



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

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Facility Name:	Whitefish Lake Golf Club
Location:	Whitefish, Montana
Property Type:	36 hole public golf course
Name of Program:	<b>Whitefish Lake Golf Club Junior Academy</b>
Type of Program:	<b>Junior Program</b>
Dates of Program:	Three – 4 week sessions beginning in May through August
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>We wanted to reach families with kids between the age of 7 and 13. Our goal was to create golfers out of these kids in the hope that they get the golf bug and will want to play with family and friends for a lifetime. We hope they continue on at the high school level as well. Whitefish has a tradition of creating great golf teams since the early 1980's. Three of us teaching at WLGC grew in our strong junior golf program.</p> <p>This is our 2<sup>nd</sup> season doing this program and our goal has been to keep the kids in our academy year after year. We have seen a majority of the kids in every session since the inception of our program.</p> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <ul style="list-style-type: none"> <li>• Use the Operation 36 platform and app to teach and track the kid's progress. This creates a great fun environment playing games while learning each different stroke. Having the app to track practice and progress is a great way to keep everyone involved.</li> <li>• Have golf clubs/equipment available to those kids who do not</li> </ul>



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	<p>have any equipment.</p> <ul style="list-style-type: none"> <li>• Start the kids close to the hole with the small stroke first – putting – using the Eyeline Stroke Meters to help in figuring out how big to swing.</li> <li>• Get the kids out on the golf course playing 9 hole matches/trying to shoot 36 form 25 yards first then moving backward to longer distances once a score of 36 is achieved.</li> <li>• We get parent participation at the matches. This was a great way to get excitement for the game by the whole family.</li> </ul>
<p>Results of Program:</p>	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>We achieved our goals mainly using the Operation 36 platform and app. We used US Kids golf clubs and Eyeline stroke meters to help us with our program.</p> <p><i>How did you track your results?</i></p> <p>We track results by keeping track of scores from each of the matches that are played during each session of Academy. We are able to track the progress of each child though the Operation 36 app.</p>
<p>Total Revenue Generated:</p>	<p><i>Explain how your program had a positive impact on your business such as: revenue generated, additional spend by participants, new memberships and the effect on your bottom-line.</i></p> <p>The Junior Academy has impacted the golf course, the golf shop and the restaurant at our facility in a positive way. The academy participants and families are becoming new members, spending money in the pro shop for equipment, clothes, etc.; and the families spend more time eating at our facility.</p> <p>The academy sessions have brought in more revenue to us as teachers. We are teaching more people in less time and our teaching revenue has increased!</p>



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**Recommendations:**

*What recommendations would you have to other professionals in adopting this program?*

I would highly recommend a junior academy at any facility using the Operation 36 platform. We will continue to use this platform and the Eyeline Stroke Meters for many years to come. It is a fantastic way to teach kids and adults the game of golf. We have seen nothing but positive growth in junior golf since the inception of our Junior Academy.





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Whitefish Junior Academy using Eyeline Stroke Meters in class.