

Grow the Game – Best Practices

All Categories – Ladies Night Out (could be done for any beginners)

Each Thursday during the season, Members are offered an opportunity to learn the game of Golf as well as play on the course. The night is started off at 4:45 with a 40 minute complimentary clinic provided by the Professional Staff. As the clinic winds down, the participants are asked if they would like to play a few holes. Once the groups' size is determined, pairings are made and the group is sent to the first tee. Scores are not required and the Professional Staff uses average handicap players to round out and lead each group through the first few holes. Those not interested in playing golf are encouraged to stay and practice the tips provided during the clinic. At the first tee a member of the Professional Staff is ready to accept any dinner orders to be available two hours after starting, some opt to only stay for a drink after the golf. Since no scores are required, the beginners are encouraged to try each facet of the game, if a beginner is struggling through the green, they are encouraged to pick up their ball and drop it off the side of the green to work on chipping and putting. To begin the next week, those who played the week before are asked to reflect on what they learned and what questions they might have going forward.

From an operations standpoint Thursday afternoons are very slow at the club, so we have added rounds on an evening where there was almost none. The Golf operation gained a few cart fees, invaluable member interaction, and the clubhouse gained Food & Beverage revenues for little effort. The program was such a success, our better players are asking for similar special treatment to get better in the various facets of their games.

Junior Development Offerings

Each Thursday during the Summer Months, the Professional Staff offers a two part Junior Development Opportunity. The program starts with an hour of instruction at the Practice Facility for a minimal charge of \$10 per child. Each week the area of instruction is changed to keep the topics fresh. The second half of the program is a one hour playing lesson on the course for a \$5 per junior fee. With the help of a high-capacity people mover, the juniors are shown different holes on the course and are instructed on playing the game in real situations. Other topics, such as club rules, etiquette, and rules of golf are covered.

The Juniors are open to choose both parts of the program or split them into the areas they see a need to fill. We previously offered Junior Play days, where the Professional Staff merely got the Juniors on the course and monitored them for pace. This program has helped build relationships with the staff and between the junior members. The juniors are required to sign up for the different parts of the program in advance to help the Professional Staff be adequately prepared and keep ratios in line.