



# 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 are trying to reach all areas of golf instruction. This includes Women, Men, and Jr. Golfers. Our main goal is to create a Structured learning environment that is engaging with measurable results. This includes specific training with curriculum, practice, and on course play.</i>
Program Design:	<i>Explain the program you developed to achieve the goals you described above. This program is a long term academy approach. This will engage students in a structured 2x a week program with on course play and testing. Students will meet (2) times a week learning 12 objectives pertaining to fundamentals of golf. This includes Rules, Nutrition, and history of the Game. This program will be 8-32 weeks and classes will have a 6:1 student teacher ratio for improved learning. Program is 6 levels and 12 objectives with an end goal of beating 36 (par) from their full appropriate tee box.</i>
Tracking Results:	<i>Explain how you tracked results. Results with the academy are tracked in a couple different ways. Students can track their progress with a Phone app or I-pad. They have their own log-in and can post items such as practice or play outside of class. Instructors have an online portal to approve objectives and track students' progress throughout the program. This includes attaining badges and performance on course from select yardages. Tracking includes strokes gained, rank ups, and videos for study guides of upcoming classes.</i>
Results:	<i>Explain how you achieved the goals outlined above. Goals are achieved based on the structured curriculum given to the students. This program tests students in all areas of Putting, Chipping, Pitching, and Full swing. Engaging students in a (2) times a week approach with instructors builds the long term player development footprint!</i>



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**Business Impact:**

*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. Our positive impact on business was a huge success. We had 55 students enroll in the program with a \$21k increase in revenue. This also moved the needle in F&B and merchandise sales as well. We had (2) New memberships with the anticipation of more in 2018 due to the program. Lesson revenue to instructors also was up 20-30%.*

**Recommendations:**

*What recommendations would you have to other professionals in adopting this program? Our recommendation would be to adopt a long term Academy program for your members & customers. We feel that the long term structure is something that engages the golfer especially with the measurable programming we have. With the startup cost of the program we adopted it would not have been possible without the 2017 Yamaha Grant.*