

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Take Advantage of Online Tools for Registration



Mike Attara, a PGA Certified Professional, is the PGA general manager at Eagle Ridge Golf Club in Lakewood, N.J., a daily fee facility

We have been heavily involved in Play Golf America since its inception. At Eagle Ridge Golf Club, we have decided to take advantage of as many of its tools as possible, especially the Play Golf America website. We built our facility's golf academy website with a link to our club's listing on PlayGolfAmerica.com. This page displays all of our Play Golf America events, including our group lessons for Women's Golf Month, Family Golf Month lessons and scrambles, as well as our junior classes and camps. This makes it easy for anyone to register for these events and access information on our clinics and group lessons. By simply linking our website to PlayGolfAmerica.com, we've simplified the registration process and promoted our Play Golf America events at the same time.

By staying consistent with our Play Golf America promotional efforts and the education of our staff, we've taken advantage of the benefits of Play Golf America and its website. We posted 205 Play Golf America programs on the website last year, and had 892 participants who registered on line. Each of these students brings an average of \$850 to our facility, including green fees, golf car rentals and golf shop purchases. This is a significant number compared to the revenue generated from a single lesson.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on PGALinks.com.



PGA™