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Facility Name:	The Links at Moses Pointe
Location:	Moses Lake, WA
Property Type:	Public
Name of Program:	Junior Camp
Dates of Program:	April and July 2024, 3-4 days, 2 hours per day camps.
Details of Program:	<p><i>Two junior camps were run this year, one during spring break (April), one in early July. The camps target beginning juniors ages 10-15. Two other camps did not happen due to scheduling conflicts when tournaments were shuffled to accommodate State Amateur championships. We had ten to twenty students in each class. Last season, our camps incorporated training aids (impact bags, chipping nets, orange whips, e-rings) to increase interest and create fun stations. This season, with the help of a grant, we acquired mid sized sets so that more grown up juniors had good equipment to use, rather than cut down old clubs, to make for a better quality program. Benefits sought by acquiring the new sets:</i></p> <ul style="list-style-type: none"> • <i>Facilitate learning with better fitting equipment</i> • <i>Increased enthusiasm with higher quality equipment</i> • <i>Increase player satisfaction with appropriately fitted clubs and head designs, making it easier to get ball airborne</i> • <i>Enhance the impression of the camps</i>
Results of Program:	<i>We think the more grown up kids enjoyed having the better equipment to use. In addition, on occasion, Bill Porter allowed juniors without good clubs to borrow these for play at no charge. We are hoping to see more camps again next season.</i>
Total Revenue Generated:	<i>While a dollar amount is difficult to quantify, we do think that the juniors benefited, and that our regular players, seeing the juniors set up with good training aids and clubs, gain an even more favorable impression of the facility, and may refer more potential juniors to future camps.</i>
Recommendations:	<i>The presence of good quality training aids and equipment for junior camps can increase overall customer loyalty by enhancing the image of the facility, while making junior camps more productive and fun, which is part of building our future customer base.</i>

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