



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Erik Haag, PGA Certified
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Goals of the program:	<p><i>Describe who you are trying to reach and what results did you plan to achieve.</i></p> <p><i>Youth & Women- To expand and grow the game of golf in our community with youth and women player development opportunities at Meadow Park.</i></p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p><i>Women Player development clinics and Youth Camps, Clinics & leagues that are open to all in the Tacoma community. This is such a huge market and has the most potential. Having weekly activities to engage women and our youth with consistent schedules that are out early so they can plan ahead is the key. By having our schedules out early, all off our youth camps, clinics, PGA Jr Leagues and Women player development clinics were sold out in 2019.</i></p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p><i>Tracked our results through: Online registration, POS, Financials, word of mouth and social media, Survey, etc.</i></p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p><i>Goals were achieved by planning ahead! Emails, website, print & social media & word of mouth. Have them out early and plan ahead. These are great tools to achieve your results.</i></p>
Business Impact:	<p><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.</i></p> <p><i>All of these programs have had a significant impact on revenue and to our community. Offering these community programs has brought more and more families to our driving range, both the Williams Nine &</i></p>



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	<p>Championship 18 Courses, the restaurant, and merchandise. Each year we have added more programs to meet the community needs.. Listen to your community and what their needs are! Then develop and implement the program. It works!</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p><i>For programs to be successful it is not just the quality of instruction. It is having the information out early for people to plan and the consistency of the program. This is what will make your program grow! People like to plan and have schedules, don't wait, get you info out early and you will have great success.</i></p>