

# U.S. Kids Golf Renews Partnership with The PGA

The PGA of America continues support of the Family Course program

By Tony L. Starks

**T**he PGA and U.S. Kids Golf first teamed up in 2007 to introduce the PGA Family Course program at golf facilities across the nation. The easy-to-implement program is designed to create a “short course” experience within any existing golf course – making the game more fun, enjoyable and playable for golfers of any age or ability – by installing PGA Family Tee Markers in the fairways and on cart paths.

The PGA Family Course program has grown tremendously since its inception, with more than 800 golf courses in the United States using the Family Course setup in 2009. Also, the program has gone abroad with courses in seven countries outside the U.S. utilizing the PGA Family Course system: Barbados, Taiwan, Czech Republic, Netherlands, Spain, Portugal and Brazil.

“The partnership with The PGA has been invaluable,” says Dan Van Horn, president and CEO of U.S. Kids Golf. “The exposure we’ve received through their willingness to get the word out through PGA Sections and at the national level has been instrumental to the growth of the program.”

“Play Golf America has really gotten behind it, especially during July’s Family Golf Month. When I talk to a course that’s interested in the Family Course program I direct them to the Play Golf America Annual Report, which does a great job outlining the benefits this program has brought to other courses.”

Reports from 2009 indicate that host facilities attracted 492 rounds at \$13/round, and had a projected annual impact of \$6,400 from green fees accrued through the PGA Family Course program. An additional benefit of the program, which is

less quantifiable, is increased foot traffic. Indirect revenues increase through food and beverage, range and merchandise sales. Integrating the U.S. Kids Golf learning program, which uses the Family Tees, also drives revenue.

“The PGA of America is proud to continue our partnership with U.S. Kids Golf in support of the Family Course program,” says Joe Steranka, PGA of America CEO. “What better setting for a family to spend recreational time together than the golf course? The PGA Family Course program has a strong growth of the game component, but it also provides a venue for families to spend quality time.”

Recent enhancements to the program make it easier for PGA Professionals to become a host facility for the Family Course program. Flexible purchase options allow facilities to buy the fairway plates only, instead of purchasing fairway and tee indicator plates – which was required in the past. Also, U.S. Kids has committed to a faster turn around after orders have been placed.

Visit [PGALinks.com](http://PGALinks.com) to order your PGA Family Tee Markers and become an official PGA Family Course host facility. ■



Family members of all ages and abilities enjoy golf using the Family Course.

## Women executives from Colorado participate in Get Golf Ready

**T**en women who lead very successful professional lives participated in a special Get Golf Ready session in the Colorado PGA Section in late May.

Participants included a senior VP from Wells Fargo, a local television news anchor, the president & CEO of the Denver Chamber of Commerce and a nurse practitioner.

PGA Professionals Trent Wearner and Tom Talbot of Trent Wearner Golf Academy at the Meridian Golf Learning Center in Englewood, Colo., were the maestros of the event. “It was the first Get Golf Ready session that I’ve run, but it turned out



great,” says Wearner. “Most of the women were complete beginners, but there were a few who had some golf experience. Although these women were all successful working professionals, they shared something else in common: their enthusiasm for Get Golf Ready and learning to play the game. In the end, I think we definitely created a few new golfers.”

One of the participants who Wearner had high hopes of turning into a golfer was Bethany Diamond, a nurse practitioner with a heart transplant team at The Children’s Hospital in Denver, who didn’t miss a single

session.

“Get Golf Ready has given me the confidence to know that I can get better at golf,” says Diamond, who prior to Get Golf Ready last swung a golf club when she was 7 years old. “The PGA Professionals were great. They showed us that with instruction and practice it’s possible for even a complete beginner like me to hit the ball. But they also taught us how to show up to play golf; everything from when to put on your shoes to what to wear. Just things you don’t know how to do if you haven’t done it before.”

Each participant was awarded tickets to the 71st Senior PGA Championship held at Colorado Golf Club on May 27–30.