

WOMEN-FRIENDLY CHECKLIST



Women's Marketing and Play

- Does your facility track women's play on a daily and weekly basis to better understand their playing patterns?
- Has your facility distributed a survey to the women about their interest? Have you responded to those surveys?
- Do you offer programs for women at your facility? Have you registered as a host facility for American Express Women's Golf Month?
- Does your golf shop staff invite female members to Section Pro-Am events?

Do you:

- Have LPGA players' pictures and signage hanging in the clubhouse or locker room?
- Offer Get Golf Ready Programs to corporations or groups?
- Host a women's 18-hole member-guest?
- Host a women's nine-hole member-guest?
- Schedule a women's nine-hole member-guest for your 18-holers?
- Schedule a PGA Professional to be on the golf course during women's member-guest events?
- Offer family play rates?
- Offer women's golf schools?
- Offer women's group instruction weekly during your season?
- Offer a four- or five-hole rate for new golfers?
- Offer unrestricted tee times for females?
- Have a ladies league or women's organization?
- Host EWGA (Executive Women's Golf Association) events?
- Offer babysitting services or a parent's night out activity?
- Offer access for a girl's high school golf team?
- Offer access for a women's college golf team?
- Offer women's demo days?
- Offer women's Play Golf America days?
- Offer Get Golf Ready for women?
- Offer women custom fitting clinics/days?
- Offer open play days for women from the state golf association?

- Provide information to women on amateur tournaments, junior tournaments and state golf association events?
- Offer women "Play with the Pros" days?

Women's Locker Room

- Is your women's locker room stocked with the correct toiletries for women?
- Do your locker rooms or dressing rooms include hair dryers, curling irons, hair spray, brushes, combs, deodorant, mouthwash, bath towels, hand towels, shampoo, lotion, sunscreen, feminine hygiene products, soft toilet paper, tissues, a television, telephone and shower?
- Do you have your staff scheduled for cleaning the locker rooms multiple times a day?

On-Course Restroom Facilities

Do you:

- Have a restroom available on the course every five or six holes?
- Have staff scheduled to clean the on-course restrooms several times a day?
- Have the following items in the on-course restrooms and are they easily accessible?
 - o mirror, pictures, soap, lotion, sunscreen, Band-Aids, fragrance spray, mouthwash, bug spray, feminine hygiene products, heater, cleaning supplies, extra toilet paper and tissues.

Restaurant Services

Do you:

- Offer a designation on the menu for heart-healthy choices?
- Designate organic options?
- Offer low-fat condiments?
- Offer low-fat tuna and chicken salad?
- Offer baked snacks?
- Offer all menu items made without trans-fat?
- Offer beverage options other than water, seltzer and tea without high-fructose corn syrup?
- Offer decaffeinated ice tea?
- Offer take-out menu for home dining?
- Offer holiday take-out options?
- Have flowers on the tables?
- Have warm and inviting colors in your dining room?
- Use paper napkins in any dining area?

- Does your beverage cart offer juices other than orange juice and cranberry juice? Do they contain high-fructose corn syrup?
- Does your beverage cart offer baked snacks?

Merchandising

- Have you tried placing women's items as the first item people see and on the right side of the entrance?
- Are you selling women's clothes as lifestyle items?
- Is your staff educated on the best golf ball choices for women?

Do you:

- Have female accessories available?
- Carry all sizes of women's left- and right-handed gloves?
- Carry women-specific golf balls?

Equipment

Do you:

- Have women's rental sets?
- Have more than one set of women's right- and left-handed rental clubs?
- Have senior men's rental sets available for strong, tall women?
- Have junior rental sets?
- Have putters with the appropriate length for most women?
- Have visor clips for ball markers?
- Have women's golf clubs in stock?
- Have women's demo clubs available?

Tee Options

- Are your forward tee boxes reviewed by all golf professionals for playability?
- Have all assistants and PGA head professionals played from the forward tees?
- Are your tee markers set by a trained maintenance crew that knows how to align them?
- Do the forward tees have appropriate landing areas for the average woman's drive?

Does your facility:

- Have three sets of tees rated for women?
- Have two sets of tees rated for women?
- Have one set of tees rated for women?
- Have a set of tees rated less than 5,000 yards?
- Have a set of tees less than 5,000 yards?
- Have family-friendly tees at the 200-yard markers (e.g. PGA Family Course Program)?
- Have ball washers available on the forward tee boxes?

Instruction

- Can students make lesson appointments on-line with your staff?
- Do your students know where to meet you for a lesson?

Do you:

- Have a female PGA or LPGA Professional on staff teaching at your facility?
- Observe your assistant's teaching style?
- Videotape your lessons with all women?
- Videotape yourself giving a lesson to a female to monitor your tone and tendencies?
- Offer group lessons and semi-private lessons?
- Offer Get Golf Ready for women?
- Offer easy access to sign up for instruction?
- Offer fitness evaluations?
- Offer strategy lessons?
- Offer etiquette lessons?
- Offer Rules seminars?
- Offer lesson plans?
- Offer lesson series (discounted packages)?
- Have a covered area to teach?
- Have access to seating near your teaching station?
- Have power near your teaching station?
- Have a launch monitor to help fit for the correct clubs and golf balls?
- Have the following items with you on the range during instruction:
 - sunscreen, bug spray, Band-Aids, extra gloves (all sizes, female and male), tees, hand outs, paper, pens, Sharpies, teaching aids, discs and cases (if using a teaching system that supports CD for take home use), swing speed monitor

This is designed as a reference tool for you and your staff to test yourself on your marketing success and will help identify gaps you may have in marketing to women. Please use it as a guide to help improve your facility for women and to increase your revenues.