



**American Express Women's Golf Month
June 2010**

HOST FACILITY RESOURCE GUIDE

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Thank you for your interest to serve as a Host Facility of American Express Women's Golf Month. Now in its sixth year, American Express Women's Golf Month is a precedent setting collaboration of top U.S. golf organizations aimed at increasing the participation of people in golf. This year, American Express Women's Golf Month is being led by the Executive Women's Golf Association (EWGA), the Ladies Professional Golf Association (LPGA), the National Golf Course Owners Association (NGCOA), The PGA of America and the Golf Course Superintendents Association of America (GCSAA). LPGA Tour and World Golf Halls of Fame member Nancy Lopez, PGA/LPGA Professional Suzy Whaley and fitness expert Donna Richardson Joyner are the American Express Women's Golf Month Spokes people for 2010.

The ultimate goal of American Express Women's Golf Month is to help grow the game of golf to generate business for your facility. Benefits available to your property as a Host Facility for American Express Women's Golf Month include:

- Generating exposure for your facility and its programs/services.
- Developing a database of golfers for lessons, leagues and other programs.
- Driving incremental business from food and beverage, merchandising and golf rounds.

New for 2010, American Express Women's Golf Month will use the month of June as a celebration of golf as a year-long sport and recreation for women. Facilities are encouraged to host activities designed to offer an introduction to the game, followed by skill development and retention for golfers. American Express Women's Golf Month asks that you:

- **Promote women's programs offered at your facility**
- **Consider adding new programs**
- **Host or volunteer at local Play Golf America Days in June**
- **Promote Get Golf Ready or offer Get Golf Ready for Women**
- **Post all women's events to PlayGolfAmerica.com Web site**

You have the option of offering additional activities throughout the month or throughout the year, for which you may charge a nominal fee where applicable (see Chapter 7 for ideas on supplementary activities). It will be the responsibility of each Host Facility to promote these additional activities and related charges by listing them on the official Web site *PlayGolfAmerica.com*, as well as including them on all other promotional materials customized by your facility.

Please use the Play Golf America Web site (PlayGolfAmerica.com) as a resource. By now, you should have completed the online Event Registration/Schedule Form and submitted details of the specific events you will be offering at your facility. Check back often to the Web site, as it will continue to be updated with important tools to help enhance your event.

This Resource Guide contains valuable information to help make American Express Women's Golf Month a success. The Guide will help you market and promote the event, manage your event on-site and assist you in completing a post event survey, which is required of all Host Facilities.

CHAPTER 2

REQUIRED PROCEDURES

In addition to offering women's programs throughout the year, all American Express Women's Golf Month Host Facilities must follow:

1. Registering participants using the official Registration Form (see Chapter 5 for details)

- Ask EVERY participant to fill out the American Express Women's Golf Month official Registration Form completely online or in person if using the paper registration form.

2. Executing wrap-up procedures by due date

1. All attendee Registration Forms must be returned by Friday, July 9, 2010, the following must be submitted as directed:
 - i. Return above materials to: American Express Women's Golf Month
 1. c/o PGA of America
 2. 100 Avenue of the Champions
 3. Palm Beach Gardens, FL 33418
 4. Tel: (561) 561-624-7628
2. Complete the Post Program Survey by July 30, 2010. This will be an on-line survey, e-mailed on July 12 to measure the effectiveness of American Express Women's Golf Month.

PGA and LPGA Professionals will earn MSR/CU Credits only if the above materials are returned by Friday, July 30, 2010.

If you have any questions, please contact:

Le Ann Finger, PGA
Phone: (561) 624-7628
E-mail: LFinger @pgahq.com

CHAPTER 3

INVOLVING YOUR STAFF MEMBERS

In order for your American Express Women's Golf Month activities to succeed, all staff members at your facility must be enthusiastic and willing to support the event. In order to engage employees, it is crucial for them to understand the goals of American Express Women's Golf Month.

From the person who answers phone calls from potential participants to your teaching professionals and food and beverage staff, every member of your team should be educated regarding the event and its potential to drive business to your property now and into the future.

Tips on Involving and Educating Your Staff Members:

- Select one member of your staff as the **Event Champion**. This person should work closely with the General Manager and golf professional to make sure the event is properly promoted in advance to women in your community as well as efficiently operated on-site. The Event Champion's responsibilities may include, but are not limited to:
 - Checking the Web site (if you opted for online registration) for participation levels
 - Overseeing each department's individual responsibilities
 - Making sure the marketing materials are being optimally used
 - Collecting names/database info for future use in promoting programs at your facility
 - Putting together an event schedule
 - Overseeing staff and volunteer responsibilities
 - Filling out the post-event survey
 - Sending in all registration forms to AMERICAN EXPRESS WOMEN'S GOLF MONTH HEADQUARTERS following the event
- Prepare an American Express Women's Golf Month overview for your employees including a detailed list of activities scheduled throughout the month. Every member of your team should be given by you a copy of the overview. It is always best for the entire staff to have a clear understanding of what activities will be happening, as well as clear expectations with regards to their personal responsibilities and involvement.
- It is important for your front-line employees to support and embrace this event, as they are many times the first person encountered by prospective participants. Consider developing some type of incentive to get them excited about the program.
- Consider dedicating someone other than the Event Champion to be responsible for **marketing** your event. Responsibilities of this position would include following up with requests for brochures, flyers, and other information about the program; making sure the on-site collateral is current and stocked; and developing a local marketing plan designed to generate interest and participation in your event.
- Conduct a general staff meeting including as many employees as possible to discuss the benefits of the event and each employee's part in making the event a success.
- Enable employees to contribute ideas about how best to conduct your event. Encourage creativity and brainstorm ways to get every operational function of your property involved.

- Review the Best Practices (see Chapter 7) with your team and discuss how these activities can best be incorporated at your facility. Make a list of challenges or concerns that arise, so that these issues can be addressed well in advance of your event.
- Provide handouts, if possible. If you are training front-line employees on how best to answer the phone, prepare a script along with a sheet or FAQ page so that they have the information at their fingertips. Make the process as easy as possible for them.
- As is the case with all events taking place at your facility, the more fun and exciting you make it for your staff, the more they will want to be involved and the more successful your event will be. Consider hosting a kick-off rally the day before the event, buying doughnuts for your staff the morning of the event, etc.
- **Alert your entire staff that men are welcome to participate, if interested.**

Involving Your Golf Course Superintendent:

American Express Women's Golf Month offers a perfect platform to inform and educate golfers about the golf course.

Use your GCSAA golf course superintendent as the resource to communicate with American Express Women's Golf Month participants about the architecture, course management and environmental stewardship that shapes the golfing experience.

Consider implementing the following Best Practices in your American Express Women's Golf Month activities under the direction of your GCSAA golf course superintendent and their staff:

- Be visible and welcoming to interact with the golfers.
- Provide tours of the golf course and maintenance facility.
- Demonstrate the various etiquette issues associated with the game, including ballmark repair, divot replacement, bunker repair, golf car operation, etc.
- Conduct workshops that focus on your golf course management activities.
- Provide lawn care and gardening tips.
- Demonstrate recycling activities and how golf courses are compatible with the environment.
- Demonstrate the programs used to enhance wildlife habitat.
- Provide on-course signage that identifies the positive environmental attributes of golf courses and unique characteristics of the facility.

GCSAA provides a variety of information you can download or print for distribution:

- [Golf Course Facts and Golfer Information](#)
- [GCSAA and It's members play a key role in the game:](#)
- [The Environmental Institute for Golf fosters golf's greener side:](#)
- [Golf Courses provide environmental sanctuary](#)
- [Etiquette on the Golf Course](#)
- [Miscellaneous Golf Course Management articles](#)

Marketing your American Express Women's Golf Month activities is the key to attracting women to your facility. The more effort you put in, the better. To help you market and execute your activities, the following resources are available.

A. ONLINE RESOURCES

The following materials can be accessed by visiting <http://www.PlayGolfAmerica.com/?action=WGW>

1. Registration Form

Every participant must complete the Registration Form. Make sure you fill out the facility name line so that it is consistently presented on all forms.

2. Press Release Template

All of these materials may be customized to include the specific events/activities offered by your course. **By contract with our sponsors, please utilize the exact verbiage reflected in these templates. All sponsor names included in these materials must be listed as they are in the templates.**

3. Color Poster (25 ½" x 22")

Feel free to make copies in color or black & white. Use the white "event details box" provided to write in the details for each event on the posters.

4. PSA / Flyer (8 ½" x 11")

This PSA / Flyer may be printed out and used to promote your event. Or contact local media outlets and see if they will print the ad in your local paper as a public service.

B. MARKETING KIT

You will be receiving a Host Facility Marketing Kit in the mail once you provide your specific event details, which includes the following materials:

1. Posters/Flyers

Display in the pro shop, women's locker rooms and other visible locations in advance of the event, as well as in the registration area the day of the event. Customize the poster by using a bold marker to write the specific dates, descriptions, times, and fees (if any) of the programs you will be offering. Display these in the community as well thinking in terms of places where women gather.

2. Registration Materials

For your convenience, a pre-addressed return envelope will be included for you to use to return all registration forms as instructed.

3. EWGA Information

Information regarding EWGA Membership and how by encouraging women to join the EWGA, you become eligible to win prizes through the “Pro-Get-A-Member” incentive program.

4. Template and Public Relations Tips

A resource to help make American Express Women’s Golf Month a success at your facility.

C. CUSTOMIZING YOUR MARKETING MATERIALS

As an Official Host Facility, you will be able to customize the marketing materials provided to include information on your facility and the specific American Express Women’s Golf Month activities you will be hosting.

Please adhere to the following guidelines when customizing your materials:

- As noted earlier, please use only the approved language in the template press releases.
- Please utilize only the flyers and posters provided by the American Express Women’s Golf Month team to promote your event.
- The name of the event must be referred to as: “American Express Women’s Golf Month.”
- In the event that a local newspaper will be including an advertisement on your activities, please utilize only the consumer ad provided. You may add your facility’s location to this document only.

CHAPTER 5

EVENT OVERVIEW

The following is an operational overview of a complimentary golf clinic. Please feel free to structure this golf educational element as it best fits your facility.

A. SET-UP

- Display the poster and any other signage at entryway or registration area.
- Set up skirted tables with chairs in the registration area. There is always heavy traffic at the registration table, so make sure you provide enough table space. If the registration area is not covered, you may wish to tent the area.
- Suggest that employees and volunteers wear similar color shirts to identify them to attendees as event staff. Also recommended: provide name tags to all event staff.
- Have loaner clubs available for those who need them: putters, #7 or #8 iron, #5 iron, wedge, fairway woods (#3 or #4 or #5) or hybrid clubs.
- Have the following items available on the registration table:
 - Registration Forms (on several clipboards, if possible)
 - Pens

- Schedule of activities for the day so participants will know exactly what to expect
- Color-coded name tags for each participant to write her name. Colors are recommended to identify golfers by skill level.
- Markers to write on name tags
- If desired, prepare goodie bags ahead of time. Each host facility is responsible for obtaining the contents of the bags. Solicit support from local businesses and vendors. Logo'd bags from the pro shop may be used.
- Set up bleachers or tented/covered seating area, if necessary.
- Public address system or podium with sound to make announcements and direct traffic.
- Extra trash receptacles around registration area and at each clinic station.
- Buckets or bins with cold bottled water at each clinic station are a nice touch.
- Make sure restroom(s) can accommodate large numbers, or designate one of the men's rooms for women for that day.

B. REGISTRATION PROCEDURES

There are three ways for participants to register for American Express Women's Golf Month:

1. Online at PlayGolfAmerica.com.
2. Over the phone directly to your host facility.
3. At your facility.

1. Pre-Registering Participants Online

- If your facility opted to pre-register participants online in advance of the event, check the PlayGolfAmerica.com Web site periodically to download the pre-registration information on a regular basis preceding the event. We suggest checking daily as the event approaches.
- The Event Champion should call or e-mail each person directly to confirm her registration. Confirm the event date and her arrival time once again.
- Pre-registering online only allows the guest to "reserve her spot" in the event. **Participants must still complete the American Express Women's Golf Month official Registration Form upon arrival on event day or the online sweepstakes form.**
- Remember, even if you offered online pre-registration, you will still need to offer registration on-site on the day of your activities for EVERY PARTICIPANT to fill out the official Registration Form or direct participants to the online sweepstakes form.

2. Pre-Registration by Phone

Similar to online pre-registration, pre-registering by phone only allows the guest to "reserve her spot" in the event. It is recommended that the staff member take names and phone numbers only and **let participants know that they must fill out an official Registration Form upon arrival at your facility on event day.** This will ensure that all of the information collected is correct.

3. Registration at Your Facility the Day of the Event/Activities

- Ask EVERY participant to fill out the American Express Women's Golf Month official Registration Form completely, even if the participant pre-registered online or by phone.

- Registration should be taken for EVERY activity offered. If you decide to host a complimentary golf clinic one day and a networking reception or other activity on another day, please make sure to register reception attendees in the same way (using the Registration Forms provided).
- Be sure to keep all Registration Forms, as they must be turned in to American Express Women's Golf Month headquarters at the conclusion of your event.
You may make copies of the forms for your own marketing purposes.

C. SAMPLE AGENDA FOR COMPLIMENTARY GOLF CLINIC

The following is a sample agenda you may use to structure your complimentary golf clinic to fit your facility, your anticipated attendance and your volunteer and staffing base. We encourage Host Facilities to design the free clinic experience to be one that works for you and your patrons. For example, if the weather is prohibitive to being outside, you can design a learning experience to deliver inside. All of the specific suggestions are optional.

7:30 - 8:30 a.m. On-Site Registration

- Use ONLY official Registration Forms.
- Utilize volunteers to help manage registration table.
- Have enough table space, clipboards with pens and volunteers to manage the flow.
- If applicable, provide attendees with goodie bags.
- Give each attendee a name tag to write his/her first name only.
- Distribute loaner clubs.
- Other:
 - Provide information on specials in the golf shop.
 - Provide directions to restroom facilities.
 - If feasible, offer on-site childcare...

7:30 - 8:30 a.m. Continental Breakfast

8:30 - 8:40 a.m. Host Facility Welcome

- Head PGA/LPGA Professional provides:
 - Facility welcome.
 - An overview of American Express Women's Golf Month objectives and activities at the facility.
 - A run-down on the clinic activities for the day, along with clinic objectives.
 - Introduction of instructors.
 - Thank you to volunteers.

8:45 - 11:00 a.m. Clinic Instructional Stations

4-6:1 student to instructor ratio is ideal. The number of PGA & LPGA instructors required will depend on how many register for the event. If needed, seek high school or collegiate women players or experienced EWGA golfers to assist with the clinic.

- Participants should stay at each of the four (4) stations for 30 minutes, with five minutes between stations for attendees to move and re-group.
- P.A. announcement, whistle or bell at 30-minute intervals to direct participants to the next station. Best to start newest golfers at the putting station first.
- Same instructor stays with their group for all four stations.

- Stations: putting, chipping, full swing, equipment station (sponsored –balls, clubs, fitting, gloves, shoes), or “on course” station (walk a hole...ideal if facility has practice holes)

8:45 - 9:15 am	Station I - Putting
9:20 - 9:50 am	Station II - Chipping
9:55 - 10:25 am	Station III - Full Swing
10:30 - 11:00 am	Station IV - Equipment

Suggested Content for Each Station

- Overview
 - Keep instruction simple, interactive and most of all, FUN!
 - Objective is to introduce new golfers to the game and help them learn the basic skills required or to engage former or infrequent golfers by increasing their confidence and enthusiasm.
 - Have volunteers assist at each station with equipment and balls for safety purposes, as well as to help ensure there is maximum time for participant activity.
 - Provide an introduction to the skill and a closing re-cap at each station.
 - Equipment session may be instructed by equipment rep.
 - Involve students in the activity as soon as possible.
- Putting
 - Introduction to putting and the putting green.
 - Etiquette, avoiding scuff marks, ball mark repair.
 - The putter, stance, aiming and the putting stroke.
 - Start with short putts within 3'..
 - Play par 2's - set up holes using tee's for tee markers and have group play 2 or 3 holes.
- Chipping
 - Introduction to chipping, when to use and how – aim, set up, swing.
 - Swing without ball – aim at chalked circle in middle of green to chip into.
 - Swing with ball – see how many students can land ball in circle.
- Full swing (starting with irons and finishing with woods).
 - Introduction to full swing with #7 or #5 iron – grip, stance, set up.
 - Aim, set, swing with a ball on a tee.
- Equipment
 - Introduction to basic equipment for the game.
 - Introduction to club fitting and its importance.
 - Don't overlook other tools of the game (including tees, ball mark repair tools, gloves, ball washers, etc.)
- On course station (if possible)
 - Walk group through the hole – from tee to green, explain parts of hole.
 - Etiquette and pace of play – tips like where to score, place clubs, pull cart or golf cart.
 - Explain different formats – par scoring, scramble.

11:45 a.m. - 1:00 p.m. Luncheon with Guest Speakers

- Special lunch rate for participants (or comp if product is donated).

- Speakers may include local news reporter, celebrity golf pro, golf course architect or superintendent, EWGA Chapter representative, head professional, local golf magazine editor, etc. Purpose of presentation: to heighten interest in getting involved in golf and all that it can add to their lives.
- Participants reminded about upcoming American Express Women's Golf Month activities.
- Event concludes at 1:00 p.m. Golfers may have the option to play 9 or 18 holes at a discounted rate.

CHAPTER 6 RECRUITING AND UTILIZING VOLUNTEERS

Seek out women's golf groups as sources for volunteers to assist in a number of ways. These volunteers will provide your facility with more hands to run activities and help expose attendees to other golf opportunities in the community. Possible sources of where you may solicit volunteers include:

- Local EWGA Chapters (go to ewga.com, click on "Chapters" and then "Chapter Directory").
- Local LPGA-USGA Girls Golf Clubs (lpga.com).
- Contact your state's golf association (usga.org).
- High school or college golf teams.
- Women's golf leagues or skilled golfers from your facility.
- Be creative – there are a number of groups that will be delighted to assist.

Partnering With Volunteers

- Allow volunteer groups the opportunity to display and distribute materials.
- If you can, provide volunteer with event shirts so they are recognizable by attendees.
- Recognize volunteers and the organization they represent in your opening remarks.
- If hosting an evening social event, offer volunteer groups time at the podium.
- Ask volunteers what else they would like to do in terms of marketing.
- If providing goodie bags, allow volunteers to include their organization's information.
- Provide pre-event training so volunteers are knowledgeable about your facility's layout and amenities, are clear on their assignments and know about the other activities.

Volunteers at Registration

- Help with registration area set-up.
- Handle on-site registrations.
- Hand out other materials provided.
- Note: Volunteers should be asked to assist at registration at any/all American Express Women's Golf Month functions you are conducting throughout the month.

Volunteers at Golf Clinics

- Assist attendees move from station to station, assist at each station.
- Assuming volunteer is a knowledgeable golfer, have them demonstrate skills.
- Help keep activities fun; encourage those who might be getting frustrated by providing personal encouragement as needed.

Volunteers at Luncheons

- Invite them to sit among attendees, serving as ambassadors for women's golf.
- Provide a speaking opportunity.
- General assistance as needed to ensure the comfort and enjoyment of attendees.

Volunteers at Evening Social/Networking Events

- Speaking opportunities.
- Negotiate with EWGA Chapters to deliver any of the following: a "EWGA Golf for Business" presentation, an evening networking reception, or for EWGA Chapter volunteers to serve as ambassadors to conducting a Rally for the Cure activity. Keep in mind, EWGA Chapters may already be committed to assisting another Host Facility, or they may have other ideas.
- Volunteers can be used to meet and mingle; helping new golfers learn what golf offers them and provides "real life" examples of women enhancing their lives through golf.
- General assistance to ensure comfort and enjoyment of attendees.

CHAPTER 7 BEST PRACTICES

Marketing & Promotions

1. **Register Your Facility and Planned Events on PlayGolfAmerica.com.** This industry supported Web site provides you with the opportunity to share information on your events and programs throughout the year with the more than 500,000 unique visitors who are looking for local golfing opportunities. Log on to *PlayGolfAmerica.com* and click on "Becoming a Host Facility" to promote your programs today.
2. **Set up a Task Force** at your course. Get the entire staff committed to the cause. Offer challenges and incentives to get your staff excited about the event. Assign one person as your "Event Champion" to be the point person for your facility.
3. **Solicit local sponsors** to set up booths or tables on event day. Have them demo merchandise, give out complimentary samples and ask them to donate prizes for raffles.
4. **Invite local newspapers** to serve as a media sponsor and provide complimentary (or reduced cost) advertising and/or an article in exchange for on-site exposure during the event.
5. **Involve community groups** such as EWGA Chapters, Girl Scouts, coaches and high school and college golf teams to volunteer during the event; invite merchants to donate goodie bag items; ask the Mayor to proclaim the month "American Express Women's Golf Month" in your city; and solicit support from the Chamber of Commerce.
6. **Solicit local radio stations** to conduct on-air golf trivia contests for golf prizes (donated by your vendors) in the weeks prior to the event, do an interview with your facility about American Express Women's Golf Month, and invite the station to do a live remote broadcast the day of the event.

7. **Offer free lessons** to women reporters from local newspapers or TV news stations prior to the event. Have them do a story/segment each week reporting on the broadcaster's progress as a "new golfer" and building up the hype for your event.
8. **Distribute a calendar** listing to local newspapers for inclusion in women's sections, weekend planner, Sunday events sections and local magazines six weeks prior to the event.
9. **Send out template press release** to newspapers, TV and radio stations and local magazines customized with the specific events that will be happening at your course 3-4 weeks prior to the event. Continue to follow-up with local media to solicit advance stories and on-site coverage. Distribute the media alert two days prior to the event.
10. **Contact local morning TV shows** to see if they are interested in having your head golf professional, celebrity golfer or other representative from your property do an in-studio golf lesson for women and invite viewers to participate in your American Express Women's Golf Month event.
11. **Provide local hotels** including concierge staff, Convention & Visitors' Bureaus and other local destination organizations with brochures and flyers on the event. Ask them to promote the event to guests as well as list the event in any calendar of events they publish.
12. **Maximize your marketing dollars** and add value to your existing course advertising schedules by requesting advertorial space to promote your American Express Women's Golf Month event. An advertorial is a free article (written by someone at your property) that can be placed in a local newspaper or magazine to accompany paid advertising. Most publications offer this, but do not provide it unless requested by the advertiser.
13. **Put copies of the Women's Golf Month flyers on your pro shop counters.** A copy of the flyer may be downloaded from the online toolkit, accessible on PlayGolfAmerica.com. Also ask your local retail shops, restaurants, hospitals, doctor's offices and other businesses to display flyers.
14. **Highlight event activities on your phone recordings.**
15. **Run announcements on GPS systems in golf carts.**
16. **Don't forget the power of word of mouth.** Make sure your regular women customers are informed and ask them to invite their friends and colleagues.

Complimentary Clinic

1. **If feasible, provide childcare on-site.** Note—Women's Golf Month activities are designed for females age 14 or older. To facilitate mothers of younger children to participate, consider activities for children younger than 14 to engage in outside of the Women's Golf Month activities.
2. **Make sure restrooms can accommodate large numbers** (you may wish to designate one of the men's rooms for women.) Make sure all restrooms are stocked and clean throughout the day.
3. **Set up a merchandise pavilion** where vendors can provide samples, sell specially priced products and give beauty make-overs. Invite club manufacturer(s) to conduct demo's and club fitting.
4. **Set-up each station** with fruit and water (or other beverages) and trash receptacles.
5. **Invite a local retailer** to provide a fashion show during lunch featuring local women's league members modeling golf apparel; set up a trunk show featuring designer apparel.
6. **Conduct golf trivia contests and raffles** with special drawings held at registration and during lunch.

Supplementary Activities

To expand and enhance your player development program, you have the option of offering additional activities throughout the month for which you may charge a nominal fee where applicable. Some ideas for additional activities are:

1. **Charity Golf Tournament** (great way to generate media interest and taps into altruism of customer base).
2. **Continental breakfast / lunch specials** (food is always a hit!).
3. **Cocktail reception or wine and cheese social** (tap into the social/networking desires of the audience). Ask facility suppliers if they would be interested in donating food or beverage for this type of event.
4. Offering a time for a EWGA Chapter contact to **present a brief EWGA Golf For Business presentation, evening networking reception, or Rally for the Cure activity.**
5. **Club fitting demonstrations** (while teaching the importance and promoting sales).
6. **Golf rules/etiquette presentation** (keeping it high level; stressing how it keeps the game enjoyable).
7. **Golf shop discounts or trunk shows/merchandise pavilion** featuring golf shop vendors.
8. **Drawings and/or skills (putting/chipping) contests** (fun elements to keep energy high).
9. **Luncheon with guest speakers** such as PGA/LPGA Professionals, local sportscaster or news reporter, golf course architect, golf course superintendent or owner, EWGA Chapter volunteer or First Tee representative, etc. The purpose of the speaker's presentation is to heighten interest in becoming involved in golf and increase awareness of the many life enriching aspects of golf such as business networking, social engagement, physical fitness, and other personal development attributes.
10. Optional **off-peak 3-, 6-, 9- or 18-hole playing opportunity.**
11. **Play with a mentor** – EWGA Chapter members; golf staff, etc.

Cross Promotion Activities

Another way to expand and enhance your player development program is to cross promote your American Express Women's Golf Month activities with additional activities at your facility such as:

American Express/PGA Friend of a Cardmember where American Express Cardmembers may book a private lesson from a PGA Professional using their American Express Cards and bring a friend along at no extra charge. This program and participating courses are promoted via Play Golf America.com and American Express marketing channels.

Get Golf Ready is an industry-wide, nationally branded program with the goals of bringing new golfers into the game and to bring former golfers back to the sport. Currently more than 1,300 facilities nationwide are offering Get Golf Ready to new golfers in their area.

Networking Event (in collaboration with your local EWGA Chapter)

Your local EWGA Chapter representative, together with your head golf professional, can give a presentation on such topics as golf rules & etiquette, how to use golf as a business tool, or how to enrich your life through golf. This networking event does not have to take place out on the golf course. Rather, it could be an evening social event inside your restaurant or banquet facility.

1. **Invite local vintner or wine distributor** to host a wine tasting for adult participants.

2. **Solicit local restaurants** to provide a “Taste Of” event where participants can sample hors d’oeuvres from around the world.
3. **Invite a prominent local resident** (Mayor, city councilwoman, woman broadcaster, celebrity golfer) to be a part of this Networking Event.
4. **Have a massage therapist** on hand to provide chair massages.
5. **Make EWGA signage and materials available** (provided by EWGA Chapters).

Retaining Participants

1. **Give away prizes and/or** special offer coupons to American Express Women’s Golf Month participants who sign up for lesson packages. Offer 2-for-1 deals on group lesson packages if they sign up with a friend.
2. **Create a follow-up card** and distribute it to every American Express Women’s Golf Month participant thanking them for attending and inviting them to a follow-up clinic, group lesson or other activity.
3. **Provide incentive for participants to return to the course** – i.e., a punch card where the 10th round is free, 2-for-1 green fees, discounts on lesson packages, etc.
4. **Distribute materials** available on women’s golf leagues, tournaments and women-only classes.
5. After event, **enter names and e-mails into your database** so you can send a thank you letter and/or follow-up e-mail announcing upcoming promotions.