

# PGA BEST PRACTICES: PLAYER DEVELOPMENT

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## Build Your Database Using Play Golf America



**Steve Hammond** is the PGA director of golf at the Jimmy Clay and Roy Kizer Golf Courses in Austin, Texas

We have an LPGA Professional named Patricia O. Henry who runs leagues and clinics for our courses. She handles all the scheduling and posting of events on the Play Golf America website. Her rule is you get one walk-up registration; after that, you have to sign up online or you're not signed up. She's done a great job training her league players and students to use the Play Golf America website, which gets the golfers to discover other programs we offer. She's also building a great database that she can use to promote the facility.

As municipal facilities, we have to be all about customer retention. We don't have a monthly invoice going to our golfers. If we don't keep our golfers coming back, we won't be here. We've been working on building this approach to using the Play Golf America website for more than two years, and it's been a steady pace of progress. My advice to other PGA Professionals is to be diligent; don't just post one event and give up on it. Post as many events as you can on PlayGolfAmerica.com and be patient, and you'll see your business and database grow.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on [PGALinks.com](http://PGALinks.com).



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