



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name: Mark Tunstill	
Phone/Email: 541.259.4653	
Facility Name: Mallard Creek Golf Course	
Location: Lebanon, OR	
Property Type: 18 Hole Course	
Name of Program: Beginner Clubs	
Type of Program: Enjoyable Practice	Adult Beginner
Dates of Program:	All YEAR
Details of Program:	<p><i>Our hope was to provide easy to hit clubs to players who come to the course to hit range balls. Instead of handing them something out of lost and found that don't fit, have slick grips, etc... we purchased Callaway Stratus Clubs that we provided players with who went to the driving range. We also allowed tournament groups with beginners to use them for free or a nominal fee.</i></p> <p><i>Ultimate Goal – Provide easy to hit clubs to players who come to the range or course to play golf. The game is hard enough already, without trying to learn it with your hand me down clubs.</i></p>
Results of Program:	<p><i>Players were pleased to be able to take new clubs to the range and on the course. We even ended up selling some of the Stratus Clubs to guests who stuck with the game.</i></p> <p><i>Tracking the amount of players that used the clubs was a bit challenging, but all of our sets were used and we plan to sell them at a discount at the end of the season.</i></p>
Total Revenue Generated:	<i>It is hard to put a revenue figure on this program, but with 3 Million new players nationwide, and many of those players coming to the course without any knowledge of what they needed to play, it was great to set them up with new clubs. It certainly helps elevate our brand and more importantly made their experience enjoyable.</i>



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<p>Recommendations:</p>	<p><i>Spend some time training staff to look for the opportunity to offer players clubs to use when they go to the range. If they brought a set up cut down extra stiff forged irons from a second hand store, they probably won't know to ask if you have clubs they can use.</i></p>
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