



PGA

Pacific Northwest Section

Ted Westling– Best Practices “On Course” Get Golf Ready Lessons

Ted Westling, PGA

Oregon Chapter PGA Player Development Award 2012

Oregon Chapter PGA Junior Leader of the Year 2007, 2008

5-time Oregon Chapter Senior Player of the Year

The importance of offering “on course” classes after Get Golf Ready:

The importance of Get Golf Ready is to encourage new golfers. By offering a three-week class after a Get Golf Ready program, people are more inclined to continue playing golf – and to play golf at Stone Creek Golf Club.

Details of program:

Number of Participants: 19

I take out groups of three to five people and have them play a scramble format, taking what shot I pick for them to play. This way they learn many different shots that may not be learned on the driving range and putting green. Play takes place using the family tees or up tees. Playing a scramble format with a friend, until they feel comfortable on the course, makes golf a more enjoyable experience.

Stone Creek offers group lesson participants a reduced rate card that can be used to play for \$5 green fees and a \$5 cart fee at the end of the day. After our last paying customers tee off, we would have not otherwise have golfers. This has produced over a thousand dollars in additional revenue.

I reduced their rates from \$120 a session to \$90 a session using a Yamaha Player Development Grant. I think the lower cost resulted in better participation. Next year I think I will charge \$100 for the three week session. The reduced rate card has been very successful.