging less (\$65/kid - paying \$5/week for course access; 4 practices...most kids are carry over)</li> <li>• Witch Hollow, Ghost Creek, Tualatin, Oswego Lake, SKOUT/Rock Creek, Chehalem</li> <li>• Columbia Edgewater, Portland GC, Waverley CC, StoneCreek, Childrens Course</li> </ul> <p>Year 2: 2016</p> <ul style="list-style-type: none"> <li>• 1 large league - charging less (\$65/kid - paying \$5/week for course access; 4 practices...most kids are carry over)</li> <li>• Willamette Valley, OGA Golf Course, Lake Oswego GC, Tualatin, Oswego Lake, The Reserve, StoneCreek, Childrens Course, Rose City, Oregon Golf Club, Pumpkin Ridge</li> </ul> <p>-</p>
Recommendations:	All daily fee, public and private facilities should consider this program. Each facility may determine the days/times to offer the program in a cooperative fashion

Property:	<b>Oregon Golf Association</b>
Location:	Woodburn, OR
Property Type:	Daily Fee, Public
Program Contact:	Robyn Lorain, Director, Oregon Junior Golf
Contact Phone/Email:	253-632-4409 rlorain@oga.org
Name of PD Program:	<b>Teaching Golf in Elementary Schools</b>
Type of PD Program:	<b>Beginner</b>
Dates of Program	Teach one unit of golf to kids K-5
Results of Program	Kids receive approximately 4 days of instruction (1 unit) of golf using SNAG equipment during PE class. Great exposure to the game. Puts golf on the same platform as soccer or basketball. Kids have fun. Gave FREE range passes to all kids to try real golf at a nearby facility. Potential new customers.
Total Revenue Generated	
Details of Program:	<ul style="list-style-type: none"> <li>• Offered at no charge to the school</li> <li>• Golf professional comes to the school (and also brings the SNAG equipment) to be a guest speaker during PE</li> <li>• PE Teachers help to ensure safety</li> <li>• Depending on the space and size of classes, students are exposed to putting, chipping, pitching, and full swing during regular schedule PE classes</li> </ul>
Recommendations:	Program introduces young people to the game. Great opportunity for PGA Professionals to get out into the community and promote their facilities. Kids have lots of fun! Pair up with another pro if you like – borrow equipment from other facilities or golf courses to minimize expenses. Easy to coordinate and PE Teachers love guest speakers. Ultimately try to fund the schools with the equipment and the teachers will begin to teach golf on their own as well.

Property:	<b>Oregon Golf Association</b>
Location:	PNW Public and Resort Courses
Property Type:	Daily Fee, Public, Resort
Program Contact:	Robyn Lorain, Direct of Oregon Junior Golf
Contact Phone/Email:	253.632.4409 rlorain@oga.org
Name of PD Program:	<b>Youth on Course</b>
Type of PD Program:	<b>Other</b>
Dates of Program	Year Round
Results of Program	Junior Golfers age 7-17 are provided more access to the game resulting in having fun, playing different courses, meeting other golfers, and improving!
Total Revenue Generated	This program is designed to fill unused time on your tee sheet and additional revenue can be seen in the form of practice balls or food and beverage revenue along with other green fees (players juniors bring with them such as parents or other adults)
Details of Program:	<ul style="list-style-type: none"> <li>• Annual registration fee for the junior based on where they live</li> <li>• Partnership with the NCGA so if juniors travel out of state they may use their membership at over 350 courses on the west coast and throughout the U.S.</li> <li>• Green fees are \$5 or less for the junior golfer, subsidized by the state or regional golf association (still a reduced green fee)</li> <li>• Provides greater access to youth</li> <li>• Online education for each junior to review Rules, Etiquette, and Character Development prior to earning their membership card</li> <li>• Juniors earn a personalized membership card to show at the facility as part of this program</li> </ul>
Recommendations:	All daily fee, public and resort facilities should consider this program. Each facility may determine the days/times to offer the program (it is space available and designed to fill unused time on your tee sheet). Help to grow the game and provide greater access for youth!

Property:	<b>Skagit G&amp;CC</b>
Location:	Burlington, WA
Property Type:	Private
Program Contact:	Craig Welty
Contact Phone/Email:	360-757-0530
Name of PD Program:	<b>Ladies Golf Boot Camp</b>
Type of PD Program:	<b>Transition-to-the-Course</b>
Dates of Program	All of September
Results of Program	20 lady beginners Beginners included guest and new golfing members Lesson revenue plus new additional students Merchandise revenue Food and beverage sales
Total Revenue Generated	100 dollars earned to each instructor
Details of Program:	<ul style="list-style-type: none"> <li>• On course instruction</li> <li>• Each week students learned how to hit shots in different situations on the course, plus rules</li> <li>• Every Tuesday, and Saturday in September. Classes went from 4pm-5pm on Tuesdays, Saturdays</li> <li>• Charged 60 dollars per student</li> <li>• Student received 6 sessions with 3 PGA instructors, a hydro flask water bottle, and two free rounds of golf for guest, and member's guest, and one free drink on the course during the clinics.</li> </ul>
Recommendations:	Charge a little more, more instructors, no more than 20 students



Property:	<b>Tacoma C&amp;GC</b>
Location:	Tacoma, WA
Property Type:	Private
Program Contact:	Sara Griffin
Contact Phone/Email:	griff5sara@gmail.com
Name of PD Program:	<b>3 C's Clinic – Confident, Comfortable and Competent</b>
Type of PD Program:	<b>Transition-to-the-Course</b>
Dates of Program	Spring/Summer
Results of Program	Over the spring and summer, I shared my passion of golf to over 50 women who came to wander the golf course with me for \$25/session. Many of them joined the 9-hole ladies group and both most improved golfers from the 9 and 18 hole ladies group were participants in this clinic. We sold a couple of sets of clubs and the bar was full on Tuesday nights after the clinic.
Total Revenue Generated	
Details of Program:	<ul style="list-style-type: none"> <li>• On-course clinic for ladies on Monday or Tuesday evenings from 5:45-7.</li> <li>• We would meet at the golf shop and depending on the amount of play on the golf course, we would just go for a walk and play from 2-5 holes.</li> <li>• We would discuss what they wanted help with and make sure that everyone shared with the group what they wanted help with.</li> </ul>
Recommendations:	We even spent one night on Hole #6, since they all were intimidated by that hole. We spent the entire time out there getting on the green, getting out of the bunkers and reading the green! I would also share with them a topic from my PAX/Understanding Men education.

Property:	<b>Tacoma C&amp;GC</b>
Location:	Tacoma, WA
Property Type:	Private
Program Contact:	Sara Griffin
Contact Phone/Email:	griff5sara@gmail.com
Name of PD Program:	<b>Tea Time with Sara</b>
Type of PD Program:	<b>Social</b>
Dates of Program	Spring/Summer
Results of Program	The ladies that attended were able to enjoy all forms of competition and not get super upset.
Total Revenue Generated	
Details of Program:	<ul style="list-style-type: none"> <li>• Off-course class discussing my experience with Vision 54. We would meet outside the golf shop and sit at a table and discuss one of the 9 topics from Vision 54.</li> <li>• I would plan out the topics for the month and let the ladies know what would be discussed.</li> <li>• It was \$15/session to come sit and visit, they could get a cup of coffee/tea from the snack bar while we sat and talked.</li> <li>• I purchased an easel from IKEA and wrote up all the information we would discuss for that topic.</li> <li>• If there was time at the end of the discussion, we would use some of the techniques on the putting green or driving range.</li> </ul>
Recommendations:	This wasn't highly attended, but has helped me to realize I need to create a 3-day ladies clinic and incorporate all of the information over a 3-day period.

Property:	<b>Tacoma C&amp;GC</b>
Location:	Tacoma, WA
Property Type:	Private
Program Contact:	Sara Griffin
Contact Phone/Email:	griff5sara@gmail.com
Name of PD Program:	<b>High School Cluster Group</b>
Type of PD Program:	<b>Advanced</b>
Dates of Program	Spring/Summer
Results of Program	We only worked with about 6 kids throughout the year, but they got tons of personal attention from us on all aspects of their game. We charged \$175/month for them to attend. They would attend our demo days as well and purchase equipment and we got another junior member out of this program.
Total Revenue Generated	
Details of Program:	<ul style="list-style-type: none"> <li>• Working with high school golfers to help them achieve their goals in high school and explore their options in college.</li> <li>• We would spend 8 hours over the course of the month working on their golf game.</li> <li>• They would receive emails about their lesson with V1 and we would help them with letters/resumes/etc.</li> </ul>
Recommendations:	It would be great to find a regular time each week to have these lessons. We worked with some kids that were doing running start and their schedule was more flexible than the tradition high school kids... The scheduling part was a little challenging, but they improved greatly working with us. Even during inclement weather there was always something to talk about - resume, communicating with coaches, figuring out what you want in college - all stuff that we have experience in being a DI player/coach and DIII coach.

Property:	<b>Tualatin Country Club</b>
Location:	Tualatin, OR
Property Type:	Private
Program Contact:	Jim Mapother, Director of Instruction
Contact Phone/Email:	jim@Tualatincc.com
Name of PD Program:	<b>Bootcamp Golf</b> <i>(Adults Social Winter Flexibility/Instruction)</i>
Type of PD Program:	<b>Transition-to-the-Course</b>
Dates of Program	Winter/Early Spring [typically start first week of January]
Results of Program	Over the spring and summer: Member retention for the TCC bottom line and the community. Participants say they have met new friends, found hope for their game and a desire to remain a part of the Club. <i>(If one of these members has been “saved” to the Club, that one member value for just one year is over \$10k in value to TCC!)</i>
Total Revenue Generated	See below
Details of Program:	<ul style="list-style-type: none"> <li>• Bootcamp Golf: (based on book by John Bell, PGA; utilize a towel to learn movements, flexibility...supported by work with the golf club)</li> <li>• Conducted indoors almost exclusively, generally in clubhouse</li> <li>• 10:1 ratio max</li> <li>• Very socially based, fitting the “demand decision” of women and recreational golfers (enjoyment, social come first, then performance; 70/30 women/men)</li> <li>• Classes run 3 days/week for 6 weeks (total of 18 sessions); classes only 1 hour each [30 mins of stretching/strength training, 30 mins of drills from the book]; there are homework drills</li> <li>• 3 years of success <ul style="list-style-type: none"> <li>○ 1<sup>st</sup> Year: 1 class, 3 days/week - 7 ppl - 18 sessions, \$189 (6 wmn, 1 man) [Gross Rev: \$1323]</li> <li>○ 2<sup>nd</sup> Year: 2 classes, 3 days/wk - 9 ppl in AM class, 5 ppl PM class [Gross Rev: \$2646]</li> <li>○ 3<sup>rd</sup> Year: 2 classes, 3 days/wk - 10 ppl in both AM &amp; PM classes (both full) [Gross Rev: \$3780]</li> </ul> </li> </ul>
Recommendations:	John Bell, PGA gave Jim permission to use the book and the name of it as a title for his classes; strongly recommend that if you wish to use the book, you choose a different name out of respect for its author.