



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Paul Cobleigh
Facility Name:	Suntides GC
Phone:	509-509-966-9065
Email:	

Goals of the program:	<p><i>Describe who are you trying to reach and what results were did you plan to achieve.</i></p> <p>Golf is often seen as a sport for the wealthy, and that image alone is enough to stop some people from even trying it. Our goal is to try and introduce the sport of golf, and the First Tee's Nine Core Values, to as many children in our community as possible, regardless of race, gender, disability, or ability to pay.</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>In an effort to reach children who would not otherwise have access to First Tee classes at Sun Tides Golf Course, we took the classes to them. Three separate, nine-day, classes were held at the Henry Beauchamp Community Center, which is located in an impoverished part of Yakima, during the summer. All equipment was provided, and the normal \$75 per student, per class, fee was waived. Our volunteer coaches not only teach the game, but stress our program's Nine Core Values and Healthy Habits as well. The instruction the children receive is identical to what participants get during our regular classes at Suntides. This allows them to transition directly into our regular classes if they choose to do so.</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>We also track each student's progress through individual assessments of each discipline of golf, as well as Life Skills and Healthy Habits, as they move through the program. In addition, our volunteer coaches are trained to maintain consistency throughout the program. Regardless of whom a student may have had as a coach, or what location their class was held at, they will be able to seamlessly continue to the next class they qualify for.</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>More than 80 children, who may never have experienced the game of golf, participated in the First Tee summer program at the Henry Beauchamp Community Center. According to community center staff, our program was very popular.</p>



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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>The First Tee program has a positive impact on our business because we are committed to not only growing the game, but building amazing young people who potentially will be playing golf for a life-time. Those who decide to continue the program will most likely utilize our facility. They will take lessons, eat lunch, hit range balls, make purchases in the pro shop, and rent carts with their parents when they play. They will be playing long after we are gone, and, hopefully, they will introduce their children, and their children's children to the game.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Having a junior golf program at your facility is nothing but positive – both for families, and members of your club. Using that program to reach children who may not have otherwise tried the sport of golf also ensures greater interest and participation in the game across a broader spectrum of the community. This interest and participation can be maintained by continuing to offer programs and specials which encourage participation by youth and their families. A few suggestions follow:</p> <ul style="list-style-type: none">• Lunch or dinner specials on days when junior golf classes take place.• Offer adult lessons during the same time as kid's lessons. This gives parents a reason to stay, and something to do while they wait.• Offer "Family Days", "Play Days" or something similar, during historically slow days and times. These encourage family participation with minimal impact to the play of other golfers.