

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Programs Provide Sound Foundation for Private Clubs



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We use Get Golf Ready as a way to reach out to club members that were not golfers – social members and non-golfing spouses – along with those who used to play regularly, but had stopped. We also advertise the Get Golf Ready program to non-members, juniors and adults alike, through our local newspaper. The results have been extremely strong. This year alone we had 180 Get Golf Ready participants, which created \$16,000 in lesson revenue. We also added 19 new members from the program, which generated \$54,000 in dues and fees. And because Get Golf Ready is a turnkey program, we didn't have to spend time and resources on creating and structuring a program for new golfers. Instead, we are able to spend that time cultivating relationships that led to additional lesson revenue and members for the club.

Get Golf Ready builds a perfect foundation for player development programs at private clubs. You can pick and choose the best parts of the program and use them in tandem with your existing efforts to get existing members to play more golf, and to attract new members.

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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