

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Create Programs That Emphasize Fun for Golfers



Bob Harrison is the PGA head golf professional at Brentwood (Calif.) Country Club, a private facility.

I'm now in my 47th year of service as a golf professional at Brentwood, and my main goal has always been to make sure the members are well-serviced and happy. We have a full spectrum of programs that accommodate the needs of new members, longtime members, families and junior golfers. Each new member receives an introductory packet full of information, course guide, and an invitation to join me to discuss any questions they may have regarding the history of the club and our golf programs, and I give them a few instruction tips. This proves to be quite valuable in creating a welcoming atmosphere.

For our families and junior golfers at the club, we offer several family specific clinics. They create an opportunity for the family to learn, grow and have fun together. For our junior golfers we incorporate several different skill level clinics from SNAG Golf all the way up to the intermediate skill levels. In addition to my participation in PGA Free Lesson Month, all beginners receive free clinics to teach them about the game, the swing, course etiquette, and how to have fun. Golf is a game and no matter the skill level, each person has the same right to its enjoyment. By creating an all-encompassing golf program, we can do just that and provide a experience that exceeds expectations and creates fun.

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



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