



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Nate Kitt
Phone/Email:	nate.kitt@moderngolfclub.com - 541.678.0671
Facility Name:	Bend Golf Club
Location:	Bend, OR
Property Type:	Private
Name of Program:	DiscoverGolf
Type of Program:	Junior/Human Development
Dates of Program:	3/1 - 10/31
Details of Program:	<p><i>The demographic this program was geared to was children aged 4-12. We even had a couple of three year olds take some swings.</i></p> <p><i>Discover Golf includes training sessions that encompass individual and team-based challenges with high levels of player interaction, goal quests, games and activities that bring out each child's creativity, problem-solving skills, engineering capabilities, communication/ team management and skill development. This program is SO MUCH more than traditional junior golf programs. We constantly integrated today's culture and how children learn and interact with other children and their environment. With a purpose filled play theater built in accordance with a child's motives, our game architects kept our golfers engaged and coming back for more!</i></p> <ul style="list-style-type: none">- <i>Engaged very young children with golf safely</i>- <i>Retained young children and encouraged many visits to the golf course</i>- <i>Worked with maintenance to build out a makeshift short course that is suitable for our play arenas and a realistic golf course length for the wee ones</i>- <i>Made golf more than just about score. It is a game that means something differently for everyone, so it is trivial to think that all children benefit by being told that the only way to enjoy golf is to shoot 36 on 9 holes.</i>



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Results of Program:	<i>I measure success by the amount of young lads and lassies coming back to the course. I am no longer interested in “golf as progress” (as it relates to score) as traditional programs may be. I am interested in “golf as progress” as it relates to developing human skills such as discipline, collaboration, decision making, creativity, etc. These skills are hard to measure, but are incredibly powerful to observe. My biggest “wins” from this program are the daily comments I hear such as, “what do you mean, class is over?!” or “Mom, can I come to golf tomorrow?” Other results include but are not limited to seeing children win and lose (often for the first time in today’s participation culture norms), and support each other in the face of victory or defeat. Collaborative play is something to witness, but as stated, hard to measure.</i>
Total Revenue Generated:	<i>This program is the lifeblood of my income. I cannot say how much money this program generates across the board. But it directly or indirectly (kids signing up for other programs because they now love what we do within the golf space) contributes to upwards of 75% of my total income.</i>
Recommendations:	<i>My recommendation to other professionals is to do a little digging about what people in your community actually want. Some people like being told what to do and how to think. I believe it is much more empowering for the community for individuals to have agency over their actions. In other words, make the program about the person, not you or what others say. I am a believer that I create ONE environment during my program implementation, but that environment is perceived by ONE individual at a time (often 20-30 individual experiences at a time). Therefore, I must be fully aware of how that one environment creates a multitude of experiences and therefore memories. This year and this program has shifted my own personal belief about what I am coaching, and the more I do this, I KNOW I am teaching HUMANS, not GOLF.</i>