

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Let New Members and Busy Parents Register Online



Shim LaGoy is the PGA Master Professional at Orinda (Calif.) Country Club

We are putting nearly all of our clinics, lesson programs and golf outings on the Play Golf America website. It may not seem like a necessity for a private club like ours, but it is a great service to your members. For instance, new members – who may not know many people at the club – can peruse our tournaments and sign up, letting them get to know people within the club. And for busy young parents, who are connected to the Internet with laptop computers and smartphones, they can see our junior programs and sign their youngsters up from the carpool line or catching a flight at the airport.

It's really a paradigm that's shifting for private clubs. Instead of reading newsletters or asking about things in the shop, members want to be able to sign up for things online when they have the time. Putting these events on the Play Golf America website is an easy tool for us to use – it keeps us from having to reinvent the wheel, and the Play Golf America site is easy to use for us and our members.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on PGALinks.com.



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