

GET GOLF READY IN 5 DAYS!



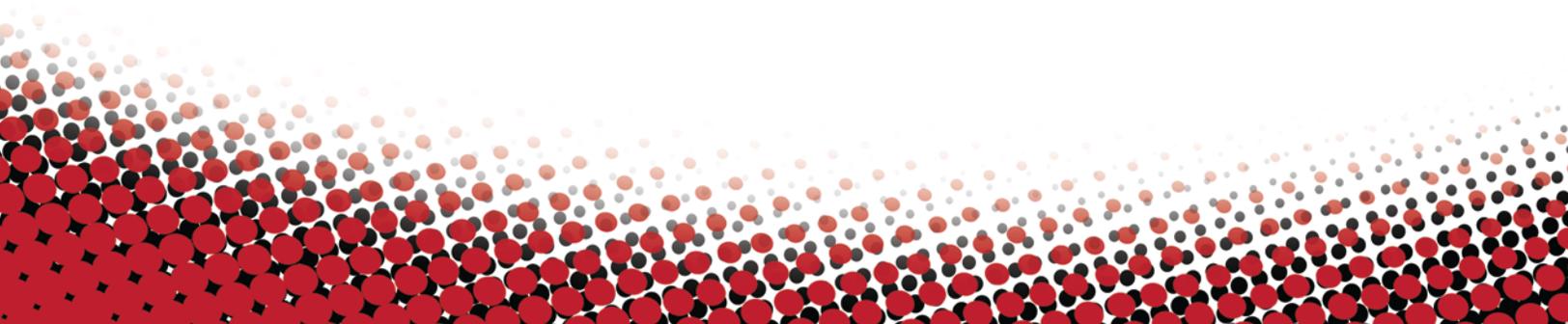
PROGRAM MANUAL



getgolffready.com

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I. INTRODUCTION

A. OVERVIEW

Get Golf Ready is an industry-wide adult player development program that has two main goals:

- 1.) Bring new golfers into the game in a fast, fun and gratifying way
- 2.) Bring former golfers back into the game

Get Golf Ready was created under the direction of the World Golf Foundation's GOLF 20/20 initiative as a nationally branded program to expand golf's participant base by providing education and instruction at existing golf facilities throughout the country. *Get Golf Ready* is also Play Golf America's 2009 featured program.

Participating facilities will administer the program, provide personnel and resources to promote and staff the program, ensure compliance with program guidelines established by GOLF 20/20 and provide periodic reports to GOLF 20/20 regarding the status and success of the program.

The objective is to deliver a consistent *Get Golf Ready* experience at a reasonable and attractive price for adult consumers from coast-to-coast, where they will learn the game through a series of group lessons and transition to on-going playing opportunities. By participating in this program, students will be well on their way to becoming bona fide golfers with an appreciation for the history, rules and etiquette of the game.

Get Golf Ready programs will be posted on the *Get Golf Ready* Web site, *GetGolfReady.com*, which will also be fully integrated with *PlayGolfAmerica.com*. Consumers will be directed to this site to search for a program in their area. Golf facilities hosting *Get Golf Ready* programs will promote schedules for both the group lessons and playing opportunities on the site.

Background

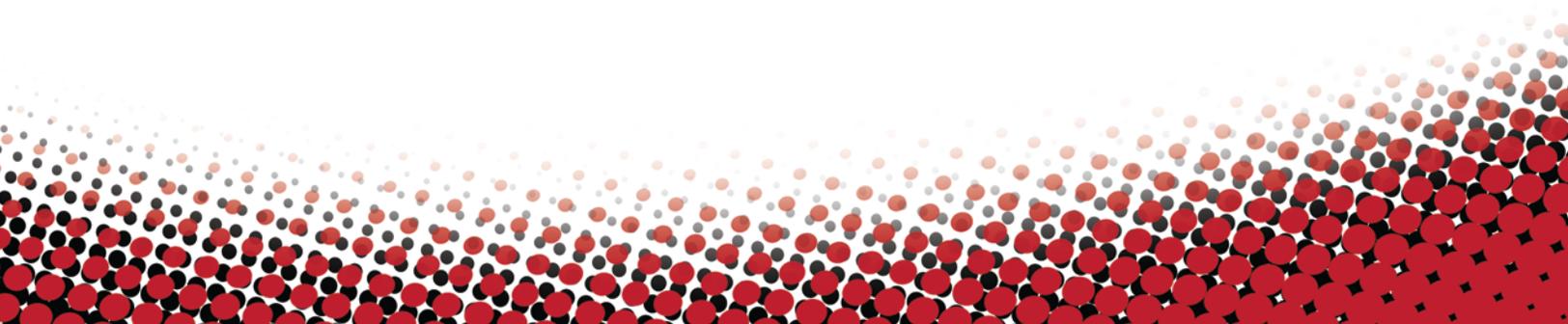
Industry-wide player development initiatives go back to 2001 when Link Up 2 Golf was first piloted in Raleigh, N.C. and was expanded in 2002 to seven other markets, as well as five U.S. Air Force bases. With 1,200 students enrolled, follow-up research was compiled projecting a very positive business and financial impact.

Coming out of the 2003 GOLF 20/20 Conference, Play Golf America was launched in the spring of 2004. Play Golf America's initial focus was towards getting occasional golfers playing more often and former golfers back into the game. In other words, these golfers were low hanging fruit to target programs and initiatives to grow the game. Another major focus was to use the *PlayGolfAmerica.com* Web site as the industry's resource to link consumers to professionals and facilities hosting programs. Since then, Play Golf America has seen a continued growth in terms of host professionals/facilities, golfer participation in the program and traffic to the Web site.

From 2004 to 2008, Play Golf America experienced significant success:

- Play Golf America-endorsed National Promotions and special events reached more than 1.28 million people through face-to-face experiences
- National promotions have driven more than 290,000 women and 270,000 new golfers to PGA and LPGA Professional-staffed facilities
- More than 6,800 facilities have promoted 40,000 grass roots programs on *PlayGolfAmerica.com*
- Play Golf America has generated 7.3 billion media impressions valued in excess of \$137 million

Based on this momentum, the next phase is to aggressively target new golfers, using proven success as the foundation to building the *Get Golf Ready* initiative.



B. ELEMENTS OF THE PROGRAM

LEARN: The offering of a national five-lesson group instruction package under the title of *Get Golf Ready* at a price of \$99 per person (pricing may vary by facility) which includes on-course activities during each of the five lessons. Additionally, students will receive instruction in the history, rules and etiquette of the game.

A detailed curriculum is provided in the Program Manual and on the *Get Golf Ready* resource page. The curriculum flows with instruction of skills begin on the putting green and work back to the teeing ground. The fifth lesson will conclude with students playing 1-2 holes with on-course instruction.

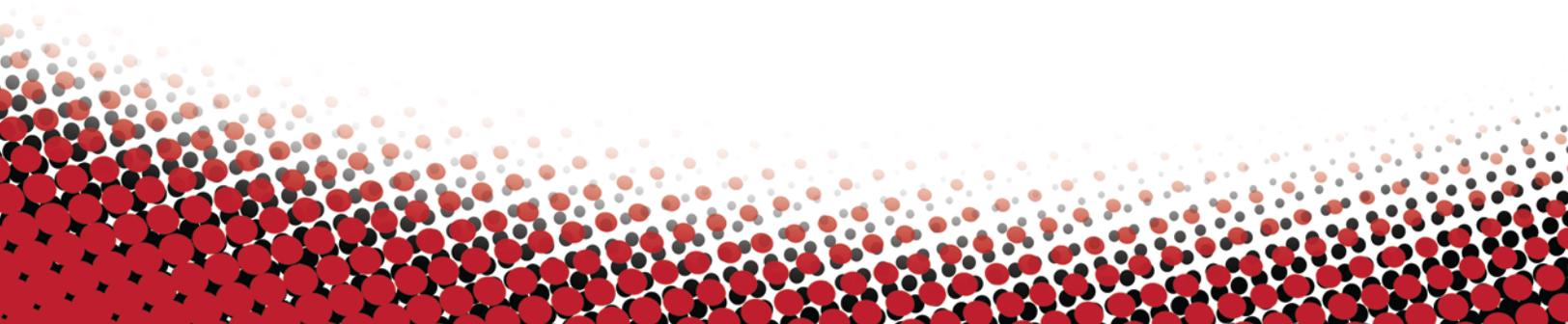
GROUP LESSON TOPICS	
Golf Skill Instruction	Instruction
• Set up: Grip, Stance, Aim	• Etiquette
• Putting	• Basic Rules
• Chipping & Pitching	• History
• Full Swing – Irons	• Safety
• Full Swing – Woods	• Golf Facility Orientation
• Fairway / Rough	• Operating Golf Cars
• Bunkers – Greenside / Fairway	• Equipment
• Fitness / Warm-up	• Playing Golf / Navigating The Course
	• Keeping Score

When students complete the five-lesson *Get Golf Ready* experience, they will:

- Have a basic skill and foundation to play the game
- Know how to keep score
- Know what to do when arriving at the golf course
- Understand the difference between golf clubs
- Know the importance of playing “ready golf”
- Understand the proper usage of golf carts
- Remember safety tips
- Understand the various markings used on the golf course
- Know how to execute basic golf skills comfortably
- Have an appreciation for the history, rules and etiquette of the game

PLAY: On-course playing experiences in a casual yet structured setting using fun, skill-enhancement formats designed to get people comfortable with playing and meeting golfers of similar abilities. PGA/LPGA Professionals and a team of volunteers will also serve as on-course mentors to help guide new golfers around the course. Best practices and suggested formats will be in this manual and on the Graduate Outing resource page.

Get Golf Ready graduate outings should be offered on an on-going basis throughout the season, where golfers pay for each session, with greens fees and the number of holes offered varying by facility.



Graduate Outings and programs to include:

- Social playing opportunities geared toward participants who have finished the group lessons and other golfers who are fairly new to the game
- Fun, casual formats (i.e. scrambles) that are well-suited to utilize and enhance the skills and etiquette learned through the group lessons
- PGA/LPGA Professionals and mentors on-course to provide assistance and help golfers navigate the course while playing the game
- Graduate Outings that are kept to two hours playing time, using a variety of methods including 3- to 6-hole rounds, short course layouts (i.e. PGA Family Tee program with U.S. Kids Golf), etc.
- Other next step instruction programs and league/affinity opportunities designed to build player retention, whether through the host facility or, in the case of women golfers, through an organization like the Executive Women's Golf Association

Combining the *Get Golf Ready* elements, students will benefit from extensive instruction and practical experience to feel confident and have fun while playing golf.

C. CERTIFIED HOST FACILITY CRITERIA

Upon approval, each certified host facility will receive a package of materials as well as links to online resources. The facility will receive instructions on how to utilize the national Web site for event listings and student registration. Most importantly, facilities will enjoy the benefits of a nationally branded program that carries the clout associated with all of the supporting organizations.

A certified facility must be able to:

- Commit to using and promoting the "*Get Golf Ready*" brand
- Offer a series of five-class group lessons to a minimum of 50 students per year
 - Instruction managed by PGA/LPGA Professional with up to a maximum 8:1 Student/Teacher ratio
 - Deliver the five-lesson package in increments of 60- to 90-minute sessions (minimum of six hours)
 - Provide an experience on the golf course each session, as well as in the practice areas
 - Provide five group lessons set at \$99 (pricing may vary by facility)
 - Follow the curriculum
- Host at least five *Get Golf Ready* graduate outings, i.e. retention activities with on-course mentors
- Provide use of golf clubs and golf balls to students at no charge
- Post schedule of lessons and graduate outings on *GetGolfReady.com* (Play Golf America resources)
- Report results and share student contact information

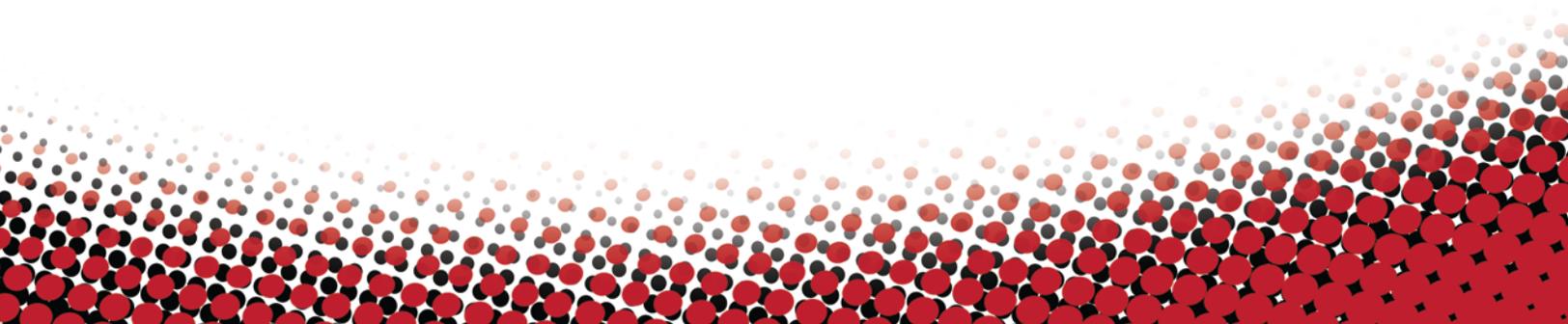
Continued certification will be contingent on a facilities performance in these areas.

D. BENEFITS OF BEING A CERTIFIED HOST FACILITY

Many proactive golf professionals have already put forth a substantial amount of initiative in creating their own player development clinics. We encourage those hosting similar programs to host this branded experience and take advantage of the collateral and training materials being provided as a *Get Golf Ready* host facility.

i. Collateral Materials and Templates

The World Golf Foundation will provide all host facilities with an initial order of posters, brochures and other materials that designate the facility as an official host site. Sample press releases and marketing templates will also be available for downloading from the Web site.



ii. Industry Provided Incentives

Golf 20/20 will provide select participating facilities a one-time \$1,000 stipend for services to promote and staff the program, ensure compliance with program guidelines and provide periodic reports to GOLF 20/20 regarding the status and success of the program at the facility. Facilities not selected in 2009 will most likely be selected in 2010 or future years.

iii. National Marketing Support

- *GetGolfReady.com* will provide consumer education, include an up-to-date listing of available host facilities and track participation
- Sample advertisements and templates
- PR Support
- Special Events, integration of promotions with Play Golf America Days, consumer events, industry functions and other programs
- Direct Marketing, via e-mail campaigns

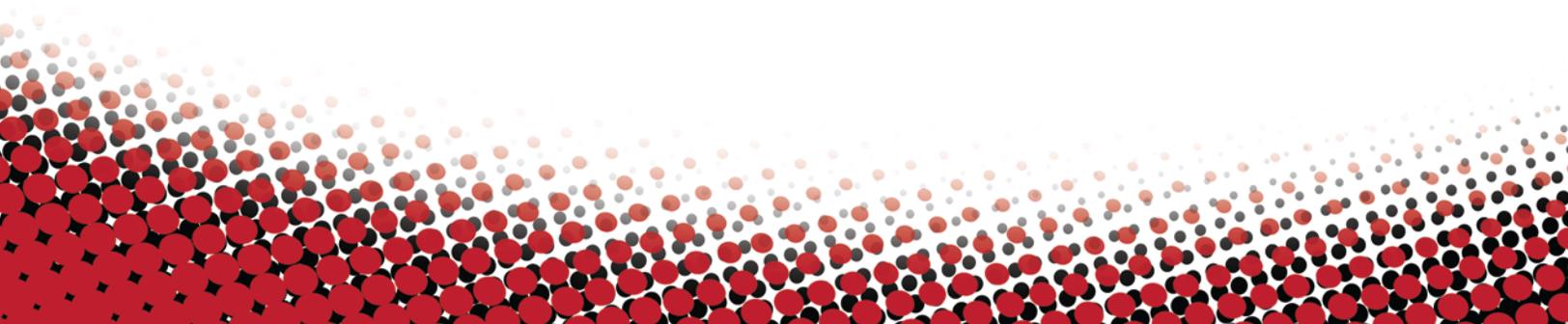
E. PROJECTED FINANCIAL IMPACT PER FACILITY

Through the various phases of these player development programs, data has been collected to gauge the impact in terms of retention and spending among new and occasional golfers. Statistics for these various programs have been fairly consistent with one another over the past few years.

Within 12 months after their experience with Link Up 2 Golf and Play Golf America programs, new golfers consistently report being retained around 80%, playing 10 rounds and spending \$1,200 on golf related products and services (instruction, golf fees, merchandise, etc.).

	Low	Medium	High
<i># of New Golfers in Get Golf Ready</i>	20	50	100
<i>Standard Get Golf Ready Fee</i>	\$99	\$99	\$99
<i>Cumulative Get Golf Ready Revenue</i>	\$1,980	\$4,950	\$9,900
<i># of New Golfers Retained (80%)</i>	16	40	80
<i>Total new golfer rounds</i>	160	400	800
<i>Average spend per golfer (less \$99)</i>	\$1,100	\$1,100	\$1,100
<i>New Golfer potential impact</i>	\$19,580	\$48,950	\$97,900

These figures are contingent on a number of factors, including continued local marketing to students before, during and after programs, plus establishing an ongoing relationship with each student at your facility. Depending upon how *Get Golf Ready* is implemented, along with your Graduate Outings and player development programs, these numbers can be even higher.



F. ADMINISTRATION

i. Role of Golf Industry and Leading Organizations

On behalf of the entire golf industry, The World Golf Foundation is taking the lead in launching this program and benefiting from the strong leadership and commitment of the Player Development Committee.

A leadership team from the LPGA, NGCOA and The PGA of America was responsible for developing the manual and curriculum.

Under management of The PGA of America, Play Golf America Web-resources are used as the back engine to drive *GetGolfReady.com*.

Functions delivered by the Industry:

- Garner industry support in terms of financial resources, product and promotion
- Develop and deliver training materials, guidelines and collateral
- Coordinate marketing campaign
- Generate funds to conduct and promote the program nationally, plus deliver revenue for local marketing incentives
- Manage industry-wide Web site
- Coordinate measurement program to track results

Ongoing program administration and coordination will be provided by the World Golf Foundation's GOLF 20/20. Direct questions to:

Cathy Harbin, LPGA/PGA Professional
 Director, GOLF 20/20
 904-940-4204
 charbin@worldgolffoundation.org

ii. Role of Host Facilities

It is important for the host facility to be responsible for planning, promoting, coordinating and managing all aspects of the *Get Golf Ready* program in its local area. All fees collected for the *Get Golf Ready* program as well as *Get Golf Ready* Graduate Outings are retained by the host facility.

II. ACTION STEPS – PLANNING TO HOST GET GOLF READY

A. TAKE INVENTORY OF EXISTING PROGRAMS

i. Identify programs that could meet *Get Golf Ready* criteria

Take an inventory of player development/beginner programs and compare to the program criteria for *Get Golf Ready*. If needed, modify format of current programs to align with the criteria.

ii. Identify programs to use as feeder/promotional opportunities

Consider scheduling additional sessions. Consider using different market niches (women, families, minorities, etc.) and formats (i.e. five week program vs. one week program).

B. SCHEDULING EVENTS

As early as possible, start developing the overall schedule and allow four to eight weeks lead time for planning. Be sure to include scheduling for:

Off-Site Marketing – Allow four to six weeks for preparation and placement of your advertising and implementation of your marketing campaign. All marketing should be in place no later than two to three weeks prior to your first session.

On-Site Marketing – Posters, brochures and materials should be on display at least three weeks before your first session.



Orientations (Optional) – If an orientation is offered, schedule it to take place at least one week before the first clinic and at least two weeks after your marketing campaign is in place (preferably three to four weeks).

Group Lessons – Schedule at least three group lesson sessions, each with a series of five lessons. Consider offering more, if possible.

Since the majority of the students are likely to be employed, it is recommended to schedule lessons to begin after 5 p.m. on weekdays and at a convenient time on the weekends. Keep in mind the “on-course” element and plan when you will be able to find open holes.

Graduate Outings / Retention Activities – Since the true measure of success depends upon retaining these golfers, scheduling “beginner friendly” opportunities is crucial. This is why *Get Golf Ready* Graduate Outings are a vital component.

Schedule a variety of on-going options for graduates and golfers of similar abilities to play in throughout the season. It is recommended holding these outings at least twice a week over a 12-20 week period.

- Find times when beginners can access the course and feel welcome. Also consider when mentor support can be provided.
- Try to limit formats to a two-hour on-course maximum.
- Price should be affordable, yet not given away for free.

C. POSTING EVENTS

Once you have determined which events you plan to host, follow-up by listing the events on *GetGolfReady.com* using the Play Golf America resources. It provides consumers with an easy listing of all events scheduled at your facility and provides a means to retain them as students and golfers. A step-by-step process to posting and managing events on *GetGolfReady.com* is provided in the **Web-site Utilization**.

D. BUILDING A TEAM/PREPARING YOUR STAFF

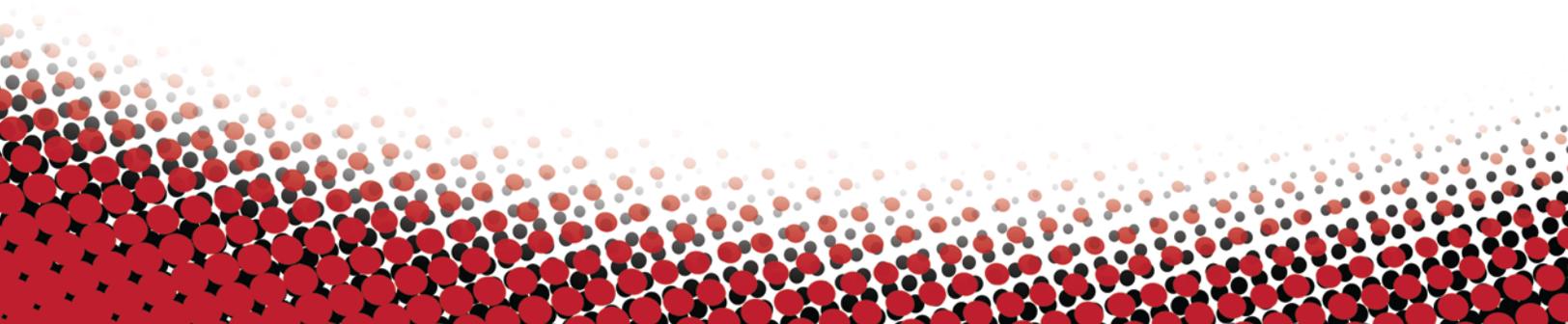
The first step in preparing to offer these programs is building your team. Rather than assuming the golf professional will handle everything, it has proven to be far more successful to form a team atmosphere, where each individual handles what he or she does best. Together, you can establish and achieve your own goals for the season as well.

Golf Course Owner/Operator – Must agree to host the program and fully support this initiative, especially providing instructors with time, resources, support and encouragement to maximize the success of *Get Golf Ready*.

Highest Ranking PGA/LPGA Professional – Is generally responsible for overseeing the program at the facility level, forming the necessary on-site team, delegating responsibility and ensuring follow-up.

PGA and LPGA Professional Instructors – Responsible for teaching the program in a manner that ensures that it’s fun for non-golfers to join our game. These individuals must have an outgoing and gregarious personality for this to truly produce the desired results. They must also have a passion for teaching beginners. If your facility does not have a PGA or LPGA Professional, please refer to the *Get Golf Ready* resource center for direction and support.

Program Coordinator – This should not be the responsibility of the instructor, as he/she is more likely to be on the lesson tee rather than being in the clubhouse or shop. The program coordinator is responsible for all of the administrative functions, such as registration, processing payments, data collection, reports, Web site updates and all paperwork associated with the program. He/she should be the day-to-day “go-to” person for inquiries, scheduling, processing registrations, etc. It is essential for each club to make sure this person enters the necessary data into the Web site in order to measure success.



Marketing Representative – If there is an individual within your current staff who has an outgoing personality and suitable presentation style, consider designating him/her as the marketing representative for your club. This person would be responsible for sending information to everyone on your mailing list (preferably by e-mail), previous tournament clients and especially neighboring businesses. It is also recommended this person go out into the community, establish relationships with civic organizations/local businesses, and promote *Get Golf Ready*. If appropriate, he/she could be eligible for an incentive for any sales he/she makes.

Volunteer Mentors – One of the most common suggestions from active host sites was to identify a handful of apprentices, life members or avid and experienced volunteers who have a solid understanding of the game and, in particular, on-course etiquette. After providing these mentors with an overview, they can then serve as “mentors” for the on-course experiences and *Get Golf Ready* Graduate Outings. In addition to reinforcing the information that the golf professional has already provided, they also serve as a sensitive ranger to ensure speed of play. Each mentor can oversee several groups of new golfers out on the course during their on-course experiences, focusing primarily on proper on-course behavior and speed of play. This provides the new golfers with a sense of comfort and minimizes the concern of slow play.

Golf Course Superintendent – The superintendent and his/her staff should be included from the beginning. A golf course can be intimidating. The staff taking care of the course needs to be aware of the *Get Golf Ready* program, the starting level of students and the purpose of on-course experiences. If the golf course staff ever comes in contact with your students, it is extremely helpful to have them involved in the program.

Golf Operations Staff (Golf Shop, Cart Barn, etc.) – It is vital that every member of your staff is aware of the *Get Golf Ready* program and how important it is to make students at ease when coming to the golf course. At all times, these staff members can make or break a lasting impression and you want staff to be as positive and helpful as possible.

Together, your team can begin to create a timeline from which to launch your player development programs.

Staff Training

The first step in training is to have all key members of your team review this program manual to understand the scope of the process. Assign each person a role and ask that he/she fully understand the guidelines that pertain most to him/her.

E. PRICING AND FEE ALLOCATION

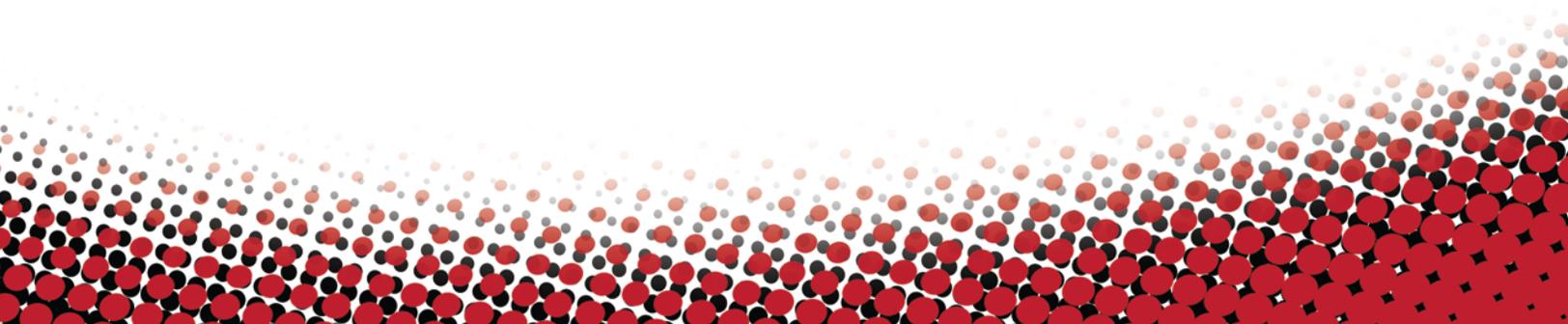
The registration fee will generally be set at \$99, with flexibility on the pricing structure by facility, as the marketing campaigns will stress the affordable nature of the program.

Each registration fee should be divided between the facility and the teaching professional as deemed appropriate. It is left to each host to determine how to specifically allocate this fee between professional instructor fee, range balls and/or facility fees. It is recommended the professional receive all or a majority of this revenue. You may consider investing a portion in a *Get Golf Ready* Graduate Outing fund, to pay for mentors and helpers as your students come back to play.

Pricing for the Graduate Outings will be determined by each facility, and also consider golf fees, mentors, food, prizes, etc.

F. BUILDING A MARKETING PLAN

The key to the success of the *Get Golf Ready* program is what you do at the local level to promote your events and programs. Review the manual completely and follow the steps in **Section IV: Marketing** to develop and implement your plan and take advantage of all resources provided.



III. CONSUMER WEB UTILIZATION

(Pending addition of listing of facility classes and dates. Please check back.)

IV. MARKETING

A. BRANDING

The greatest asset we have in branding and promoting this program is the support from the entire golf industry. To maximize the value and impact of marketing efforts, the *Get Golf Ready* brand needs to be reflected in the consistency of how this program is conducted. Golfers need a similar experience regardless of where they participate. No other player development program before has had the involvement and commitment of every corner of the industry, from the associations and manufacturers to the course owners and the media.

B. COLLATERAL MATERIALS

The World Golf Foundation will provide all host facilities with an initial order of promotional materials, including ad and press release templates, brochures, posters and point-of-sale materials.

Look for ideal locations in and around the facility to feature your promotional items - the golf shop, the practice range (ball dispenser), restaurant, pool area, tennis area, locker rooms and restrooms, even in local restaurants nearby. Look for locations to reach people who are currently not actively playing golf.

Signage - Each facility will be responsible for ordering its own signage based on what works best for them. Displaying these items well in advance of your first orientation will increase your word-of-mouth advertising.

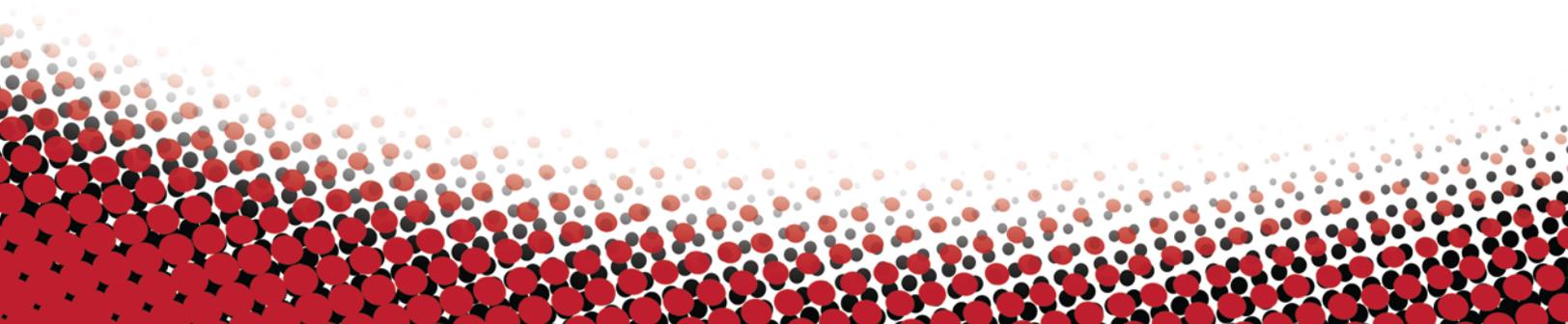
C. LOCAL MARKETING

i. Advertising

The key to the success of the *Get Golf Ready* program is what you do at the local level to promote your events and programs. Review the manual completely and follow the steps in this section to develop and implement your plan and take advantage of all resources provided, especially the marketing templates.

ii. Public Relations

It's important to generate awareness of your *Get Golf Ready* program through local marketing. Consider inviting select members of the media to participate in the *Get Golf Ready* program, such as local news anchors, etc., to involve a local "personality" to attract more media exposure. Review the **Public Relations Step-By-Step** resource as well.



iii. Community-Based Marketing

Community and civic organizations can be major sources of customers for all participating host facilities. These include the local chamber of commerce, charitable organizations, parks & recreation departments, etc. If at all possible, it is recommended that the group divide the responsibility of contacting such groups.

Another great example of community-based marketing involves hosting beginner clinics as an added service for corporate events. This is a great way to bring customers back to your facility.

Other Community Marketing opportunities include: City employees, YMCA and YWCA, police and fire departments, local charities, schools, service clubs, local businesses and corporations, health clubs, local golf shops and churches.

Use the template to promote *Get Golf Ready* to such groups, and strive to sell complete Group Lesson sessions (8 students) all to one organization.

iv. Niche Marketing

In addition to community-based organizations, promote your *Get Golf Ready* programs to specific niche markets, i.e. women, seniors, families. Also be thinking about diversification of the game and how *Get Golf Ready* can be utilized to reach minority populations and make an impact.

v. Cross marketing with other programs

Take a look at other national promotions you currently host at your facility, such as PGA Free Lesson Month, Women's Golf Month and Family Golf Month, and use these programs to introduce consumers to *Get Golf Ready* or remind the *Get Golf Ready* students of other national promotions you host at your facility. Once again, it's a great way to grow participation in the game and to bring customers back to your facility.

V. GROUP LESSON CURRICULUM

A. INSTRUCTOR'S ROLE AND EXPECTATIONS

One thing we've learned from all player development programs that have been done in the past is:

The most important element of this program is the relationship between the instructor and the students.

It is critical that the instructors in the *Get Golf Ready* program believe in what they are doing. They must be passionate about teaching the game and its positive values and about creating new players. An enthusiastic and outgoing personality will always help in creating excitement and fun. The instructor's responsibilities are to:

- Establish a personal connection with each individual coming through the program; let them know you care about their comfort and progress and that you are committed to their success.
- Maintain the highest standards of integrity and professionalism.
- Find creative ways to make the learning process FUN.
- Stick to the basic format of the program, but tailor it as needed to each different group of students.
- Be prepared to offer supplementary tutoring sessions to students having trouble in a specific area.
- Commit to the transition. Making the transition from the range to the course is often the most difficult element of the learning process for a new student. The instructor is integral to making that process smooth and comfortable. Utilize mentors whenever possible.
- Follow up with all your students. Make sure they come back for *Get Golf Ready* Graduate Outings and encourage them to come out to clinics and new player events. Call them on a regular basis to see how they are coming with their game. Encourage them to practice more often.

Let them know that you care about their progress and are there to help if it's needed.



B. PROVIDING A 'WELCOME TO GOLF' ORIENTATION (OPTIONAL)

The orientation is typically a 60-minute session conducted by the most outgoing and dynamic individual at the facility. These can be held after work on a mid-week afternoon or on weekends. We also recommend that the facility provide some basic refreshments. The primary objectives of the orientation are to:

- Make everyone feel welcome
- Give the attendees a level of comfort at the facility
- Provide an overview of *Get Golf Ready* and encourage registration
- Introduce beginning players to each other in a social environment
- Enthusiastically convey that golf is fun

Set-up Suggestions – Have the following set-up at least one hour in advance of your orientation:

- Outside signage promoting event (balloons are always fun!)
- Check-in table with volunteer host, with alphabetical list of people who pre-registered
- Nametags
- Flyer/calendar promoting all future *Get Golf Ready* activities
- Registration forms
- Dual-stub door prize tickets, if you elect to have a handful of door prizes

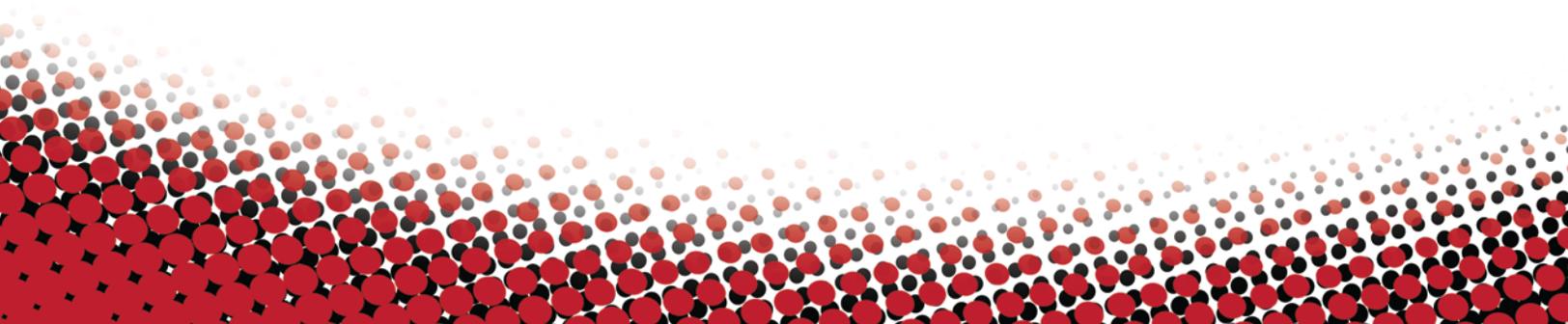
Staffing Suggestions:

The following team approach is recommended for your orientations:

- a. **Greeter** – Have staff or a volunteer posted near the front door to welcome people and direct them to the appropriate location. This individual can become a host later.
- b. **Primary Presenter** – Select the staff member with an outgoing and vivacious personality. It should not necessarily be the head professional or owner - they can be introduced at an appropriate time. Remember, this is a marketing event and you're marketing FUN.
- c. **Golf Professional Responsible for Managing Program** – He or she will share specific information about what will be included in each class.
- d. **Course owner** – If available, the course owner can say a few words to communicate the facility's enthusiasm about this program.
- e. **Golf Shop Staff** – Be prepared to field calls prior to the orientation (directions, etc.) and then meet and greet participants when ushered through the golf shop.
- f. **Golf Course Superintendent Staff** – Can offer a great perspective to what their role is, and continue to make guests feel welcome.

Recommended Agenda – Here is a suggested format for a typical orientation:

- Welcome & Introductions.
- Briefly discuss value of the game as a relationship builder. Have a few people share why they want to take up the game. Make it interactive.
- Provide Overview of *Get Golf Ready* – emphasize this is a FUN program.
- Clubs, shoes and attire – Please make certain that your students know the policies of the course. Inform them about the free rental clubs, what to wear, expectations in terms of tipping, etc.
- Encourage Attendance and Sign-ups.
- Tour – Invite everyone to join you for a tour of your facility, conducting it in a manner that allows someone who has never been to a golf course to feel comfortable.
- Q&A - Answer all questions and make certain all students are comfortable.
- Final sign-ups – After Q&A, finish with a final invitation to come back and have fun.
- Other ideas include offering door prizes, providing complimentary food and beverage, giving everyone a golf ball, bag of tees or other golf gift.



C. GET GOLF READY GROUP LESSON CURRICULUM AND LESSON PLAN

The following five-lesson plans are designed to be a suggested guideline of what to cover in each lesson segment. You have the flexibility within each lesson of which topic(s) to cover, however, it is recommended each lesson provides an on-course experience after the instruction segment. Each lesson will include elements introducing participants to the history, etiquette and values associated with the game. Remember each session should run 60- to 90-minutes and golf clubs and balls should be available for students at no cost.

The majority of students participating will most likely be new to the game and beginner level golfers. Since students may not own their own golf equipment, the use of golf clubs and golf balls will be made available to students at no charge.

Professionals may visit *GetGolfReady.com* for additional support resources including First Swing Manual (instruction tips, suggested drills/ games, etc.), History of the Game, and Golf & Fitness.

LESSON ONE

Instruction Elements

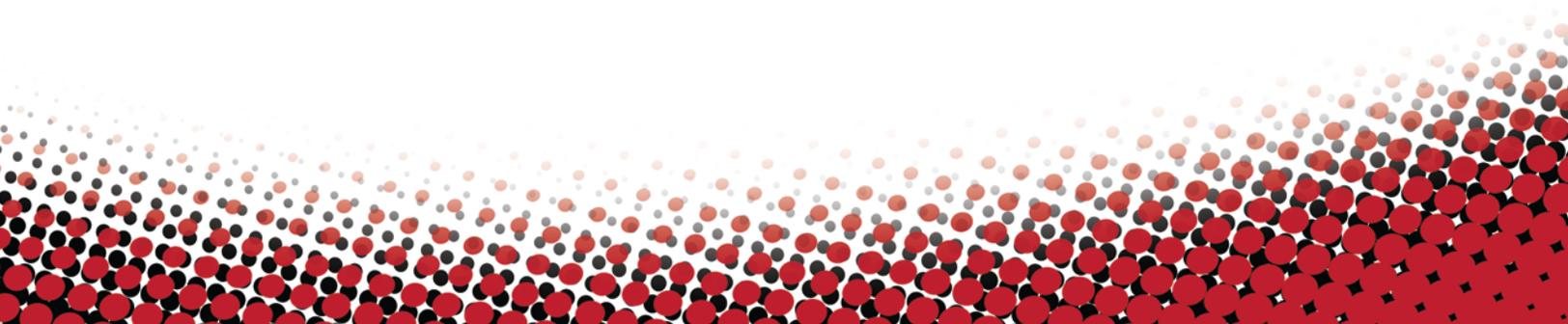
- Introduction to golf
- Posture, Grip, Aim
- Introduction: Putting
- Introduction: Fitness / Warm-Up

Instruction Experience

- Practice Area:
 - Conduct instruction to cover introduction to golf and posture, grip, aim
 - Conduct instruction to cover putting – skills, drills and games
- On Course:
 - Use an open green for putting skill application

Playing the Game Information

- Goal of Golf – use fewest strokes possible to get the ball in the hole
- History & overview of etiquette / sportsmanship
- Review of different areas of the golf facility
- Safety
- Overview of different golf clubs
- What to have in golf bag (sunscreen, bug spray, Band-Aids, hat, snacks, etc.)
- Importance of practice
- Attire (i.e. dress codes and proper shoes)
- Cell phones – turn off or leave in car
- Basic rules concerning the putting green and flagstick
- Etiquette associated with putting, taking care of putting green (standing in line of putt, picking up feet, repairing ball marks/damage)
- Marking golf ball on the green



LESSON TWO

Instruction Elements

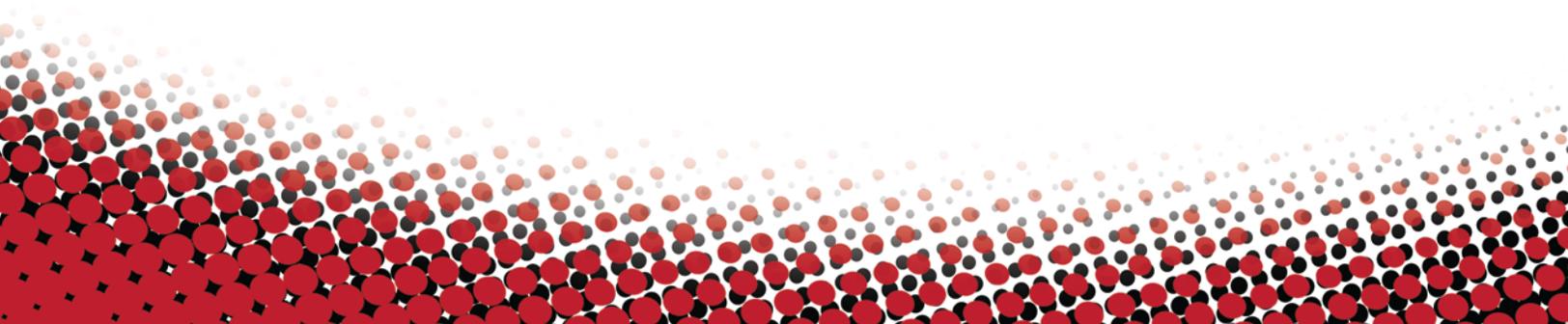
- Review: Posture, Grip, Aim
- Review: Putting
- Review: Fitness / Warm-Up
- Introduction: Chipping, Pitching & Greenside bunker

Instruction Experience

- Practice Area:
 - Fitness / Warm-up techniques
 - Conduct instruction to cover chipping & pitching skills, drills and games
- On Course:
 - Use actual green for chipping & pitching skill application
 - Use actual bunker for instruction and skill application

Playing the Game Information

- Purpose of chipping, pitching and greenside bunkers and goal of golf
- Introduction to golf carts – where and how to place golf bag, driving, using cart paths, where to park, staying away from greens and bunkers, 90-degree rule
- Taking care of the course: repairing divots; entering/exiting/raking bunkers
- Speed of play - being aware of other golfers on the course
- Safety



LESSON THREE

Instruction Elements

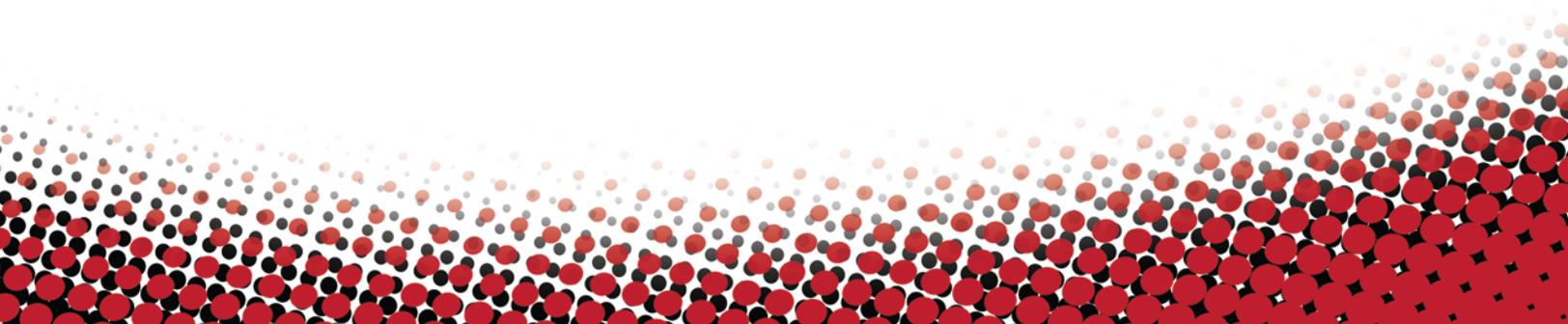
- Review: Posture, Grip, Aim
- Review: Chipping, Pitching & Greenside Bunker shots
- Review: Fitness / Warm-Up
- Introduction: Full Swing / Irons
- Introduction: Fairway / Rough / Fairway-Bunkers

Instruction Experience

- Practice Area
 - Fitness / Warm-up techniques
 - Conduct instruction to cover full swing / irons skills, drills and games
- On Course
 - Use actual hole for full swing / iron skill application, hit shots from both the fairway and rough
 - Use actual fairway bunker for instruction and skills, drills and games

Playing the Game Information

- Purpose of iron shots and goal of golf
- Importance of stretching, avoiding injury
- Review using golf carts, where to leave golf bags if walking
- Safety
- Review difference between clubs
- Ready Golf - introduction to which golfer in a group plays first
- Importance of being able to identify your golf ball
- Basic rules of green vs. fairway/rough/fairway-bunkers, etc.
- Introduction to "it's okay" rules
- Divots – divots are good, but need to be repaired



LESSON FOUR

Instruction Elements

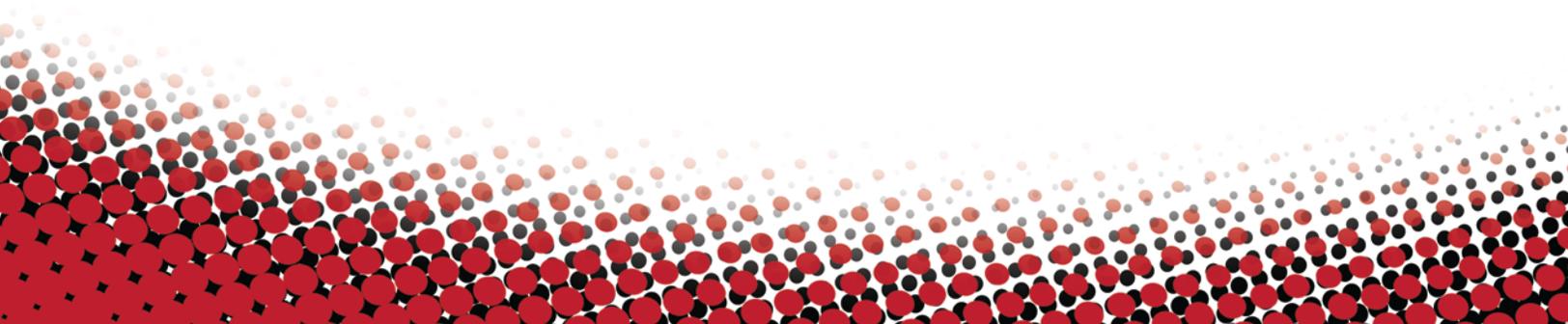
- Review: Posture, Grip, Aim
- Review: Full Swing / Fairway & Rough Bunkers
- Review: Fitness / Warm-Up
- Introduction: Full Swing / Woods / Hybrids

Instruction Experience

- Practice Area
 - Fitness / Warm-up techniques
 - Conduct instruction to cover full swing / woods / hybrids skills, drills and games
- On Course
 - Use the tee area on an open hole for full swing / woods / hybrids skill application (have every student hit a few shots from the tee)
 - Use an open hole/fairway for full swing / fairway wood / hybrids skill application

Playing the Game Information

- Purpose of shots with woods and goal of golf
- Teeing a golf ball – how, why and when
- Introduction to the various teeing areas and tee markers - deciding which tee markers to use, who tees off first
- Basic Rules of Golf pertaining to the tee box
- Introduction to the PGA Family Course program
- Where to park your golf cart at the teeing area/putting green
- Speed of play – playing ready golf, knowing when to play, etc.
- Safety, where to stand



LESSON FIVE

Instruction Elements

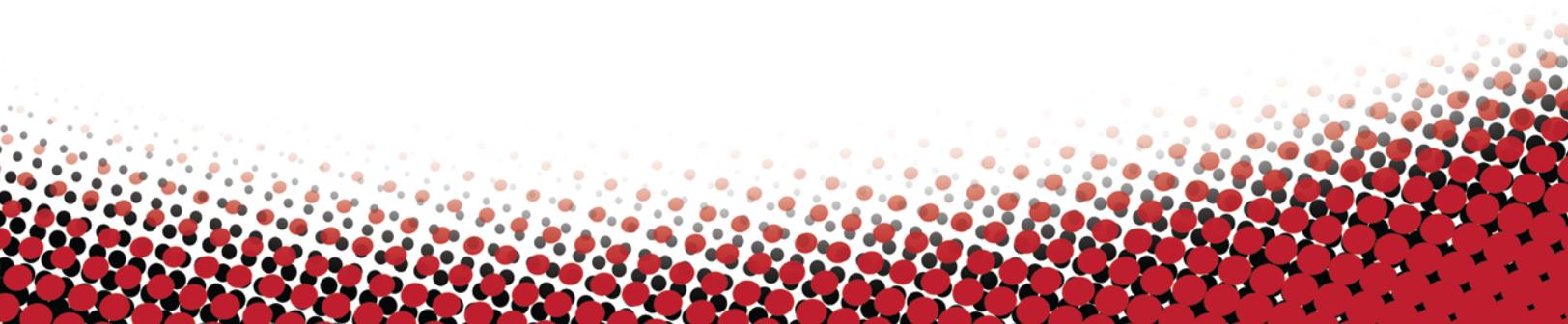
- Review: Fitness / Warm-Up
- Review: Full Swing / Woods & Irons
- PLAY GOLF

Instruction Experience

- Practice Area
 - Fitness / Warm-up techniques
 - Final review of full swing, have students hit full swing shots
- On Course
 - Play 1-2 holes as a group for practical skill application, plus to teach how to navigate through the golf course
 - Stage situations on dealing with water hazards, lost balls, out of bounds and obstructions
- Club House
 - Conduct graduation and promote *Get Golf Ready* Graduate Outings

Playing the Game Information

- Playing a hole / putting it all together – GOAL of GOLF
- Keeping score
- Playing ready golf, determine who plays first and safety
- Overview of basic rules - water hazards, lost balls, out of bounds and obstructions
- Preferred lies, review “it’s okay” rules plus when and where to use these rules
- Discuss business Graduate Outings, scramble formats and etiquette
- Recognizing/using yardage markers, signage on course
- Navigating from tee-to-green and green-to-tee
- Safety
- Using the 19th hole and/or beverage carts
- Promote *Get Golf Ready* Graduate Outings, how to sign up, continued learning and skill development through fun, social playing opportunities



VI. GET GOLF READY GRADUATE OUTINGS

A. SCHEDULING

With the *Get Golf Ready* Graduate Outings it's important to provide an on-going experience than includes once or twice a week outings for 12 to 20 weeks. Consider offering Graduate Outings in the early evening, after the work day for one group and perhaps a weekend day for another group.

B. PRICING

The fee for the *Get Golf Ready* Graduate Outings should be flexible enough to provide the facility with the opportunity to generate revenue, while keeping the golf experience affordable. Use caution when determining the price as deeply discounted prices will encourage consumers to expect and/or ask for the discount each time. Price should include greens fees, cart fees, professional/mentor fees plus any food and beverage.

You want to deliver a fun, social, and inviting atmosphere with positive support from mentors, and should price accordingly.

C. PROVIDING LEARNING EXPERIENCE – MENTORS

Create an opportunity for the golf professional staff to accompany the players on the course to provide guidance/mentor and course management suggestions and information promoting the values and etiquette of the game. This may include a "Play with the Pro" best ball or alternate shot format where students are able to learn from the on-course playing experience with golf professionals and/or mentors.

D. EQUIPMENT

Consider offering continued use of golf clubs at no charge, as long as it's the right thing for the long-term good of the customer. Perhaps two players can share one set of clubs vs. the usual required one bag per customer rule. Consider offering beginner/starter sets for sale to the *Get Golf Ready* customers to encourage supporting the facility golf shop vs. buying off-site.

E. SHARING NAMES

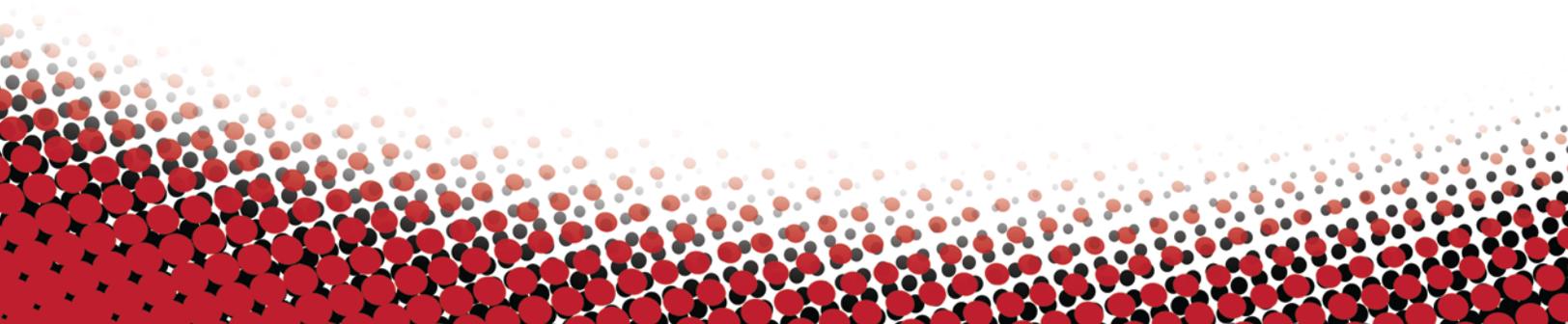
Having compatible partners to play with is often cited as a leading barrier from keeping golfers in the game. As all your *Get Golf Ready* students will be of the same ability, it is recommended generating a contact list of all your students and sharing it among the group (NOTE: you will need to ask for each student's permission). Professionals from some of the most successful programs cite this sharing of names as one of the key best practices to help your students.

F. BEST PRACTICES AND FORMATS

Feel free to use any format you feel will maximize the success of your *Get Golf Ready* Graduate Outings. There are a number of format ideas and best practices to choose from or come up with your own and tell us about it.

Key Format Ideas

- All outings should run two hours or less
- Use scramble format
- Use PGA Family Course or another version of a short golf course
- Have outing formats of 3, 6 or 9-holes
- Have students start in a shotgun format and play for ninety minutes
- Conduct 15-minute clinics before each outing
- Allow any newer golfer to play, not just graduates from the group lessons



Actual best Practices

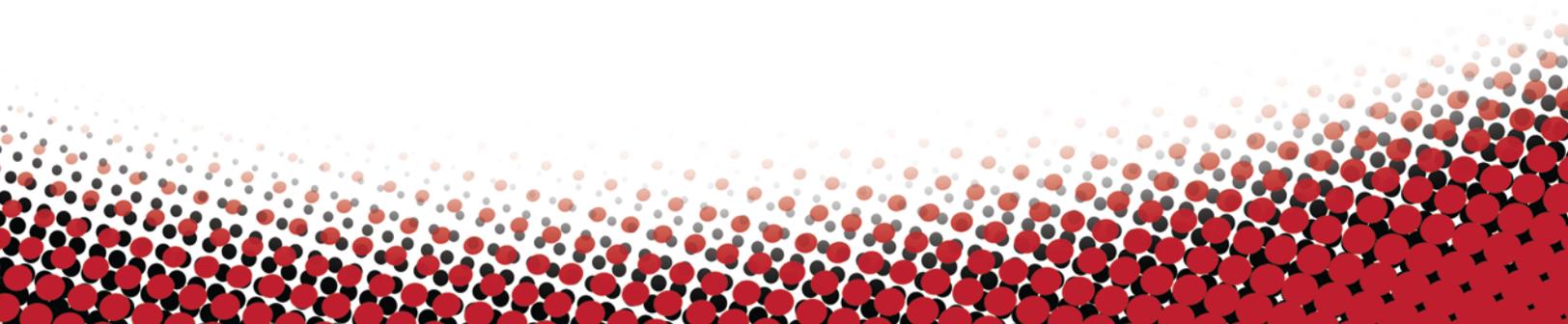
- Select-a-shot: Have groups hit just two shots on each hole. Example: drive and fairway shot on first hole; then move to the second hole for chip and putt. Pre-determine what shots will be used on each hole. This ensures golfers will see the full 9 holes while learning how to navigate through the golf course.
- Graduates and Guests: Schedule weekly outings for 6- to 9-hole scrambles. Have price include golf, cart, snacks and prizes. Come up with creative, fun ideas for prizes vs. recognizing the lowest score. Examples: longest putt, 1st par ever, best shot over the water. Try to give everyone prizes, recognizing a good shot or accomplishment. Give prizes in the grill room after golf in a light-hearted, yet rewarding way. Use your mentors to watch for great shots on the course!
- 90 Minute League: Use a shot-gun start and have graduates play for just 90 minutes. Improvements can be measured by how many holes they play.
- Six after Six: Six hole events after 6:00 PM, followed by dinner.
- Red, White and Blue: Using the same concept as the PGA Family Course program, have graduates tee off from the Red, White and Blue markers in your fairway, i.e. 100 Yards, 150 Yards, then 200 Yards. Students will still need to use all their clubs, however, they are less likely to get frustrated if hitting numerous bad shots for holes 300 yards plus. Use these tees for any format, i.e. team scrambles, alternate shot, individual, etc.
- 9-Hole Ryder Cup: Have students pair up and use a variety of formats within 9 holes, i.e. 3 holes scramble, 3 holes best ball and 3 holes alternate shot.
- Member Guest: Invite your students to bring a guest to one of the outings. It could be an existing player or someone new to golf. Have them show off their skills and introduce more people to your course.
- Night Golf: Conduct a special Graduate Outing at night using glow-in-the-dark balls.
- Women's Nights: Promote outings for the ladies. Past Play Golf America events have shown that women often like to participant in programs that are geared to them. With this in mind, commit to have a night dedicated to this niche market.
- Couples' Nights: Many golf courses use a variety of formats to attract couples to new golfer events. This helps break down intimidation barriers and connects couples together in very fun and social environment. Quite often, couples' nights include post-golf dinners.

VII. TRACKING RESULTS

As discussed earlier, measuring our success in retaining these players is a critical component of the program. Once students graduate from the educational phase, we expect the instructors to maintain a line of communication with each student throughout the first year.

Results will be tracked from two sources: 1) Database Management Tool which is provided at no charge via *GetGolfReady.com* (Play Golf America resources), and 2) annual reports submitted by program coordinators at host facilities.

It is important that the instructors inform all students that they will most likely be contacted via e-mail six months to a year after they "graduate" to determine their level of interest and play and that their cooperation is important to the future of the program. That's why it's so important to use the tool and capture as many e-mail addresses as possible.



DATA BASE MANAGEMENT

Certified *Get Golf Ready* facilities will be required to use the official database resources to process registration for all of their students. This includes Group Lessons and Graduate Outings. This will allow for more efficient and accurate tracking of participation.

Key aspects to using the data-base include:

- Using the On-Line registration function
- Collect hard copy registrations from those that do not use the on-line tool, and then have your facility Program Administrator enter the information after the event
- Use the tool to get a breakdown of your classes by gender, age, ability, how they learned about the program
- Use the tool to coordinate on-going e-mail promotions

After students complete the series of five-group lessons, be sure to track their follow-up participation.

A. GRADUATE OUTINGS

While the tools can track some of this, be sure to track:

- Average number of golfers per outing
- Percent of students that come back to at least one outing - try to break down by gender/diversity
- Average number of outings per student
- Average dollars generated per outing (golf fees, carts, food & beverage, etc.)

B. ADDITIONAL INSTRUCTION

Many of your students may come back for additional instruction, be sure to track:

- Percent of students that purchase additional instruction - try to break down by gender/diversity
- Average amount spent on additional instruction

C. ADDITIONAL TEE TIMES

Many of your students may come back to play your facility, be sure to track:

- Percent of students that purchase greens fees - try to break down by gender/diversity
- Average amount spent on additional greens fees

D. PURCHASE EQUIPMENT

Many of your students may come back to purchase equipment and other merchandise, be sure to track:

- Percent of students that purchase golf equipment - try to break down by gender/diversity
- Percent of students that purchase other merchandise - try to break down by gender
- Average amount spent on equipments and merchandise

E. PURCHASE MEMBERSHIP

Some students have even been know to purchase or upgrade memberships, be sure to track:

- Number of students that purchase memberships or season passes
- Number of students that upgrade memberships
- Average amount spent on membership fees

In addition to sharing this information through end of the season *Get Golf Ready* reports, be sure to share this information with the owner, manager, professional, etc. of the facility. There is nothing more meaningful to measure the success of a program than the financial impact to the bottom line.

