



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Sara Griffin
Facility Name:	Griffin Golf
Phone:	206-973-9139
Email:	sara@teamgriffingolf.com

Goals of the program:	<p><i>Describe who are you trying to reach and what results did you plan to achieve.</i></p> <p>We were trying to reach left handed ladies who were knew to golf. We wanted to be able to offer demo equipment to them so they could learn the game and not have to invest a fortune. We were able to introduce golf to 6 lefty ladies through our women's programs this season!</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>We designed a bootcamp (1 day 3 hour event) and a 4C's bi-monthly 1.5 hour clinic to keep these ladies interested in golf and learning throughout the season. Our bootcamps were great to kick off the season and get the ladies excited about golf for the season and the bi-monthly clinics were fantastic for getting the ladies out on the course and playing more golf.</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>We used an excel sheet and our square appointments system to track how many ladies attended our events and purchased equipment.</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>10 ladies purchased a new set of golf clubs this season!</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>Our business was able to expand to 2 more locations because of the programs we ran. Carissa and I both taught at Allenmore in addition to</p>



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

	<p>our studio in Sumner and High Cedars. Carissa also was able to teach beginning ladies at Fircrest throughout the summer. Having the demo equipment was great.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Offering a program where women can feel more comfortable on the golf course and around the club house is very important. Little things like where the bathrooms are and what to wear are so important for women to know in order to make them want to spend more time at the course/club. Our bootcamp covered all the basics and we hope to build on that this next year. We are very blessed to have 2 women PGA professionals able to teach other women. We hope to be able to help other professionals provide opportunities for their ladies to learn from women!</p>