



# PGA

## Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<p><i>Describe who are you trying to reach and what results were did you plan to achieve.</i></p> <p>With the purchase of a SKYTRACK system, our goal was to offer instruction and continued player development for all levels of golfers. This gave us an opportunity to showcase some of the newer technology when it comes to instruction and club-fitting. In the past, we have had more focus on beginning level golfers but now with the Skytrack, we can target the better player as well.</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>Unfortunately, we had a delay with the purchasing of our SKYTRACK and we had a late start on our progress. Our plan is to educate our staff on the use of this system, incorporate into our lesson programs and advertise it to our members. We expect to be in full swing for the 2018 season. We will also use this unit to increase our club fittings and hopefully club sales.</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>TBD</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>Goals will be achieved through use of this product. The key will be to educate my staff on how to use it.</p>
Business Impact:	<p><i>Explain how your program had a positive impact on your business. Such as the revenue generated, additional spend by participants, new memberships, effect on your bottom-line and effect on your personal income.</i></p> <p>I have no doubt that this will be a positive impact for our members, clients, owners and my staff. We hope to create an indoor area in the wintertime so we can continue to utilize our Skytrack unit.</p>



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Recommendations:

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

I recommend that all professionals, if they haven't done so yet, embrace technology and get familiar with it. It is the future and can only help with improving our instruction and growing the game.