



PGA

Pacific Northwest Section

2017-18 Player Development Programs

Best Practices

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Property:	Bear Creek Country Club
Location:	Woodinville, WA
Property Type:	Private Golf Club
Program Contact:	Jon Larson, Head Golf Professional
Contact Phone/Email:	Direct: (425) 883-4770 Email: headpro@bearcreekcc.com
Name of PD Program:	Junior Golf Day
Type of PD Program:	Beginner
Dates of Program	Spring/Summer
Results of Program	Youth golfers are able to get introduced, engaged, and integrated into the game of golf in different ways at the club.
Total Revenue Generated	This is not generally a revenue-generating initiative, however in the long run these young golfers will hopefully become loyal members of the game and the club.
Details of Program:	<ul style="list-style-type: none"> • Every Thursday morning, the golf course is reserved for junior golfers. • All children of club members are welcome to play during this period of time. • Junior golfers are designated into three different categories: 3-hole, 6h, and 9h. • At the 6h and 9h levels, some competition and games may be incorporated, but the primary goal is socialization and to round out a golfer's experience. • Junior Golf Day fits into each golfer's overall experience by providing: <ul style="list-style-type: none"> ○ 3h: introduction to course play, rules, and format. ○ 6h: structured and league play for those who are not otherwise involved. ○ 9h: a more fun, social experience for tournament golfers.
Recommendations:	<ul style="list-style-type: none"> • Determine the guidelines for parent involvement during play. • Weekly competitions, scoring, and prizes. • Maintain communication about current and upcoming opportunities. • Junior Golf Day serves a valuable role in a youth golfer's experience, but it's important to identify and monitor where each golfer stands in that path.

Property:	Bellingham G&CC
Location:	Bellingham, WA
Property Type:	Private Equity Owned
Program Contact:	Cameron Fife, Head Professional
Contact Phone/Email:	camfife@pga.com
Name of PD Program:	Couples “Chip n’ Sip”
Type of PD Program:	Social
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"> • 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) • Thursday Nights: 2x/month @ \$45/couple; guests are allowed (hopefully to sell them into membership) • Successful in drawing previously less engaged women (and their husbands; who played more, perhaps 20% more) • Per F&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’.” <p>Considering addition of off-season couples’ night offerings: "Date and Paint"</p>
Recommendations:	<ul style="list-style-type: none"> ○ Focus on inviting the wife first, she needs the personal invitation; her husband will come along no matter what.

Property:	Chambers Bay
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.363.3861, ryoung@kempersports.com
Name of PD Program:	Winter Game Improvement Package
Type of PD Program:	Advanced
Dates of Program	November – February (Thursday’s – Saturday’s only, blackout weeks for vacation), March
Results of Program	20 students registered (12 Adult, 8 Juniors). Each student received and average of 10 lessons each over the four months. All improved both swing mechanics and ability to score better.
Total Revenue Generated	\$8,000 in lesson revenues. Personal training packages sold at partner gym
Details of Program:	<ul style="list-style-type: none"> • Winter registration fee: \$550 for adult, \$450 for junior • Unlimited one-hour private lessons <ul style="list-style-type: none"> ○ Pre-scheduled day/times, usually once per week ○ Emailed lesson notes ○ Lessons both on and off course • Unlimited use (balls) of the practice facility • 9-hole playing lesson in March • 2 personal training sessions at Summit Strength and Conditioning
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. When siblings or parent/juniors would register, I would try to combine their lessons to the same hour slot for consolidation. I pre set vacation weeks that I couldn’t teach around the holidays.



Winter Game Improvement Package Registration Form

November – February Package Benefits include:

- **Unlimited one hour private lessons November 2017 – February 2018***
 - Pre-scheduled weekly/bi-weekly time slots
- Unlimited Practice Center use*
- Spring 9-hole playing lesson included (Can be used thru March 31st)
- Emailed V1 Swing Analysis after each lesson
- (2) Personal training sessions at Summit Strength & Training
- *Limit to the first 24 members*

Winter Lesson Package - \$550
Junior Winter Lesson Package (17 & under) - \$450

** January – February Package available for \$300

*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, 2017 thru February 28, 2018. Benefits are non-transferable.

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 _____
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/

Property:	Chambers Bay
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.363.3861, ryoung@kempersports.com
Name of PD Program:	PGA Coaching Club
Type of PD Program:	Transition-to-the-Course
Dates of Program	Weekends with Saturday Clinics
Results of Program	100 members (25 new golfers!) signed up throughout peak season from many golfer segments, including young adults, beginners, advanced, couples, and seniors.
Total Revenue Generated	Over \$10,000 in lesson revenues. \$2,800 in green fee revenues. Estimated \$1000 in associated F&B sales.
Details of Program:	<ul style="list-style-type: none"> • Monthly registration fee \$100 plus tax <ul style="list-style-type: none"> ○ \$10 per fee for range use, rest to instructor • Unlimited use (balls) of the practice facility any time on the weekends. Can advertise as a range pass with golf clinics • Group clinics (1-2 hours) every Saturday afternoon <ul style="list-style-type: none"> ○ Have new topic each clinic (i.e. putting, short game, full swing, drivers) ○ Advertise clinics as more seminar based for first half with hands on instruction second half • With membership, players qualified for \$40 discounted weekend twilight green fees to take their skills to the course • Offer “coaching” all month <ul style="list-style-type: none"> ○ Be an open book for anything related to golf, from tips to ordering clubs!
Recommendations:	Marketed for golfers to introduce friends to the game of golf in a relaxed and casual environment. Usually scheduled at 1 pm to encourage members to play afterwards. Rental clubs are provided to overcome barrier of entry into the game. Ended up having regulars whose only source of golf was the clinics. Great way to practice public speaking skills!

Property:	Chambers Bay
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.363.3861, ryoung@kempersports.com
Name of PD Program:	Employee Clinics
Type of PD Program:	Beginner
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"> • Free two-hour walk-up clinics <ul style="list-style-type: none"> ○ Offered to any Chambers Bay employee • 1-2 golf professionals available <ul style="list-style-type: none"> ○ First hour = Pre-determined clinic ○ Second hour = one-on-one attention • Free rental clubs • Blocked tee times following clinics for staff to play following clinic <ul style="list-style-type: none"> ○ Occasionally golf professionals would organize groups and/or friendly games
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:	Chambers Bay
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.363.3861, ryoung@kempersports.com
Name of PD Program:	Free Military Clinics (SMGA Clinics)
Type of PD Program:	Beginner
Dates of Program	Saturday clinics for 8 weeks. Spring and Summer sessions
Results of Program	Over 300 active and retired military participated over the 16 clinics offered,. Over 10 new custom fit TM sets given out for qualified wounded warriors.
Total Revenue Generated	Over \$5,000 in lesson revenues and over \$3,500 in F&B revenues paid by Salute Military Golf Association
Details of Program:	<ul style="list-style-type: none"> • Free two-hour beginner clinics from 10 am – 12 pm: <ul style="list-style-type: none"> ○ Taught by two PGA Professionals ○ First 1.5 hours: instruction on weekly topic • Free lunch/social time <ul style="list-style-type: none"> ○ Last 1/2 hour • Free rental clubs • Free custom fit TM sets for qualified veterans <ul style="list-style-type: none"> ○ Must have qualified injury determined by SMGA ○ Must go to at least 6 clinics
Recommendations:	These two-hour clinics were more than just beginner golf clinics open to any military, they were a source of therapy for most attendees. The Salute Military Golf Association sponsored everything through their fundraising efforts. PGA Professionals should be there to make friends and socialize with the students as they are more than instructors to them. Work with F&B to have boxed lunches ready by 11:30 am.

Property:	Chambers Bay
Location:	University Place, WA
Property Type:	Daily Fee, Public
Program Contact:	Ryan Young, Director of Instruction
Contact Phone/Email:	253.363.3861, ryoung@kempersports.com
Name of PD Program:	After School Junior Practice League/PGA Jr. League Add-On
Type of PD Program:	Beginner
Dates of Program	Tuesday and/or Thursday practices from 4:30 – 5:30 pm for 6 weeks (Same weeks as PGA Jr. League season.
Results of Program	Average of 10 juniors each practice learning both on and off the course.
Total Revenue Generated	Over \$2,000 in lesson revenue.
Details of Program:	<ul style="list-style-type: none"> • \$100 per practice league day – Tuesday or Thursday • Practices held for 6 weeks <ul style="list-style-type: none"> ○ Those also signed up for PGA Jr. League on Sunday’s got extra preparation for matches • Separated league into similar skill levels • Drills and games both on and off the course
Recommendations:	Need two coaches (we also got volunteers from the First Tee since it also doubled as an approved Birdie Level class). Make two to three groups depending on skill level. Have one coach take a group on the course and the other coach stay on the range. Switch experiences each week. Ask juniors to set specific goals at beginning of season to reference at the end.

Property:	The First Tee of Greater Seattle
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, evan@thefirstteeseattle.org Cole Clearman (Snoqualmie Ridge): 425-396-6000, cclearman@tpcsr.com
Name of PD Program:	Junior Golf Competition – “Personal Par” Scoring
Type of PD Program:	Other
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"> • The First Tee of Greater Seattle hosts a chapter-wide seasonal tournament every spring, summer and fall at two locations: Crossroads Par-3 & Jefferson Park GC. With 8 weeks of regular classes, this is known as the “Week 9 Championship”. • 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. • With up to 36 players in each field and trophies distributed to 1st, 2nd and 3rd 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. • 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. • 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. • 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!
Recommendations:	<ul style="list-style-type: none"> • 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. • 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. • The spreadsheet does not factor course difficulty (rating), so it would need to be enhanced to include that index in the calculation. • 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.

Property:	The First Tee of Greater Seattle
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: evan@thefirstteeseattle.org <i>Participating facilities: Jefferson Park GC, Jackson Park GC, Bellevue GC, Riverbend GC, Fehr Golf Academy.</i>
Name of PD Program:	Junior Golf - "Winter Clinic Series" <i>Partnership with The First Tee</i>
Type of PD Program:	Golf School/Clinic
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 golf instruction.
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"> • The First Tee coordinates two series of clinics in January and February, each series being 3 weeks in duration (every Saturday). • 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. • 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. • 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. • Each 3-week series costs \$55 to participants, and financial aid is available. • In 2017, 250 youth enrolled at 5 different facilities (average of 50 at each facility). • 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).
Recommendations:	<ul style="list-style-type: none"> • The First Tee is uniquely capable of coordinating the rosters for each of the clinics, since they have records on all returning members. • 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. • 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. • 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.

Property:	The First Tee of Greater Seattle
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, evan@thefirstteeseattle.org Tony: 206-762-4513, twilkins@premiergc.com Steve: 425-452-7250, stevewozeniak@live.com
Name of PD Program:	Get Golf Ready - "Parent Clinics"
Type of PD Program:	Beginner
Dates of Program	May 20 & 21, 2017
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"> • 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. • More than 300 youth participate at two locations: Crossroads Par-3 (Bellevue) and Jefferson Park GC (Seattle). • 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. • We are not structured to provide instructional opportunities directly for parents, based on qualifications and resources. <p>Program:</p> <ul style="list-style-type: none"> • 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. • At Jefferson Park, the tournament is played on the Par-3 and Regulation courses, and the clinics were held on the driving range. • 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. • Each clinic was 1 hour in duration, and based on the tournament schedule, 3 were

	<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"> • Jefferson Park: 8:30-9:30, 11:30-12:30, 2:30-3:30 • Bellevue GC: 10:30-11:30, 1:30-2:30 • Average attendance was 4 adults per clinic. <p>Finances:</p> <ul style="list-style-type: none"> • 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. • 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. • 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. • Instructional fees were set at \$100 per clinic to the facility, for a total of \$1,000 (\$600 to Jefferson Park, \$400 to Bellevue). • In this scenario: <ul style="list-style-type: none"> ○ The First Tee breaks even, with a net loss on clinics of \$500, which is offset by the <i>Player Development</i> grant. ○ Jefferson Park GC revenue: \$600 (6 clinics) ○ Bellevue GC revenue: \$400 (4 clinics)
<p>Recommendations:</p>	<ul style="list-style-type: none"> • Fill clinics to 6-8 adults per hour, if possible. • 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. • 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.

Property:	The First Tee of Greater Seattle
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, evan@thefirstteeseattle.org
Name of PD Program:	Youth Golf Olympics
Type of PD Program:	Other
Dates of Program	Spring/Summer (July 2017)
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"> • Participants sign up for a division of their age and level, and a commitment of approximately 2 hours. • 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” & “break the glass”). • 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. • At the conclusion of all stations, players sign and attest their scorecards, results are tallied, and awards are presented to the top scorers. • 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. • 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. • Fee to play in the Skills Olympics was only \$5 per player, which covered the cost of greens fees, snacks, wages, and awards.
Recommendations:	<ul style="list-style-type: none"> • 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. • Cost to play in this event could be as high as \$50 per player, and then revenue could be much more significant. • 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.

Property:	The First Tee of Greater Seattle
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, evan@thefirstteeseattle.org
Name of PD Program:	PGA Junior League Golf - "Kickoff and Finale Jamborees"
Type of PD Program:	Other
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"> • We host approximately 100 players and 8 teams each year for PGA JLG, and everyone plays in one single league. • 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. • 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 • 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. • 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).
Recommendations:	<ul style="list-style-type: none"> • The jamboree format would work with 4-9 teams, but probably not more than 9. • Par-3 Courses are ideal for the jamboree, but could be played anywhere. • Costs would be primarily in greens fees, food & beverage, and wages. • 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).



PGA Junior League Golf 2017 Finale Jamboree



Rules and Format for Today's Event

Please emphasize safety and sportsmanship!

Hole #1: CLOSEST TO PIN on 3rd 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 2nd 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 rd shot)
2	Closest to the Pin (1 st shot)
3	Closest to the Pin (1 st shot)
4	Closest to the Pin (1 st shot)
5	No Contest
6	Closest to Pin (3 throws)
7	Closest to Pin (2 nd shot)
8	Longest Putt Made
9	Closest to the Pin (2 nd shot)

three

Property:	GRIFFIN Golf
Location:	Sumner, WA
Property Type:	Indoor Studio
Program Contact:	Sara Griffin and Chris Griffin
Contact Phone/Email:	griffinpgagolf@gmail.com, 206.973.9139 and 253.380.1975
Name of PD Program:	Couples Clinic
Type of PD Program: Adult	Transition-to-the-Course
Dates of Program	4 weekly sessions, 1 9-hole on course coaching session
Results of Program	Trial run of program brought 4 couples of all abilities. They loved it and played each week during the program to work on things they learned. 3 of 4 couples signed up for more lessons
Total Revenue Generated	\$500 plus green fees to golf course
Details of Program:	<ul style="list-style-type: none"> • 4 weekly 1 hour sessions \$200 per couple • Week 1 - putting • Week 2 - chipping & pitching • Week 3 - full swing • Week 4 - review and questions • 9-hole on course session over the weekend between week 3 and 4 • Served wine and light appetizers each night
Recommendations:	Couples enjoyed spending time together and learning with the men and women separately and together at times during the clinic. They all played/practiced more golf during our time together and wanted to bring more friends and family to learn golf.

Property:	GRIFFIN Golf & High Cedars Golf Course
Location:	Sumner, WA and Orting, WA
Property Type:	Driving Range
Program Contact:	Sara Griffin and Chris Griffin, Scot Solomonson
Contact Phone/Email:	griffinpgagolf@gmail.com, golfbyscots@gmail.com
Name of PD Program:	Ladies Wine Clinics
Type of PD Program: Adult	Transition-to-the-Course
Dates of Program	4 weekly sessions
Results of Program	Over 20 women each month from May through August for an hour long session on golf with wine and appetizers after golf - \$130/month
Total Revenue Generated	\$8000 which included paying for food and range balls at High Cedars.
Details of Program:	<ul style="list-style-type: none"> • 4 weekly 1 hour sessions • Week 1 - grip and iron swing • Week 2 - full swing irons • Week 3 - hybrids & chipping • Week 4 - driving & putting • Served wine and light appetizers each night
Recommendations:	Ladies enjoyed their night out. Many of them used it as their night away from the kids - they would show up early and leave late. There was a Wino Open hosted 2 times during the summer for \$120/foursome where the ladies would form their own 4-some and play a scramble on the executive course. It sold out both times.

Property:	GRIFFIN Golf & High Cedars Golf Course
Location:	Sumner, WA and Orting, WA
Property Type:	Executive Course
Program Contact:	Sara Griffin and Chris Griffin, Scot Solomonson
Contact Phone/Email:	griffinpgagolf@gmail.com, golfbyscots@gmail.com
Name of PD Program:	Wino Open
Type of PD Program: Adult	Transition-to-the-Course
Dates of Program	Monday or Tuesday evening 5:30 p.m. shotgun
Results of Program	Sold out 10 teams on the Executive Course of teams of 4 women playing a scramble format with wine and dinner afterward.
Total Revenue Generated	Profit for the facility, and paid for awards to all teams.
Details of Program:	<ul style="list-style-type: none"> • Teams signed up a week before the event and paid to secure their spot • Range balls provided before the event • Dinner and wine after the tournament • Prizes for all teams from 2-ball packs, gloves, gift certificates
Recommendations:	Ladies loved putting their skills to the test. Might benefit from a separate on course lesson before they go to a tournament setting. Some asked for a private lesson on the course so they knew what they were doing, but most of them went out and had a blast.

Property:	Harbour Pointe Golf Club
Location:	Mukilteo, WA
Property Type:	Daily Fee, Public
Program Contact:	Caleb Kraus, General Manager
Contact Phone/Email:	425-35-6060, calebk@harbourpointegolf.com
Name of PD Program:	PGA Junior League Golf
Type of PD Program:	Transition-to-the-Course
Dates of Program	April - August
Results of Program	Own league with 5 teams, 45 juniors
Total Revenue Generated	2016 = \$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"> • Session fee \$249. Drop in avail for \$25. <ul style="list-style-type: none"> ○ Season Kick-Off Open House w/Golfzilla <ul style="list-style-type: none"> ▪ Asses junior skills for team assignment ▪ Kids pick names for teams for the season ▪ Parents educated on the League and details ○ 3 Group Practices on course to get familiar with team golf and how a scramble works ○ 4-6 League matches depending on league size ○ All Start Team moves on to regional competitions • Each team got together to name their team • Held pre-season practices in April.
Recommendations:	<ul style="list-style-type: none"> • Having our own league allowed us to modify competition format for the more skilled players to play heads up stroke/match play and 18 holes instead of 9. • Communication with the parents is key to the success of your program. They appreciate the proactive professionalism and you will be better organized. • Use a short course for the regular season when you have beginners. This helps with pace of play and keeps them from getting frustrated. • Make the matches feel special by making a scoreboard. This is their tournament day. • Charge for carts and consider having a refreshment cart available during matches...parents get thirsty☺ • Do an end of year banquet and award medals to the players.

Property:	Harbour Pointe Golf Club
Location:	Mukilteo, Wa
Property Type:	Daily Fee
Program Contact:	Ty Sullivan / Joe Puetz
Contact Phone/Email:	(425) 355-6060
Name of PD Program:	Golf in Schools/ Columbia Elementry School
Type of PD Program:	Beginner
Dates of Program	May 5 th and 6 th June 12 th and 13 th June 19 th and 20 th
Results of Program	Reached out and introduced the game of golf to 200+ kids
Total Revenue Generated	N/A
Details of Program: Please provide 4-5 bullet points outlining your program.	<ul style="list-style-type: none"> • Two day sessions, teaching 5 to 6 different classes. • Class sizes: 25 -28 kids • Each class was divided into two groups, short game/ putting and full swing. • Clinics were held in the gymnasium/cafeteria. Outside when available.
Recommendations:	

Property:	Harbour Pointe Golf Club
Location:	Mukilteo, Wa
Property Type:	Daily Fee
Program Contact:	Joe Puetz
Contact Phone/Email:	425-355-6060
Name of PD Program:	Women and Wine
Type of PD Program:	Social
Dates of Program	5 Clinics. May through September.
Results of Program	Clinic attendance averaged 10-15 women
Total Revenue Generated	\$1500
Details of Program: Please provide 4-5 bullet points outlining your program.	<ul style="list-style-type: none"> • The clinic was open to new and experienced players • One 1.5 hour clinic each month • The clinic's focused on short game, long game and putting. • At the end of each session, all of the women participated in a putting contest.
Recommendations:	

Property:	Meridian Valley CC
Location:	Kent, WA
Property Type:	Private
Program Contact:	Carissa Simmons, Assisant Golf Professional
Contact Phone/Email:	253.631.3133 or carissa@meridianvalleycc.com
Name of PD Program:	Hit & Giggle Clinics
Type of PD Program:	Beginner
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"> • Open to beginner women following a format similar to “Get Golf Ready.” We changed the name to break down intimidation and emphasize FUN. • The clinics were 60 minutes each and ran for 5 consecutive weeks. We had sessions on Thursday and Sunday afternoons. (\$100 members \$125 guests) • 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. • 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.).
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.
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Property:	Meridian Valley CC
Location:	Kent, WA
Property Type:	Private
Program Contact:	Carissa Simmons, Assisant Golf Professional
Contact Phone/Email:	253.631.3133 or carissa@meridianvalleycc.com
Name of PD Program:	Hit & Giggle On-the-Course
Type of PD Program:	Transition-to-the-Course
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"> • The participants had to have attended the "Hit & 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) • Each week we picked a different topic to discuss and we would pick a hole on the golf course to help the women understand. • 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. • 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.) • The final clinic we went out and played 3 holes (scramble) from the 200 yard marker and put all the pieces together. • 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.

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!
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Property:	Meridian Valley CC
Location:	Kent, WA
Property Type:	Private
Program Contact:	Carissa Simmons, Assisant Golf Professional
Contact Phone/Email:	253.631.3133 or carissa@meridianvalleycc.com
Name of PD Program:	Junior Drive, Chip & Putt Prep Clinics
Type of PD Program:	Golf School/Clinic
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"> • This program was open to any junior golfers signed up to participate in the “Drive, Chip, and Putt Qualifier” which was held at MVCC. • Clinics were 90 minutes (Sundays 3:30-5:00) and the cost was \$100 (member) \$125 (non-member) for all 4 clinics. • 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. • 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). • 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. • 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!
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:	Moose Run Golf Course
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:	Wednesday Pizza Scrambles
Type of PD Program:	Social
Dates of Program	June - September
Results of Program	2017 – 1 st Time at Moose Run. 40 players per night.
Total Revenue Generated	Over \$25,000 during the season in fees, food and beverages.
Details of Program:	<ul style="list-style-type: none"> • Session fee \$30 - \$40 per player. <ul style="list-style-type: none"> ○ 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.

	<ul style="list-style-type: none"> ○ The entry fee includes golf, pizza and prizes. Pizza was sponsored by local restaurant. ○ 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.
Recommendations:	<ul style="list-style-type: none"> ● Consistency in the program was the key to growing it. ● Partnered with a local pizza restaurant that is very pro-military. ● Make everyone feel like they are there for the pizza and friendship and make the competition secondary. ● 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. ● If weather forces a shortened night, remember they are there mostly for the pizza.

Property:	Moose Run Golf Course
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:	Par 3 Tournament
Type of PD Program:	Transition-to-the-Course
Dates of Program	September
Results of Program	108 Players
Total Revenue Generated	\$6000 + from all sources
Details of Program:	<ul style="list-style-type: none"> ● Set entire course up as 18 par 3 holes. ● Vary in length from 30 yards to 225 yards. ● 4 Person Scramble (You can vary the format to fit your needs). ● Separate tees for men and women. ● Divide teams into 2 or 3 flights based on final scoring. We cut ours in

	half right at the middle score. This was done so higher handicappers had chances to win prizes. Big hit.
Recommendations:	<ul style="list-style-type: none"> • Advertise this on your Facebook page and email blasts. • Allow and encourage pre-payments to avoid long lines at the counter. • Set up the course so majority of women can reach greens in regulation. • Trick shots are OK. (ex., The 30 yard hole over a bunker, with the pin tucked close.) • Be sure and have beverage cart on course. This is a very social event. • Have a meal planned afterward and part of entry fee. • Make this one of your last events of the year. Because of the format, you'll have good turnout and it will be a great day for your financials.

Property:	Moose Run Golf Course
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:	Kids Drive Free
Type of PD Program:	Beginner
Dates of Program	June - August
Results of Program	215 Juniors
Total Revenue Generated	\$0 with this program. However we had supplemental income from parents hitting range balls and bringing juniors to play. Junior play on the course tripled from the year previous.
Details of Program:	<ul style="list-style-type: none"> • Juniors 17 & Under permitted to hit free range balls weekdays (anytime) and weekends after 1:00 pm.

Recommendations:	<ul style="list-style-type: none"> • Advertise this on your Facebook page and email blasts. • This will go a long way with parents and increase the amount of kids at the range and playing. • Offer an affordable rate for juniors to play on periods when it will not hurt regular income. This will significantly increase parents bringing the kids to the course.
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Property:	Moose Run Golf Course
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:	9 & Dines
Type of PD Program:	Social
Dates of Program	June - September
Results of Program	2017 – Sold out with 68-72 players every week.
Total Revenue Generated	Over \$50,000 during the season in fees, food and beverages.
Details of Program:	<ul style="list-style-type: none"> • Session fee \$35 - \$45 per player. <ul style="list-style-type: none"> ○ 9 holes, 4 person scramble geared towards all audiences. ○ The entry fee includes dinner, golf, cart & prizes.

	<ul style="list-style-type: none"> ○ Players are there to enjoy a meal and playing golf with family and friends. ○ Budgeted \$12 for dinner, buffet style. ○ Prize fund was \$3 of entry fee. ○ The final week dinner was planned more upscale and was budgeted in at \$17. Increased entry fee \$5 for season finale.
Recommendations:	<ul style="list-style-type: none"> ● Consistency and a great weekly host was the key to growing it. We have an extraordinary event person who took ownership of it. That we believe was the major reason it grew into what it is now. They saw a smiling face every week that accommodated them very well. ● If cash registers and lines are a problem for scrambles, allow the players to pay early throughout the week. ● Allow the players to have input into how long they want to play into the year. You may be surprised!

Property:	Tam O'Shanter Golf and Country Club
Location:	Bellevue, WA
Property Type:	Private, Homeowners Association
Program Contact:	Chas Holmes, Head Golf Professional
Contact Phone/Email:	425.746.3855 ext.2; holmes.chas@yahoo.com
Name of PD Program:	TOS Junior Golf Program
Type of PD Program:	Golf School/Clinic
Dates of Program	Once a week for all of July and August (8 weeks total)
Results of Program	200 Participants and over 4,000 junior golf rounds generated.
Total Revenue Generated	\$14,000 in revenue budgeted through entirety of camp for end of year banquet and awards, weekly prizes, snacks, instructor's salaries. Additional revenue through F&B and merch sales approximately \$4000.

Details of Program:	<ul style="list-style-type: none"> • For children aged 8-17 • 4 distinct playing ability levels (based on skill not age), each at separate time and appropriate level of instruction for each. • My structure for clinics each week is as follows: full swing and putting, full swing and chipping, putting and chipping competitions, 50-100 yard shots, specialty shots, rules and etiquette, bunker play, team scramble last week. • All students have opportunity to play the course after their 50 minute lesson. Lower 2 playing ability levels require parental supervision. • Players have opportunity to move up in program by shooting certain qualifying scores and passing written rules/etiquette tests.
Recommendations	Suggest at least 1 instructor per 20 students registered in trial year. Instructor/student ratio to decrease with increase in knowledge of program and client base. Not all registered students will attend each week. Assume about 40-80% attendance depending on # of registrants. More registrants = less weekly participation. Make sure to setup a volunteer sign-up area such as sign-up genius for parents to accompany children on course after lessons. Requires extensive planning but can generate much revenue for facility and Program Director in the end.

Property:	Tam O'Shanter Golf and Country Club
Location:	Bellevue, WA
Property Type:	Private, Homeowners Association
Program Contact:	Chas Holmes, Head Golf Professional
Contact Phone/Email:	425.746.3855 ext.2; holmes.chas@yahoo.com
Name of PD Program:	Spring Scoring Camp
Type of PD Program:	Other Beginner/Intermediate with Transition-to-Course included
Dates of Program	3 consecutive days; ideally taught in the Spring but can be adjusted for all seasons
Results of Program	Program filled in 2 days; ran another one and filled in first week. Handicaps went down by an average of 2.5 index and 3 Members registered for Pro-Ams due to increased confidence
Total Revenue Generated	\$5400 in lesson revenue less cost of beverages and snacks provided by instructor. This equates to an hourly wage of about \$170/hour. Estimated \$400 in F&B and \$1500 in hard good sales over next 6 months.

<p>Details of Program: Please provide 4-5 bullet points outlining your program.</p>	<ul style="list-style-type: none"> • 3 consecutive days with 2 hours of lessons to start and approximately 2 hours of on course management each day. • Instructor provides alcohol and light snacks during group instruction time and invites participants to break whenever • Price also includes Video Analysis, TOS Golf Cart Rental Usage, Tune-Up Instruction as Needed Through the Spring • Best to split the three days with different skill types. <ul style="list-style-type: none"> ○ Day one - all aspects of putting including Controlling Speed, Strategic Green Reading, Value of Lag Putting, Proper Thought Processes in Holing Putts. ○ Day two - Chipping, Pitching, and Short Game Scoring including Flop Shots, Bump and Runs, and Bunker Play. ○ Day three - Full Swing Instruction, Recovery from Trouble, Course Management, Creative Shots for Difficult Situations, Using the Rules to Your Advantage, Question and Answer Time during dinner with the Pro.
<p>Recommendations</p>	<p>Program drives future lesson revenue and increases player confidence to play more golf. Promote program as investment into game and provide value of investment as such: program cost only \$450 suggested retail of program \$1200. Suggest setting up multiple camps for different skill levels and advertise as such. Opportunity to incorporate F&B as necessary. Suggest a “skills challenge” at programs conclusion with small award or trophy for winner or winners if done in teams. Opportunities are endless...</p>

<p>Property:</p>	<p>Tam O’Shanter Golf and Country Club</p>
<p>Location:</p>	<p>Bellevue, WA</p>
<p>Property Type:</p>	<p>Private, Homeowners Association</p>
<p>Program Contact:</p>	<p>Chas Holmes, Head Golf Professional</p>
<p>Contact Phone/Email:</p>	<p>425.746.3855 ext.2; holmes.chas@yahoo.com</p>
<p>Name of PD Program:</p>	<p>Tiny Tots Junior Golf</p>
<p>Type of PD Program:</p>	<p>Beginner</p>
<p>Dates of Program</p>	<p>4 consecutive Saturdays during the off-season</p>
<p>Results of Program</p>	<p>40 Participants and interest in our great game from very young children who may not have otherwise tried golf at all.</p>
<p>Total Revenue Generated</p>	<p>\$2,800 in lesson revenue for Instructor(s). Additional revenue through F&B and Merch sales approximately \$4000.</p>

Details of Program:	<ul style="list-style-type: none"> • For children aged 4-7 • 4 weeks of 30-minute instruction taught indoors to emphasize the importance of earning the privilege to play on the actual golf course or practice facility. • # of participants not to exceed 4 per class. Parents can register kids for any time slot from 9am – 4:30pm in 45 minute intervals. This gives instructor(s) 15 minutes of break or setup time for next class. Total of 10 classes or 40 students. • Use soft balls “pit balls” for indoor use and emphasize safety and very basic fundamentals. Make fun games and team related competitions. This program resembles SNAG golf without associated costs.
Recommendations	Possibility to teach 2 such programs if program sees high participation; one in winter months and 1 in summer months. Suggest small personalized, participation trophies and snacks upon program completion. Encourage parents to stay and watch children. Ensure small golf clubs are available for use.

Property:	Tualatin Country Club
Location:	Tualatin, OR
Property Type:	Private
Program Contact:	Jim Mapother, Director of Instruction
Contact Phone/Email:	jim@Tualatincc.com
Name of PD Program:	Bootcamp Golf <i>(Adults Social Winter Flexibility/Instruction)</i>
Type of PD Program:	Transition-to-the-Course
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"> • Bootcamp Golf: (based on book by John Bell, PGA; utilize a towel to learn movements, flexibility...supported by work with the golf club) • Conducted indoors almost exclusively, generally in clubhouse • 10:1 ratio max • Very socially based, fitting the “demand decision” of women and recreational golfers (enjoyment, social come first, then performance; 70/30 women/men) • 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 • 3 years of success <ul style="list-style-type: none"> ○ 1st Year: 1 class, 3 days/week - 7 ppl - 18 sessions, \$189 (6 wmn, 1 man) [Gross Rev: \$1323] ○ 2nd Year: 2 classes, 3 days/wk - 9 ppl in AM class, 5 ppl PM class [Gross Rev: \$2646] ○ 3rd Year: 2 classes, 3 days/wk - 10 ppl in both AM & PM classes (both full) [Gross Rev: \$3780]
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.

Property:	Tualatin Country Club
Location:	Tualatin, Oregon
Property Type:	Private
Program Contact:	Jim Mapother, Director of Instruction
Contact Phone/Email:	208-755-7644/ Jim@Tualatincc.com
Name of PD Program:	High School Winter Training
Type of PD Program:	Transition-to-the-Course
Dates of Program	November thru February
Results of Program	This being our first year, I have 9 juniors registered for this season

Total Revenue Generated	\$4500 in instruction revenue based on \$500 per student for the four month program
Details of Program:	<ul style="list-style-type: none"> • Tuesday and Thursday evenings from 6 to 7 PM inside working on strengthening, stretching, balance, swing drills and speed training • Saturday morning from 8 to 9 AM inside as above, then on to the course/range from 9 to 10:30 AM • Alternate between range, working on swing then course working on play, emotional training, target awareness. • Focusing on high school and pre-high school players or other competitive juniors.
Recommendations:	This program prepares the junior player for the high school season, which begins the first week in March. It also fills the gap for juniors between the summer season and the beginning of the high school season so they are more prepared for the HS season. Plus generates revenue for the instructor during the off season