

# PGA BEST PRACTICES: PLAYER DEVELOPMENT

## Get Golf Ready Helps Golfers Find Your Facility



**Mike Kenny** is the PGA head professional at Needwood Golf Course in Derwood, Md.

Over that past two years, we've had more than 300 golfers take part in Get Golf Ready classes at the Montgomery County municipal golf courses. We're running 100 percent of our participation through the Get Golf Ready website - even if someone comes into the shop to sign up, we get on the computer and sign them in that way - and it is the only beginner programming we're offering. It's been so successful that we've developed a second and third stage of the program to keep participation going after the initial set of five sessions.

The biggest advantage is the marketing power of the Get Golf Ready and Play Golf America websites. Of the 300 people we've had in the program, probably 260 of them would have never come here if it weren't for finding us on the website as a Get Golf Ready host facility. Since most of them didn't play golf before, we're now their home course. If they need anything golf-related, this is where they come. We'd have never seen these golfers without Get Golf Ready, and now we have a chance to keep them as customers for a long time.

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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