



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Nathan Vickers
Facility Name:	North Bellingham GC
Phone:	360-398-8300
Email:	nbgcpro@comcast.net

Goals of the program:	To grow the game by enticing beginners to get involved with buddies.
Program Design:	The “Start Golf with a Buddy Program” was designed for 2-3 beginners to take a half hour lesson & then play 9 holes with the pro tagging along for the first few holes to give the group a kick start and help them with on course etiquette & rules.
Tracking Results:	We logged everything on a spreadsheet but got most of the good feedback through word of mouth. The beginners learned a lot but with true beginners pace of play was sometimes a small issue.
Results:	Most of the beginners were very excited to learn the game of golf with another beginner. I think it helped to relieve the intimidation factor and put them in a more relaxed mood which heightens their ability to learn. They did learn about the game & left happy, however, with true beginners I learned it might be better to do a 3-6 hole loop.
Business Impact:	Any effort to grow the game should hit the bottom line in a positive way. Trying to introduce the game to friends as opposed to individuals always increases the odds that they will continue to play. We didn’t track the individuals return visits but we did see them out here reaffirming that, although it might be at a small level, we are growing the game & our revenues.
Recommendations:	In retrospect I would recommend making the program a little more flexible as a 3-6 hole loop might make more sense for true beginners.