



PGA
2010 FALL EXPO

AUGUST 16 - 18, 2010 | THE VENETIAN | LAS VEGAS, NEVADA

PLAY GOLF AMERICA: USING GET READY GOLF TO ATTRACT STUDENTS AND GENERATE NEW GOLFERS

Topic Description

Category: Player Development
Career Path: Golf Operations

Subject: PLAY GOLF AMERICA: USING GET READY GOLF

Presenter: Ron Stepanek, PGA representing PGA of America as director of player development.
Del Ratcliffe, PGA representing Sunset Hills Golf Course as director of golf and Co-Chair of the Play Golf America Committee

- **Why You Are Taking This Course:**

Launched in January of 2009, Get Golf Ready has created an incredible buzz throughout the industry. This is the first Play Golf America program offering a complete and comprehensive introduction to the game package, which also provides revenue opportunities at every level. This combines historical best practices with input from consumers resulting in an innovative, dynamic player development program that can be implemented by PGA Professionals at any facility.

- **In attending this program, you will benefit from learning to:**

1. Describe the history and evolution of Play Golf America
2. Describe the program elements and criteria
3. Illustrate how to register for Get Golf Ready and utilize the supporting resources
4. Share success stories on generating students, marketing
5. Share success stories on group lesson implementation and keys to success
6. Share success stories on using follow up playing opportunities for retention

- **To transfer this newfound knowledge into bottom-line results, you the PGA Professional should plan to:**

1. Plan to utilize Get Golf Ready as a primary program to attract beginners, and generate new golfers
2. Project utilization of staff and best customers to deliver the program as outlined
3. Project a season long series of Get Golf Ready activities, designed to keep students coming back for on-going golf experiences
4. Develop marketing and cross promotional plans, project reaching out to community organizations and corporations

- **Plan tomorrow to implement your action plans:**

1. Register for Get Golf Ready, utilize the resources and maintain an up-to-date schedule
2. Project a season long series of Get Golf Ready activities, designed to keep students coming back for on-going golf experiences
3. Develop marketing and cross promotional plans, project reaching out to community organizations and corporations
4. Commit to using Get Golf Ready as your primary player development program.

Who Should Attend

- PGA Members employed or interested in furthering their career in Golf Operations, Instruction, PGA Apprentices, University Students, and International PGA Members

Schedule

August 17, 2010 * PGA Fall Expo * Venetian Resort & Convention Center* Room # * 9:30A - 10:30A