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Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	David Sloane, PGA
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Facility Name:	Sand Point Country Club
Location:	Seattle, WA.
Property Type:	Private
Name of Program:	S.P.C.C. Speed Camp
Type of Program:	Other
Dates of Program:	September 2022 to Current
Details of Program:	<p><i>Our golf fitness & speed training program has been developed for all the various membership types at our Club (Juniors, Seniors, Men & Women). In consultation with Seattle Golf & Fitness we have designed a golf speed training program through Stack golf to improve the fitness of our members- while also technically improving their swing & gaining club head speed. Our plan was to work with the various groups at our club to merge fitness & golf training together.</i></p> <p><i>The program that we developed is an 8 week speed / fitness program- open to all of our members.</i></p> <p><i>Each session consists of 20 minutes of warm up / stretching 20 minutes of speed training with the Stack system & 10-20 minutes of cool down / stretching.</i></p> <p><i>We do a preliminary assessment at the first session about each participant's golf fitness, golf goals, and establish a base speed for their driver swing- so that we can track progress, and then find out their improvements/ gains at the end of the program.</i></p> <p><i>Our goals were to attract various participants for this initial program, have participants from each of the 4 divisions in our Club (Juniors, Seniors, Men & Women), improve the fitness of our members, make significant gains in club head speed for the participants, and gain more golfing members to take lessons, and play golf on a regular basis.</i></p>



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Results of Program:	<p><i>Our Fitness / Speed Program was able to attract participants from the various groups- we sought. The participants have succeeded in improving their overall physical fitness, increasing their club head speeds, and becoming regular golfers. These participants have also committed to future lessons, and so we are gaining some great momentum.</i></p> <p><i>We have tracked our successes by the various groups that have participated. (We have been able to have at least 1 representative from each group participate in the program). We have tracked the Individual speed gains for the members, and increased lessons for our instructors- all of the participants are now playing golf on a regular basis.</i></p>
Total Revenue Generated:	<p><i>This program has been a great entry point for our professional staff to interact with our members to help them with their fitness & golf goals. We have generated some nice revenue from the actual program- we charge \$400 to each participant for the 8 week program & with 5 participants so far- that equals \$2000 in profit from this program. We also have generated 10 lessons from the participants which equates to another \$750 for our professional staff. We have gained some nice momentum & through word of mouth- we will have more members participating in the speed camps throughout the year.</i></p>
Recommendations:	<p><i>This program has been a really nice addition to our Club. By reaching out to the various groups- we have added a strong program that helps our professional staff educate, and assist the members with their golf fitness goals. I would strongly recommend a program like this for other clubs, as it is inclusive, and creates a great transition into golf lessons for the</i></p>



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professional staff. In my years as a golf pro- I have been looking for a great transition program to address fitness in a golf specific way, and this program has achieved that.