



Keys to maximizing Get Golf Ready in 2010

1. Make ALL golf programs fun.
2. Maximizing on-course activities in both group lessons and outings.
3. Engage your staff and involve them in all programs.
4. Offer Get Golf Ready to niche audiences, i.e. women and seniors.
5. Promote Get Golf Ready to local businesses and organizations; sell to complete groups at a time.
6. Cross promote Get Golf Ready with your Play Golf America programs.
7. Maintain your up to date schedule on PlayGolfAmerica.com.
8. Stay in contact with your students; keep inviting them back.

Exceeding Expectations

More than 1,100 facilities became registered Get Golf Ready host sites in the program's first year

By Tony L. Starks

As Play Golf America's newest initiation, PGA Professional support of Get Golf Ready far exceeded expectations as the more than 1,100 certified facilities beat the first year objective by nearly 60 percent. More importantly, feedback from PGA Professionals about the Get Golf Ready (GGR) program has been extremely positive. While striving to deliver a branded experience, Professionals agreed Get Golf Ready is about the ultimate outcome of creating more golfers. And PGA Professionals are in the driver's seat when it comes to the success of this industry-wide player development program.



Get Golf Ready acclimates beginning golfers to the game through a series of fun group lessons and on-course experiences.

One of the reasons the program was such a big hit in 2009 was its flexible structure that allows PGA Professionals to adapt the initiative to their teaching styles and facility types, with creative freedom to reach diverse audiences. A profile of the GGR student reveals that: 62 percent of them are women; 25 percent are minorities; they are diverse

Initial Host Facilities

Goal of 700 GGR Certified HostFacilities

To Date: 1,440 Applied, 1,133 Certified

| | | | |
|--------------------|-----|-----------------|----|
| Public Facilities | 69% | Range - School | 5% |
| Private Facilities | 19% | Retail - Indoor | 2% |
| Resort | 6% | | |

in terms of age and income; 86 percent were new or former golfers; and over 50 percent of the students enrolled with a friend. However, what makes Get Golf Ready unique from other player development programs like Link Up 2 Golf and First Swing, is the on-course experiences. In addition to making programs fun, the key to success is maximizing the structured on-course experiences, which is a vital element to the group lesson curriculum.

More than 17,000 students participated in GGR through September, an average of 27.8 students per reporting facilities. Reports indicated that 76 percent of the students had played a round of golf after completing the program. Of that 76 percent, the average number of rounds played per student was 8.1. Stats show that facilities which actively engaged in local marketing efforts generated better results in this area (see chart on next page). Ninety-six percent of participants reported that the program exceeded expectations; 86 percent are likely to recommend the program to a friend; and 89 percent are likely to continue playing golf.

The stats are just as impressive on the facility side: 89 percent of host facilities said the program exceeded expectations. The main reasons for the positive recommendations are:

- Generating new business (attracting new customers and growing the game)
- Easy to implement/use/follow (turn key solution)
- Nationally branded program (good for club promotion)
- Good curriculum (well-organized/structured yet flexible)
- Advertising/promotional materials
- Affordable, fun, non-intimidating introduction for participants

While the majority of 2009 GGR facilities were public, private facilities comprised approximately 20 percent of the total registered facilities. In fact, the private Hiwan Golf Club in Evergreen, Colo., was among the top five GGR facilities in terms of participation.

"There is no other program with minimal

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expense where you can see immediate results by introducing your program to new or infrequent players of the game,” says Kyle Heyen, PGA head professional at Hiwan Golf Club, and the 2009 national President’s Plaque recipient awarded for exemplary actions toward player development. “Your results are measured by tangible means. You see the increase in facility usage and revenue generated by those that have participated in your Get Golf Ready program. Even at private facilities, you have to commit to Get Golf Ready, long term. Think outside the box by taking advantage of every opportunity to grow the game of golf.”

In addition to increased revenue and growth of the game, Get Golf Ready is a great training ground for PGA assistant professionals to hone their instruction skills and fill their lesson books. Participants reported that the most enjoyable part of the program was interacting with the golf instructor – agreeing that the instructors were “knowledgeable, patient, helpful, enthusiastic and personable.” This feedback reinforces how vital it is for PGA Professionals to make the Get Golf Ready experience fun for everyone.



The small groups provide the perfect environment for the students to get to know the golf instructor and vice-versa. This program is not just a one time experience, the intent is retention – getting the golfer to come back to your facility for

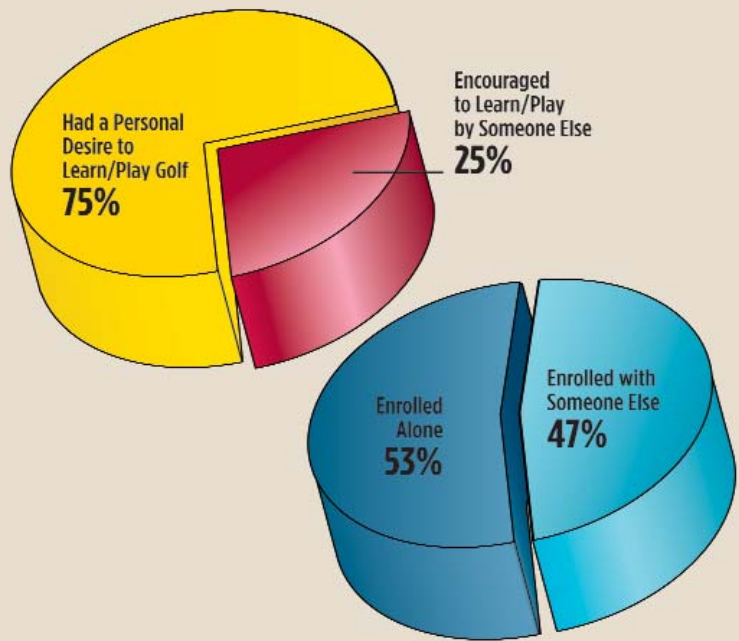
Get Golf Ready High Achievers

Host Facilities with Most Participants (Through September)

| Host Facility | Location | Participants |
|------------------------------|-------------------|--------------|
| East Potomac Golf Course | Washington, D.C. | 753 |
| Richland Golf Center | Huntsville, Ala., | 300 |
| Ingleside Resort & Golf Club | Staunton, Va. | 300 |
| Eagle Ridge Golf Club | Lakewood, N.J. | 250 |
| Hiwan Golf Club* | Evergreen, Colo. | 160 |

* Private facility

Get Golf Ready Enrollment



rounds of golf and additional instruction.

Once again in 2010, Get Golf Ready will be Play Golf America’s featured program to bring new people into the game. For those currently certified, it will be important to watch for updates and maintain your schedule of Get Golf Ready activities on PlayGolfAmerica.com. In addition, the objective is to grow certified facilities to 1,700 so PGA Professionals are encouraged to submit an application and bring Get Golf Ready to your facilities.

Get Golf Ready exhorts an atmosphere where participants feel comfortable, at ease and not intimidated by the game of golf; where they can have an on-course experience and learn what it’s like to actually have success at this game. Go to PlayGolfAmerica.com for regular updates, information and access to resources. ■

PGA Professionals that actively promote Get Golf Ready in their local market are rewarded with stronger turnouts.

Marketing & Promotion Efforts

Facilities active in conducting local marketing saw higher student participation.

