



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<i>Describe who are you trying to reach and what results were did you plan to achieve. We serve a diverse clientele from central Oregon at Eagle Crest Golf Academy. Programs are comprehensive and include juniors, ladies, men, and couples of all skill levels from single-digit players to beginners. Our mission at Eagle Crest Golf Academy is to coach students on the implementation of learning, practicing, and playing. The main goal is to build a golfing community of students that are continuously improving their skills.</i>
Program Design:	<i>Explain the program you developed to achieve the goals you described above. Eagle Crest Golf Academy implemented Operation 36 as our primary platform for instructional programs in 2017. Academy students enroll in 8 week semesters that include academy classes, supervised practices, and on course matches. In 2017 we had 55 families and had over 90 families enrolled for 2018. All students have phone apps to follow the program and are able to track all training, playing, and on course assessments throughout their program.</i>
Tracking Results:	<i>Explain how you tracked results. We monitor through our academy mobile app in our programming. Our community dashboard shows metrics of activities, families engaged, and community actions which include played rounds, training, and practicing. Also in our dashboard we can track and send reports to students tracking information and how they are doing within the programming.</i>
Results:	<i>Explain how you achieved the goals outlined above. These goals have been attained in numerous ways. First and foremost in our marketing of the program we utilized our captive audience of home owners and golf members. Holding orientation nights for the program jump-started student sign ups. We created a slideshow presentation and presented it to interested families. Our first 2018 orientation was attended by 57 attendees in</i>



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	<p><i>which all but 4 people signed up. These students completed at least 1 8-week program. We also held 2 additional orientations in which we created 3 additional programs. Overall conducted 15 8 week programs for 2018 compared to 6 in 2017.</i></p>
Business Impact:	<p><i>Explain how your program had a positive impact on your business. Such as the revenue generated, additional spend by participants, new memberships, effect on your bottom-line and effect on your personal income.</i></p> <p><i>We have metrics to help monitor the Instruction and Player Development aspects of Eagle Crest Golf Academy. Year over year 2016-2017 was an increased revenue of \$20,000 or 100%. 2017-2018 was a revenue increase of \$13,000 or 35%. These numbers do not include 9 New Golf Memberships and increased customer spend in Pro Shops and Food & Beverage.</i></p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program? Our implementation of the Operation 36 program has been a phenomenal best practice. Adopting this platform has revitalized our golfing community. By using learn the skill, practice the skill, assess the skill model it has created a practice mentality with our students. They practice with more purpose and with better results. Using specific drills for the skills being worked on has undoubtedly created better golfers. It has also increased our membership sales, merchandise sales, and increased rounds.</i></p>