



June 25, 2011

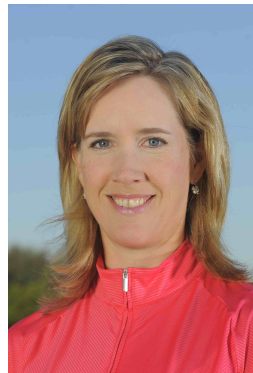
Sponsor of the Month - Club Corp



Founded in 1957, Dallas-based ClubCorp is one of the world leaders in Private Clubs.

ClubCorp owns or operates a network of more than 150 golf and country clubs, business clubs, sports clubs and alumni clubs in 25 states, the District of Columbia and two foreign countries.

ClubCorp's scale and variety of clubs offers a haven for



Be Prepared When Get Golf Ready Grads Want More Programs

Cheryl Anderson - PGA head instructor - Mike Bender Golf Academy - Lake Mary, FL

Get Golf Ready has become so popular with new golfers at our facility that we now have four different levels. Level 1 is for beginners, Level 2 is intermediate and Level 3 is advanced, and all follow the idea of getting these new golfers on the course.

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Get Golf Ready Is Making Headlines at the GOLF 20/20 Forum

golfers with more than 2,300 holes of great golf, a paradise for tennis aficionados and a platform for business networking with our collection of business clubs in major metropolitan cities. ClubCorp's nationally recognized properties include: Firestone Country Club, Akron, Ohio; Mission Hills Country Club, Rancho Mirage, California; Capital Club Beijing; and Metropolitan Club Chicago.

Thank you for being a sponsor of Get Golf Ready



(Cathy Harbin, Executive Director of GOLF 20/20 explaining the future of Get Golf Ready) (Photo by Christina Ricci - The Media Game)



(Panel for Get Golf Ready - From L to R: Ken Morton Sr., John Huggins, Ted Bishop) (Photo By Christian Ricci - The Media



(Jim Baugh, CEO of Jim Baugh Consulting speaks on the "It's OK to Play Golf For Fun" Practices) (Photo by Christina Ricci - The Media Game)

Get Golf Ready, among other player development programs, was the center of attention at the recent GOLF 20/20 Forum at the World Golf Village in St. Augustine, FL May 10th. A panel that included John Huggins, VP of the PGA TOUR, Ken Morton Sr., CEO of Morton Golf and Ted Bishop, VP of the PGA of America discussed best practices and the benefits of Get Golf Ready. The testament from their organizations about Get Golf Ready focused on the success it has had and the contributions it has made to the golf industry. "It's affordable. It promotes fun and it's a perfect opportunity to break down some of the barriers to playing our game. I walk the Get Golf Ready walk at my facility. We want to develop golfers and teach students how to have fun with golf," Bishop said during his presentation.

Also introduced in the GOLF 20/20 Forum were the "It's Okay to Play Golf for Fun" practices. "These practices are designed to allow people to enter the game of golf in a guilt-free, non-intimidating manner," said Cathy Harbin, Executive Director of GOLF 20/20. "The intent is to focus on fun while you increase your comfort and confidence."

[Click to Read the "It's Okay to Play Golf for Fun" Practices](#)

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Get Golf Ready Quick Facts

Diversity: 58% of participants are women and 25% are minorities

Retention: 84% of Get Golf Ready participants continue to play and practice in their first year. 75% continued to play and practice in

Game)

Marketing Tip of The Month - "Social Media"

Promote Get Golf Ready on your website, in e-mail blasts, in facility mailings, on Facebook or Twitter and other promotional vehicles to bring in participants.

Become a Fan at Facebook

facebook®



Quick Links

- [Get Golf Ready](#)
- [Get Golf Ready Facebook](#)
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- [Play Golf America](#)
- [GOLF 20/20](#)
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their second year.

Golf Facilities: Average 31 participants are spending an average of \$900 annually on golf - projects to \$23,000 in additional revenue

Golf Industry: Get Golf Ready helped generate an additional \$19.9 million in revenue during the past two years.

New Golfers: 86% are new or former golfers (42% had never played)

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Get Golf Ready Photo Contest Winner - **Robin Fitzmaurice**



"You gotta love the background!" - Wade Fitzmaurice

Robin Fitzmaurice 3rd year playing golf. Took Get Golf Ready Lessons at Drumm Farm in Independence MO. 2 years ago!

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