



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<p>Our ladies' Red Tee League has been around for seven seasons. It is a program designed to help new golfers learn the game in an enjoyable, no-pressure atmosphere, while getting comfortable with other golfers, learning the rules, and familiarizing themselves with Club procedures.</p> <p>Each year the program has grown in weekly participants and total participants. In 2019, we applied for a Yamaha PNW PGA Player Development Grant to help pay our professionals for their time coaching these ladies.</p> <p>Our goals are;</p> <ol style="list-style-type: none"> <li>1. Grow the number of ladies playing the game at MCC.</li> <li>2. Enhance the culture of ladies' golf at MCC to encourage both competitive and social aspects of the game.</li> <li>3. Educate our ladies on rules, regulations, policies and procedures of the game and Missoula Country Club.</li> <li>4. Help our new golfers have fun playing golf.</li> </ol>																								
Program Design:	<p>This is a 12-week program, with two fun nights.</p> <p>The 2019 schedule was:</p> <table> <tr> <td>May 14</td> <td>Overview of golf at MCC</td> </tr> <tr> <td>May 21</td> <td>Introductions &amp; The Basics, 3 Hole Scramble</td> </tr> <tr> <td>May 28</td> <td>Putting, 3 Hole Scramble</td> </tr> <tr> <td>June 4</td> <td>Fun Night – No organized Play</td> </tr> <tr> <td>June 11</td> <td>Chipping, 3 Hole Scramble</td> </tr> <tr> <td>June 18</td> <td>Driving, 3 Alternate Shot</td> </tr> <tr> <td>June 25</td> <td>Irons, 3 Hole Chapman</td> </tr> <tr> <td>July 2</td> <td>Bunker Shots, 3 Hole Shamble</td> </tr> <tr> <td>July 9</td> <td>Putting, 3 Hole Chapman</td> </tr> <tr> <td>July 16</td> <td>Fun Night – No organized Play</td> </tr> <tr> <td>July 23</td> <td>Chipping, 3 Hole Best Ball</td> </tr> <tr> <td>August 29</td> <td>Driving, 3 Hole Stroke Play</td> </tr> </table>	May 14	Overview of golf at MCC	May 21	Introductions & The Basics, 3 Hole Scramble	May 28	Putting, 3 Hole Scramble	June 4	Fun Night – No organized Play	June 11	Chipping, 3 Hole Scramble	June 18	Driving, 3 Alternate Shot	June 25	Irons, 3 Hole Chapman	July 2	Bunker Shots, 3 Hole Shamble	July 9	Putting, 3 Hole Chapman	July 16	Fun Night – No organized Play	July 23	Chipping, 3 Hole Best Ball	August 29	Driving, 3 Hole Stroke Play
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	<p>The weekly itinerary for each class was;  <b>5:45 pm - Drinks in the Clubhouse,</b>  <b>6:00 pm - PGA Instruction,</b>  <b>6:45 pm -Playing 3 holes</b></p> <p>Each participant call the golf shop by 3pm to sign up. This allowed us to get prepared for the class and have enough instructors. Our goal was to have one instructor for every eight students.</p> <p>Our instruction was basic for beginners. We focused on the fundamentals of each piece of the game. The schedule allowed for us to visit each part of the game multiple times, for repetition for each student, and for those that missed a week. The class was a relaxed environment with lots of fun group help and the time allowed for individual assistance.</p> <p>Many of the students signed up in small groups. Meeting for a cocktail in the clubhouse introduced the ladies to the social aspect of Tuesday Night Ladies' League at Missoula Country Club and helped them to feel comfortable. The instruction was 45 minutes. Then the ladies were introduced to the golf course and a variety of games.</p>
Tracking Results:	<p>Each week there were around 10 students with as few as 7 and as many as 14. There were 19 total students that attended the Red Tee League. The program led to individual lessons for about 50% of the students. Most of the students realized that golf at MCC wasn't a competition, but rather a fun social game. Most joined our Friday Night Couples' League with their spouse and are planning to play in Ladies' League again in 2020.</p>
Results:	<p>This has been a very successful program for the past seven years and continues to pick up momentum each year. Our members look forward to participating and encourage their friends to join the league.</p> <p>The grant allowed us to give something back to the PGA Professionals that assisted with the program. Chris Nowlen, Connor Sproull, Bryson Smith and Marcus Geer all contribute time and expertise to make this program successful.</p>
Business Impact:	<p>The Ladies' Red Tee League at MCC has positively impacted our business in many ways. In 2019, Missoula CC again had a solid year of Membership Sales. Many of the members were referred by</p>



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	<p>existing members and their wives were influenced by this program as an opportunity for them to learn the game and integrate into the Club. Moreover, retention of membership has been at an all-time high. We are seeing increased usage of membership benefits, which adds value to the membership and helps to keep members engaged in the Club.</p> <p>Additionally, the Club has realized increased sales in the golf shop, particularly in club sales. We have seen growth in the use of our simulator by women from this program and family usage of our pool and new pickleball courts. Our program continues to drive food and beverage sales on Tuesday nights, and throughout the year.</p> <p>This program continues to improve the culture of our facility. Families are finding more joy in playing the game because mom understands the game and is improving her skills.</p>
Recommendations:	We strongly recommend other golf professionals establish a league like this. Our Red Tee League compliments our other leagues and events very well by creating opportunities for golfers of all levels to enjoy the game and our facilities.