PGA Professional:	Matt Montecucco
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Goals of the program:	*The PGA Coaching club was designed for a membership based style of instruction on a monthly basis with discounts for golf. With the help of this grant, I was able to purchase a full swing arc from "Plane Swing" and it has been VERY popular. It shows clients where they need to be positioned in the swing as well as how it FEELS!*
Program Design:	*PGA Coaching club is 1 hour of instruction on Sundays of every month, with twilight discounts during that moth for being apart of the club. Each participant receives a dozen new balls at the beginning of the class so when they feel ready to golf they have new balls to play with. During the sessions, the clients decide what is taught during the class because everyone has things they need to work on.*
Tracking Results:	*I was able to trach the results of this program based on membership numbers. This also was a newer program, but with the help of the full swing arc the class was very popular.*
Results:	*My goal for this program was to provide good information in a short time to a large group at a great price, but also add perks that promote return visits in the future. PGA Coaching club gives each member a new dozen balls and discounts to come and play once they are comfortable and ready.*
Business Impact:	*This program is a very rounded program. It provides revenue for instruction, golf shop sales, and golf course round revenue. This program was a hit, that I started to see repeat visits from new clients*

Recommendations:	*Create a program that is more than just for teaching. Allow players to get added perks and benefits for return visits.*