



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	For the Operation 36 Women's Academy I was targeting women who had never played before or women that had left the game to due to family or work conflicts. In the spring I started with four women and continuing the program throughout the year I was able to end up with 22 ladies for the fall session of the program.
Program Design:	I developed a program to teach basic skills of the game with the aim to get the players out on the course as soon as possible. Every two weeks they played a social match for 9 holes on the course. We started at 25 yards away from the green to make it less intimidating and the women that stayed in the program progressed back to a farther yardage every month as new skills were developed during the lessons. Throughout the year, we held 4 lessons a month and the opportunity to play twice a month.
Tracking Results:	I tracked the women's score for every round from the different yardages seeing an average improvement of 7 shots from the distance they were playing at throughout the year. Most participants would play the course from a distance an average of three times. I also provided them with a discount range pass to practice so I could track how many times they visited the facility on their own time. We also provided a club fitting and offered them a discount on sets of club purchased through the golf shop.
Results:	<p>Of the 22 women that ended up participating in the program:</p> <ul style="list-style-type: none"> <li>• <i>12 of them established handicaps</i></li> <li>• <i>13 of them purchased golf sets through the golf shop</i></li> <li>• <i>all 22 of them hit at least 12 buckets of balls on their own time throughout the year</i></li> <li>• <i>each one of them is registered for the spring term for 2020</i></li> <li>• <i>all 22 of them saw an improvement of at least 7 shots from the yardages they are playing the course</i></li> </ul> <p>In 2020, I am setting up a relationship with F and B to track the impact to F and B from the program. I am hoping to grow this program to 30 women in the following year.</p>



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<p>Business Impact:</p>	<p>The participants in the program alone generated over 5,000 additional revenue for the golf shop. For my business, it helped my coaching business grow by 20% compared to my first year at the facility.</p>
<p>Recommendations:</p>	<p>I use the Operation 36 Program for year round Junior and Women's development programs. It is an excellent resource to help coaches manage programs and keep students engaged and striving to get better. It is one of the best programs I have seen for golf development.</p>