



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Chris Nowlen
Facility Name:	Missoula Country Club
Phone:	406 251 2404
Email:	cnowlen@pga.com

Goals of the program:	<p>Our ladies' Red Tee League has been around for five seasons. It is a program designed to help new golfers learn the game in an enjoyable, no-pressure atmosphere, while getting comfortable with other golfers, learning the rules, and familiarizing themselves with Club procedures.</p> <p>Each year the program has grown in weekly participants and total participants. In 2017, we applied for a Yamaha PNW PGA Player Development Grant to help pay our teachers for their time. In the past it has been all voluntary.</p> <p>Our goals are;</p> <ol style="list-style-type: none"> 1. Grow the number of ladies playing the game at MCC. 2. Change the culture of ladies' golf at MCC from competitive to social. 3. Educate our ladies on rules, regulations, policies and procedures of the game and Missoula Country Club. 4. Help our new golfers have fun playing golf. 																								
Program Design:	<p><i>This is a 12-week program, with two fun nights.</i></p> <p><i>The 2017 schedule was;</i></p> <table> <tr> <td>May 9</td> <td>Overview of golf at MCC</td> </tr> <tr> <td>May 16</td> <td>Introductions & The Basics, 3 Hole Scramble</td> </tr> <tr> <td>May 23</td> <td>Putting, 3 Hole Scramble</td> </tr> <tr> <td>May 30</td> <td>Fun Night – No organized Play</td> </tr> <tr> <td>June 6</td> <td>Chipping, 3 Hole Scramble</td> </tr> <tr> <td>June 13</td> <td>Driving, 3 Alternate Shot</td> </tr> <tr> <td>June 20</td> <td>Irons, 3 Hole Chapman</td> </tr> <tr> <td>June 27</td> <td>Bunker Shots, 3 Hole Shamble</td> </tr> <tr> <td>July 11</td> <td>Putting, 3 Hole Chapman</td> </tr> <tr> <td>July 18</td> <td>Fun Night – No organized Play</td> </tr> <tr> <td>July 25</td> <td>Chipping, 3 Hole Best Ball</td> </tr> <tr> <td>August 1</td> <td>Driving, 3 Hole Stroke Play</td> </tr> </table>	May 9	Overview of golf at MCC	May 16	Introductions & The Basics, 3 Hole Scramble	May 23	Putting, 3 Hole Scramble	May 30	Fun Night – No organized Play	June 6	Chipping, 3 Hole Scramble	June 13	Driving, 3 Alternate Shot	June 20	Irons, 3 Hole Chapman	June 27	Bunker Shots, 3 Hole Shamble	July 11	Putting, 3 Hole Chapman	July 18	Fun Night – No organized Play	July 25	Chipping, 3 Hole Best Ball	August 1	Driving, 3 Hole Stroke Play
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	<p><i>The weekly itinerary for each class was;</i> 5:45 pm - Drinks in the Clubhouse, 6:00 pm - PGA Instruction, 6:45 pm -Playing 3 holes</p> <p>Each participant had to call the golf shop by 3pm to sign up. This allowed us to get prepared for the class and have enough instructors. Our goal was to have one instructor for every eight students.</p> <p>Our instruction was basic for beginners. We focused on the fundamentals of each piece of the game. The schedule allowed for us to visit each part of the game multiple times, for repetition for each student, and for those that missed a week. The class was a relaxed environment with lots of fun group help and the time allowed for individual assistance.</p> <p>Many of the students signed up in small groups. Meeting for a cocktail in the clubhouse introduced the ladies to the social aspect of Tuesday Night Ladies' League at Missoula Country Club and helped them to feel comfortable. The instruction was 45 minutes to an hour. Then the ladies were introduced to the golf course and a variety of games.</p>
Tracking Results:	<p>Each week there were around 12 students with as few as 7 and as many as 17. There were about 30 total students that attended the Red Tee League. The program led to individual lessons about half of the class. Most of the students realized that golf at MCC wasn't a competition, but rather a fun social game. Most joined our Friday Night Couples' League with their spouse and are planning to play in the Ladies' League again in 2018.</p>
Results:	<p>This has been a very successful program for the past five years and continues to pick up momentum each year. Our members look forward to participating and encourage their friends to join the league.</p> <p>The grant allowed us to give something back to the PGA Professionals that assisted with the program. Chris Nowlen, Connor Sproull, and Kyle Poore all contribute time and expertise to make this program successful.</p>



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Business Impact:	<p>The Ladies' Red Tee League at MCC has positively impacted our business in many ways. In 2017, Missoula CC grew by more than 35 new golfing memberships. Many of the members were referred by existing members and their wives were influenced by this program as an opportunity for them to learn the game and integrate into the Club.</p> <p>Additionally, the Club has realized increased sales in the golf shop, growing in 2017 by 18%. Food and beverage has increased sales and covers drastically on Tuesday nights because of the membership growth and participation in this program.</p> <p>Also, membership retention has been achieved by putting additional value in being a member of Missoula CC. Families are finding more joy in playing the game because mom understands the game and is improving her skills.</p>
Recommendations:	<p>We strongly recommend other golf professionals establish a league like this. Our Red Tee League compliments our competitive league very well. Having both programs allows ladies of all skill levels to join the Tuesday night fun!</p>