



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

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<b>Facility Name:</b>	Highlander Golf Course
<b>Location:</b>	East Wenatchee, Washington
<b>Property Type:</b>	Public Golf Course
<b>Name of Program:</b>	<b>The newer player or a player on the fence about getting back in the game. We do clinics for both adults and juniors, as well as individual or small group lessons.</b>
<b>Type of Program:</b>	<b>Other</b>
<b>Dates of Program:</b>	April 15th to September 15th
<b>Details of Program:</b>	<p><i>We like to think we cater to the newer player or a player on the fence about getting back into the game, ages 8 to 80ish. We do get our share of people who have been around us over the years. We want to install a love for the game, to be shared with family and friends.</i></p> <p>We start all of our programs at the beginning, Grip, stance, posture and swing. We make sure they are comfortable before moving on. We use mental and physical props to help teach and install thoughts about golf. Then we fit each person for their club or to upgrade their set. We go through every element of the game as the level of knowledge increases. Hopefully by the end of the series the person is able to tee it up with a good level of confidence.</p>
<b>Results of Program:</b>	<p><i>By teaching everyone as an individual, even in a clinic setting, everyone gets our focus during every lesson. Making sure everyone got a fitting and their own golf club or set upgraded.</i></p> <p><i>To help us understand how our program went we look at:</i></p> <p><i>The number of golf clubs built.</i> <i>The number of sets upgraded.</i> <i>The number of range tokens sold.</i></p>



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	<i>The number of VIP Cards sold. Even the occasional membership sold, usually a family.</i>
Total Revenue Generated:	<i>With the Golf Course having an on-site restaurant, we saw the first uptick there. Then as time went on, we saw upticks on the range, and VIP Cards. Our programs have had a positive effect on the Course every year we have run it.</i>
Recommendations:	<i>To run our type of program you need to want to teach people on an individual basis even in a clinic format. Not just lump them into the same thoughts. Have a passion to fit and build golf clubs. Without at least these 2 thoughts our type of program would not be a good fit. Mark and I hope to run this type of program for years to come. With the positive feedback we have received over the years, we know we are on the right track.      EP and MB</i>