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Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Lyndsie Seby, PGA
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Facility Name:	Whitefish Lake Golf Club
Location:	Whitefish, Montana
Property Type:	36 hole public facility
Name of Program:	Whitefish Lake Golf Club Women's Clinics-Beginner and Intermediate, Beginner Ladies Academy
Type of Program:	Weekly group instruction with rotating topics covering putting, chipping, bunker play, full swing
Dates of Program:	Tuesdays - May 19 th through June 23 rd . 4 week beginner program – Saturdays beginning June 28 th . 3 weeks in August.
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>This program is geared toward all women golfers, all abilities, but generally attracts beginner and intermediate players. The Clinic's meet just prior to play on Ladies League/Fun Night for the purpose of equipping players to become more comfortable on the golf course or to help them get on the golf course for the first time. Our Ladies League numbers had dwindled and we needed a program that could introduce new ladies to the game and act as an onboarding program to convert them into weekly League players. The goal was to attract, instruct and retain women golfers and bolster overall League/Fun Night numbers.</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"> • Clinics were organized and scheduled to start from a 'hole-out' perspective with emphasis on starting with putting, moving to chipping, pitching, full swing and eventually bunker and



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	<p>trouble shots. Sign ups occurred on a week by week basis to allow players to sign up for topics they were interested in.</p> <ul style="list-style-type: none">● The Operation 36 Platform worked as our outline for the program and provided the framework for launching our beginner ladies program that culminated in a four hole Match on the course during the fourth week of the program● With the help of a Yamaha Player Development Grant, 2 sets of US Kids Lady Light were purchased for use for beginner students during clinics and any time they wanted to come practice or play at the course over the four week session● Because there was such a huge demand for beginner lessons this season, instead of putting beginners on a waitlist for private lessons, a second Beginner Ladies Academy (powered by Operation 36) was formed to accommodate those ladies waiting for instruction. This program was a four week commitment that ran in addition to the weekly Ladies Clinics
<p>Results of Program:</p>	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>I have, along with fellow PGA Professional Christine Newton, positioned myself to be the resource for women and beginner golfers by taking the time to work personally with each player. I believe that I have created an environment where players feel comfortable asking questions-where people know that they can reach out to me for guidance on all components of becoming and being a golfer-making tee times, what to wear, club fitting/purchasing, finding a group to play with. Logistically, weekly emails and reminders were sent with information on Clinic topics. Helping players and beginners see the big picture of the game of golf was helpful to get them to buy into our method of teaching from a hole-out perspective. The best witness to this concept was when some of the past beginner ladies clinic participants gave a first hand account at how great their</p>



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	<p>experience was in their Operation 36 Ladies Beginner Academy. Using the Operation 36 App added another layer of communication between instructor/student that really helps keep players engaged and committed which, in turn, helps us retain those players throughout the season.</p> <p><i>How did you track your results?</i></p> <p>Results were entered on a spreadsheet that tracked clinic revenue, new memberships, equipment/accessory sales, and Ladies League/Fun Night participation. Scores and practice sessions were logged in the Operation 36 App which helps me as an instructor keep track of who is playing and how they are improving.</p>
Total Revenue Generated:	<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>Attracting and retaining golfers is every public facilities goal. This program brought 10-20 new golfers to the Club on a weekly basis who were spending money on equipment (8 full sets were sold), buying memberships (7 new members), playing more golf (25% increase from last season), and more lesson revenue (\$4000 from the clinics alone).</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Golf Professionals are constantly adapting and getting creative with conducting business day to day. The 2020 season was certainly no exception. When faced with a huge influx of players, we had to quickly adapt and find time to add programming to suit their needs. Myself and my fellow teaching professionals at the Club were struggling to fit people in for private lessons, so rather than waitlisting all of the eager new golfers, we personally invited them to join the Beginner Ladies Academy that was created just for them. I strongly believe in teaching a beginner from a hole-out perspective starting with putting and moving back from there. The groups that we've taught this way have improved</p>



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quicker and are able to get out on the golf course sooner as opposed to trying to cover the many facets of a full swing from day one. Using the Operation 36 Platform is an invaluable resource as it helps guide players through the process, provides another way to stay connected and interact easily with students as they log scores and practice time, and adds another layer of perceived value to their overall experience. There is no one-size-fits-all approach to instructing women, so I feel that it is important to take the time to identify the needs of women players and beginners. I often simply ask the women what they want or what they are looking for in terms of golf instruction or the overall experience they are after when they come to the golf course. Using the Operation 36 gamification model has certainly made the learning/teaching process more fun and draws attention when people see cones and pool noodles set up all over the putting green. I highly recommend using Operation 36 with women's programs as well as taking time to check in with your members/players about what they really want in instruction programs.