



PGA

Pacific Northwest Section

The Golfer's Edge – Best Practices Providing Free Golf Clubs to New Golfers

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Background:

I run an indoor golf facility in Wenatchee, Washington. I was privileged to have received a grant from Yamaha to further my involvement with growing the game. Being a little limited in space, I needed an idea that would bring people in and catch their interest.

Program details:

I offered a package deal that included a golf club and an introductory lesson to the game of golf. I made up 50 clubs, 7 irons, wedges and putters and added the program to my advertising. When a new person wanted to see what the game was all about, I would schedule a 30 minute session and let them pick a club to keep. I worked with 20 juniors (4 who were autistic) ages 8-19 and 27 adults (4 who were veterans and a few who had various disabilities) ages 32-65. Some were from the same family, some brought their children in and got hooked on golf themselves.

Each session had its own personality and direction. A few sessions developed to where participants wanted to go play on a golf course. My facility is pretty unique because I have no course affiliation but have a good relationship with all the courses in the area. When a new player or a new person to the valley comes into my facility and wants to know a good place to play, I ask them what kind of course and experience they are looking for and give them choices. We have all the courses in the valley listed on our web site.

At the Golfer's Edge, we are trying to promote the game from swinging a club for the first time to getting on a course in the Wenatchee Valley. During my first year and half at making this happen, I feel it has been a success and something I want to continue to do to help grow the game of golf.