



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<i>Our PGA Coaching Club (and Academy Membership) is catered to help students practiced better. They get unlimited range use and access to weekly golf clinics. We strive to make unique clinics every week to give the students something to work on each week they come to practice with a purpose. By giving access to the facility and practice drills, we know each student will get better and achieve their golfing goals.</i>
Program Design:	<i>For a yearly or per monthly fee (\$100/month), our students receive unlimited access to the practice facility, clinics every Saturday afternoon taught by our PGA Instructors, discounted weekend sunset green fees, and coaching throughout each month by email.</i>
Tracking Results:	<i>Every registrant is tracked through our new online portal USchedule. This tracks their registrations, contact details, and schedules. Every Academy member who checks in to use the practice facility is also checked in through our P.O.S. system, simply to log usage.</i>
Results:	<i>We had students register from all player segment, including avid golfers, beginners, lapsed golfers, seniors, women, and juniors. We had 100 members register, 25 of which were new golfers! An average of 10 students for each clinic all season long (March-October).</i>
Business Impact:	<i>PGA Coaching Club accounted for \$10,000 in lesson revenues, \$2,800 in green fees and about \$1,000 in F&B sales throughout the season.</i>
Recommendations:	<i>I'd recommend splitting the clinic dates with another PGA Instructor at the facility so each of you only has to teach two clinics per month to keep room for other lessons. If more than four students show up for a clinic, treat the clinics like mini seminars where you talk for the first half, then have them split off to do drills. This is when you can give each student personal attention for a few minutes each.</i>