



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Mark Keating
Phone/Email:	keatsgolf@frontier.com

Pictured are some of the PGA HOPE attendees who were able to utilize the loaner equipment purchased with the grant money.

Best Practice. "Loaner equipment for Veterans"

Having good quality loaner equipment for our PGA HOPE classes makes a big difference in both the enjoyment and learning that takes place for these veterans.

Many have never played and many arrive with hand-me down equipment, usually outdated and of poor quality.

When we can hand them a good quality, properly fitted piece of equipment, their ability to perform the fundamental things becomes a possibility.

This program establishes a culture of extra care for these students and that goodwill goes a long way in keeping these vets involved. Word of mouth marketing for the program is boosted and that creates interest in the facility and it's instructors.

Keep in mind that the equipment need not be brand new, just high quality.

