



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	Primary goal of the idea was to provide a setting for junior participants that induced excitement and enabled them to thrive in that atmosphere. The idea was to start with an exciting environment and then to be able to provide proper equipment and training exercises that keeps them fully engaged and looking forward to the following day, or opportunity. Additional goal was to attract attention from other demographics (more juniors, families, general public) that were not involved in the planned camps.
Program Design:	To achieve the goals we provided a canopy as a meeting and resting place. Clubs, swing training equipment, and activity accessories were acquired. This was to develop interest and make sure proper equipment was provided to most, if not all, participants.
Tracking Results:	Results for participation are pulled from junior program rosters. POS system was used for tracking on-course usage. Pay statements in comparison to database booking information as well as junior roster information from camps was used to determine personal increase.
Results:	<p>We started off with a general atmosphere enhancement by creating a meeting place. We set up a canopy staged items like a cooler, table, signage, training equipment, and clubs. This is located in the general area of where most of the activities are taking place. The activities are set up beforehand and are what draw the eye and incite excitement on the way to the meeting place. Juniors participating showed extreme interest, especially for activities they did not recognize. Using colored strings, colored balls, pool noodles, and anything with color helped activate the imagination. Parents also responded with great reviews and sign-ups for additional programs as well as private coaching sessions.</p> <p>We have recurring sign-ups for continued programs for the year of approximately 65%. Feedback of all parents indicate a 95%+ intention of continuing participation in programs our facility offers in the next year.</p>



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<p>Business Impact:</p>	<p>Participation and interest in our general area by juniors and women has been virtually nonexistent. In the last 2 years we have been focusing on bringing awareness to the game and opportunities at our facility. Increase in our junior programs this last year was over 43% and 70% over the last 2 years. We were able to field a full PGA Junior League team. Personal increase of over \$4,000 in private coaching fees, and a 23% increase in junior program participation. We also had a 17% increase in junior on-course fees. As a facility we do not currently provide junior club sales but at least 15 full sets of junior clubs that I am aware of have been sold as a result of our programs.</p>
<p>Recommendations:</p>	<p>I would suggest looking into the atmosphere/environment that is provided for camps and clinics. Like going out to eat at a fancy restaurant, you eat with your eyes first. First impression is a powerful thing. Drawing the attention of those not involved also leads to future opportunities and the anticipation to those opportunities. Then, by providing the proper equipment (especially clubs), the development of the players is exceptional and interest in the game phenomenal.</p>