



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Bo Baker, PGA
Facility Name:	The Creek at Qualchan
Phone:	(509) 218-8862
Email:	Bbaker6948@gmail.com

Goals of the program:	I was planning to reach 20-30 junior golfers between the ages of 7-17 and jumpstart the junior golf program at my facility. I wanted this program to be the foundation for all future programs for our junior golfers.
Program Design:	<p>The program was developed using the Operation 36 Network. The main priority is to get the golfers on to the golf course, not just on or around the practice facilities. To do this, we have Operation 36 Matches twice a month and do a modified shotgun start. Kids love coming to not just play golf, but to also see their classmates and friends.</p> <p>During the matches, junior's get to learn the game from the green back to the tee box. Each player begins at 25 yards and their goal is to shoot even par (36) on nine holes. Once a player has shot even par from his/her division, he/she gets to move back to the next division until they are back to the course's full-length tee box.</p> <p>To learn the fundamentals of the game, players are enrolled into a one-hour weekly class, classes have a maximum enrollment of six players, and every class is given a specific age range so that kids are learning with others their age. The classes focus on a single fundamental for the hour while gamifying the entire experience. The junior's engagement during the classes is unbelievable because they are having FUN!</p>
Tracking Results:	I was able to utilize the Operation 36 software to measure student progress, goal achievements, and to keep up with communication outside of the weekly classes and bi-weekly matches. I measured my revenues with the Square Point of Sale system by running monthly reports. Expenses were tracked on a single credit card.



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Results:	I was able to reach 36 new junior golfers with the program, and increased junior golf rounds by 20%.
Business Impact:	My junior golf instruction revenue saw an increase of 15%, the facility saw an increase of 20% in junior rounds, and a 10% increase in junior merchandise sales. There was also a noticeable spike in food and beverage sales during class and match days.
Recommendations:	I would recommend being as organized as possible before the season starts. You should have your promotional materials set and ready to go at least eight weeks before your launch date. It's also good to host an informational meeting for parents. I've learned that one meeting time is not enough because of everyone's busy schedules with kids, try to host two!