



PGA

Philadelphia Section

Player Development Update

October 2015



Taking Advantage of the Fall Season

Embrace the many activities that surround this season by hosting family friendly events at your club. Fall means football, Oktoberfest, hay rides, costume parties, haunted houses, pumpkin carving, etc. All of which are opportunities to attract people to your club.

"BEST PRACTICE"

LedgeRock Golf Club (Mohnton, PA)

Submitted by: Andy Miller, PGA Director of Instruction

"LedgeRock is capitalizing on the popularity of PGA Junior League Golf and Drive, Chip & Putt by creating a fall junior series that combines the best of both. In the spirit of fall we used college football as the theme. Here is how it worked: 4 teams, 6 kids on a team. Each team name was a different college/university. Weekly matches (7-weeks total) consisted of team skills competition that we held on the driving range. We created a points system to mimic the scoring in football and had a big BCS trophy made that will go to the winning team at the end of the series.

It was a huge success!"



KNOW YOUR CUSTOMERS...

Know the people that spend the most money at your club, they are your most valuable customers

Show your appreciation by writing them a personal thank you note or giving them a gift card to the pro shop or dining room

Based on their annual spending, consider the long-term value of a customer over a 3, 5, & 10 year span



For more information on how you can improve programming at your facility contact Leila Mackie at the Section Office.