



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Ed Paine
Facility Name:	The Golfer's Edge
Phone:	509-662-2032
Email:	propaine@nwi.net
Goals of the program:	<i>Describe who are you trying to reach and what results were did you plan to achieve. My program is designed around reaching junior players, their families and new to the game players. During the years with these grants my junior and family involvement has increased. New to the game players is a little slower.</i>
Program Design:	<i>Explain the program you developed to achieve the goals you described above. My program is built around word of mouth, radio and TV advertising. I also included an announcement on my web page and put together a flyer to hand out at my store and any meetings that I attended during the year. This year I made it a priority to find more clubs to give to people to play. I went to estate, garage sales and people I knew were looking to do something with their old clubs.</i>
Tracking Results:	<i>Explain how you tracked results. The main way was by the number of people and families I helped get involved in this game. Also, by the number of clubs I was able to get into new players hands.</i>
Results:	<i>Explain how you achieved the goals outlined above. Like I said above I grew my junior population and along with that came some more family members. I feel the game needs to grow at the family level to help us to the future. I have had some success with brand new players but not as much.</i>
Business Impact:	<i>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. We have found that having the family type growth that our business had more people coming in to buy the accessories of the</i>



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

	<p><i>game. I think in the future as the kids get a little older and the parents become more involved we will sell more of the playing side of the game. Starting this year my facility will be more involved with the Highlander Golf Course. I have some money left over that I will put to use up there. I am hoping with the ground work that I have laid we will be able to grow the junior and family base greater at the golf course setting.</i></p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program? My program is from the indoor facility prospective. I believe you have to make people aware of the fact that you can learn the game at an indoor facility. That is why I kept growing the advertising side. This made more people aware of my facility and what I had to offer. What I found this year was that the TV ads were more responsible for my growth then the radio or flyer.</i></p>