



# PGA

## Pacific Northwest Section

Name:	Cory M. Brooks
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Facility Name:	Golf Universe
Location:	Kennewick, WA
Property Type:	Driving Range and Golf Retail Store
Name of Program:	<b>Cory Brooks Golf/ Golf Universe Junior Golf</b>
Type of Program:	PGA Junior League and Junior Golf Program
Dates of Program:	May through August 2023
Details of Program:	<p>The junior golf program at Golf Universe is a PGA Jr League program which not only has the juniors play the game at Zintel Creek GC, but also uses Golf Universe and Zintel Creek to work on their entire golf games.</p> <ul style="list-style-type: none"><li>● Full swing work at Golf Universe</li><li>● Fun putting games at the Mini-Golf Course at Golf Universe</li><li>● Short game work around the greens at Zintel Creek GC</li><li>● Bunker work at Zintel Creek GC</li><li>● PGA Jr League matches at Zintel Creek GC</li></ul>
Results of Program:	<p>The \$800 that the Junior Golf Program received from the PNWPGA was used to help purchase an AirShark from Birdie Ball. The rest of the money to purchase the \$2700 Air Shark was also raised by junior golf programs run by Clint Ables and Brad Elzie at Zintel Creek GC. The AirShark is a fun practice target used for junior golfers to aim at for short game or full swing work to provide an entertaining way to get the juniors to focus more during their practice times at the facilities. The purchase was also made to benefit other PGA teaching professionals in our chapter; allowing them to borrow the shark for junior golf opportunities at their facilities as well.</p>



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<p>Total Revenue Generated:</p>	<p>Total revenue is hard to track, yet overall results of any junior program is not tracked in one season, but over multiple years. The idea of running junior golf programs is to promote the growth of the game and create paying customers later in their lives. Also, encouraging juniors to golf can also bring the entire family to the course, simply by encouraging the parents to partake in fun events, such as hitting at the AirShark, or seeing their kids having fun doing so.</p>
<p>Recommendations:</p>	<p>What recommendations would you have to other professionals in adopting this program?</p> <p>To answer this question is to ask any golf facility why would they not have a junior golf program if one does not exist.</p> <p>Teaching kids the sport continues the growth of the game. It attracts the next members to your facility. It allows them to learn the game properly, rather than on their own or from an unexperienced peer or family member. Attracting kids to golf insures a facility's future.</p> <p>From a personal side, teaching the sport you love makes it even more worthwhile passing on all the things each of us PGA Professionals have learned in our lifetimes.</p>