



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT
BEST PRACTICE REPORT

Name:	Birk Nelson PGA
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Facility Name:	Shadow Hills Country Club
Location:	Junction City, OR
Property Type:	Private Country Club
Name of Program:	Operation 36
Type of Program:	Junior and Ladies Golf Development Program
Dates of Program:	April 4th-Nov 5th
Details of Program:	<p>I run a Junior Golf Academy that is aimed at beginner to intermediate level adult women and juniors aged 6 to 13. The program began in 2020 and follows the Operation 36 curriculum, split into three 8-week semesters with lessons held once a week.</p> <p>The program also includes Operation 36 9-hole matches in my Challenge and Academy classes. At the end of each semester, the Skill Point Store opens, where I offer hats, shirts, golf accessories, toys, games, candy, and more. Kids earn Skill Point Chips for winning contests, completing assignments, showing improvement, playing more golf, and passing rules/etiquette tests.</p> <p>A Yamaha Grant was used to purchase class accessories, such as chipping targets, putting circles (e-rings), and a mobile whiteboard to enhance student engagement during lessons.</p>



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<p>Results of Program:</p>	<p>Academy participants - There were 34 juniors and 42 Ladies participants in my golf academy. Classes were broken down into 8 week semesters. Classes were hosted once a week and from Spring Through Fall at Shadow Hills Country Club (April-November). Participation - Every class I created for the Spring, Summer, and Fall were filled to capacity. During the summer sessions I brought in an assistant to help.</p>
<p>Total Revenue Generated:</p>	<p>My program generated about \$21,000 in revenue, which represents an increase of approximately \$20 per person from 2021. One of the largest benefits of my program is that it addresses a common issue at golf courses, where family memberships are often bought but the wife lacks golfing experience, leading to infrequent play and difficulty forming social connections. My program builds their confidence and connects them with students of similar abilities. Because of this, they tend to play more often which helps the course retain members because they are utilizing its amenities.</p>



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Recommendations:

I limit my class size to 6 students per instructor to guarantee each student receives personalized attention for improvement. During registration, I provide a detailed curriculum that we will cover throughout the semester, which is regularly reviewed for better retention. My curriculum is straightforward, focusing on one topic per week with a maximum of 2-3 points of performance to assist the students to remember. For example, in my putting class, we'll concentrate on Tick Tock for tempo and keeping our nose and knees still.

I prefer to keep the curriculum uncomplicated, which I believe leads to better student improvement by having clear and simple objectives. Although I don't use social media, I regularly send newsletters and updates to the members.

The Operation 36 program has been a huge success, with the annual costs absorbed by the high student volume and additional revenue generated through program value-adds.