

PGA BEST PRACTICES: PLAYER DEVELOPMENT

On-Course Clinics Can Help Grow Annual League Play



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At Vitense Golf and Country Club we have a par-3 golf course and a golf academy, and I am one of four PGA Professionals on staff. Because we are a par-3 course, in the past we found it difficult to attract league play - as most leagues are generally organized by and contain experienced golfers that want the challenge of a full-length course. But over the past three seasons we've developed a way to attract strong league play and have even attracted some corporate leagues. The differentiating factor for us has been hosting 30-minute group lessons prior to the start of each week's league. From week to week we cover different topics such as the full swing, short game or putting. Furthermore, we'll host weekly contests based on the subject of the most recent group lesson.

We've found that a lot of people enjoy the format, and the growth in participation is the evidence. In addition, American Family Insurance, a large employer in our community, organized a par-3 league this year with approximately 40 participants that was in addition to our general sessions. With The PGA's focus on Get Golf Ready and incorporating on-course experience with golf instruction, this is a nice program that does just that. This is our third season offering it, and it's catching on more and more each year.

For more information on *TEE IT FORWARD* and other PGA Player Development programs, please visit the Player Development page on PGALinks.com.



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