



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Rick Spurgeon
Facility Name:	Larchmont Golf Course
Phone:	406-721-4416
Email:	rspurgeon@pga.com

Goals of the program:	The goal of this program is to create more interest and excitement in Jr. Golf. With so many other camps and sports happening, I needed to make my Jr. Golf camps more than just swinging, chipping, and putting. I was able to find affordable targets for my students to hit at which along with being fun, helped them focus on setting up towards a specific target. I added different social, and skills activities each day to help keep students engaged and excited. The main goal here was to make my camps FUN!
Program Design:	I added a more diverse junior golf program that included more social, and skill activities that were not only fun, but also helped students understand the correlation between “athletic moves” and the golf swing. I added 3-4 new segments per day of camp that helped keep the campers engaged, and excited.
Tracking Results:	I tracked results using data from the last 3 years of camps and lessons and compared those numbers to this season’s numbers.
Results:	This season I saw an increase in repeat camp participation, along with an increase in private lessons from juniors from those camps. Each camp throughout the summer was full, with a waiting list. Adding simple games took a once stagnant Jr. program and gave it pop and a wonderful boost making it entertaining, for not only my students, but much more fun for me and my staff as well.
Business Impact:	Having consistently full camps provided a nice ripple effect throughout the golf course. We had a 20% increase in Jr golf club sales, more families sticking around for lunch in the clubhouse, and more Jr golfers at the course each day, which is a big change at Larchmont Golf Course.



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE

Recommendations:

Finding targets and fun activities doesn't have to be super expensive. Broaden your search when shopping for targets and games and you can find fun and unique items that won't break your budget.

Don't be afraid to let your inner child out when demonstrating and playing games with your younger students. If they see you having fun, they are more likely to remain engaged and have more fun themselves.