

Get Golf Ready in 5 Days is a player development program conducted through the World Golf Foundation and is designed to introduce golf to people in a fast, fun, and affordable way. The program is supported and endorsed by all the golf industry associations in the United States—CMAA, GCSAA, LPGA, and NGCOA US— and is the PGA of America's 2009 feature program.

Get Golf Ready has been financially supported by the associations listed above as well as by many other industry leaders nationwide, including vendors, manufacturers, and golf course management companies.

course to play. This player development program requires all facilities to agree to certain criteria in order to become a certified *Get Golf Ready* host facility. This was done to create a consistent learning experience for all participants and to ensure execution of all key points of the curriculum. The objective of *Get Golf Ready* is to create lifelong golfers.

ACHIEVING OBJECTIVES

The *Get Golf Ready* goal for 2009 was to certify 700 golf facilities throughout the United States. We currently have over 1,100 certified facilities in the first year, exceeding the goal by nearly 40%. Positive results are being reported from participating facilities throughout the country. One facility, East Potomac Golf Course in Washington, D.C., has had over 500 students participate to date.

"The NGCOA Canada national Board of Directors is considering introducing the program into the Canadian marketplace," says NGCOA Canada CEO, Jeff Calderwood. "I've watched them develop *Get Golf Ready* and I think it will serve the golf industry well. It fills the need to attract adults into the game, and does so in a simple program and one that is branded nationally for the most effective marketing power possible."

Several facilities are reporting back that they are seeing many of their *Get Golf Ready* students on the driving range and playing golf. With player retention as one of the main objectives of the program, that's good news.

South of the Border

Get Golf Ready in 5 Days: A Proven Idea

Looking for a new idea for your facility? Check out the success of *Get Golf Ready in 5 days* at these facilities:

East Potomac Golf Course

- \$99 for *Get Golf Ready* – six group lesson session;
- 100 percent of graduates have come back to play;
- Package includes \$20 range pass for golf balls, complimentary round on a par-3 course and complimentary additional hour on the range (\$12 value);
- Promotes program on Craig's List, Play Golf America.com, course website and weekly e-blasts to all consumers from the previous four years.

Los Lagos Golf Course

- \$99 for *Get Golf Ready* – five group lesson session;
- 75 percent of graduates have come back to play;



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- Hosts program in three levels: First level is *Get Golf Ready* - five sessions followed by Graduate outings and on course experience, monitored by experienced golfers/teachers; second level is four sessions for 2 hours each and more time spent on the course; third level is four sessions on the course working on trouble shots.

Stone Creek Golf Club

- \$99 for *Get Golf Ready* – five group lesson session;
- 75 percent of graduates have come back to play;
- Displays information in clubhouse and surrounding areas as well as Play Golf America website;
- Offers golf for \$5 on Mondays after 6 pm (depending on daylight and schedule at course.)

The Golf Club at Twin Creeks

- \$99 for *Get Golf Ready* – five group lesson session;
- 90 percent of graduates have come back to play;
- Promotes program on course signage, point of purchase materials, course e-mail database, corporate contacts and word of mouth from prior students.

Z-Boaz Golf Course

- \$99 for *Get Golf Ready* – five group lesson session;
- 100 percent of graduates have come back to play;
- Gives a "gift" during each of the five sessions including rule book, golf balls, etc., plus last session students received passes for four free greens fees.

MOVING FORWARD

In year one, most of the promotion of *Get Golf Ready* has been done by facilities at the local level. In the second year, when the number of certified facilities will reach approximately 2,000, there will be a national marketing campaign. The marketing and promotional tools that have been available so far are materials such as sample print ads, press releases, and e-mail blasts, as well as posters and brochures. Certified facilities have used these tools along with their local media contacts to generate interest and participation.

Overall, the American golf industry is very pleased with the first year success of *Get Golf Ready in 5 Days*. The number of certified host facilities shows the overwhelming enthusiasm and support for the program. The financial support from within the industry shows the commitment to player development and to growing the game. A terrific seed has been planted to introduce people to a great game in a comfortable manner. With continuing industry efforts and facility enthusiasm, we will watch the seed grow.

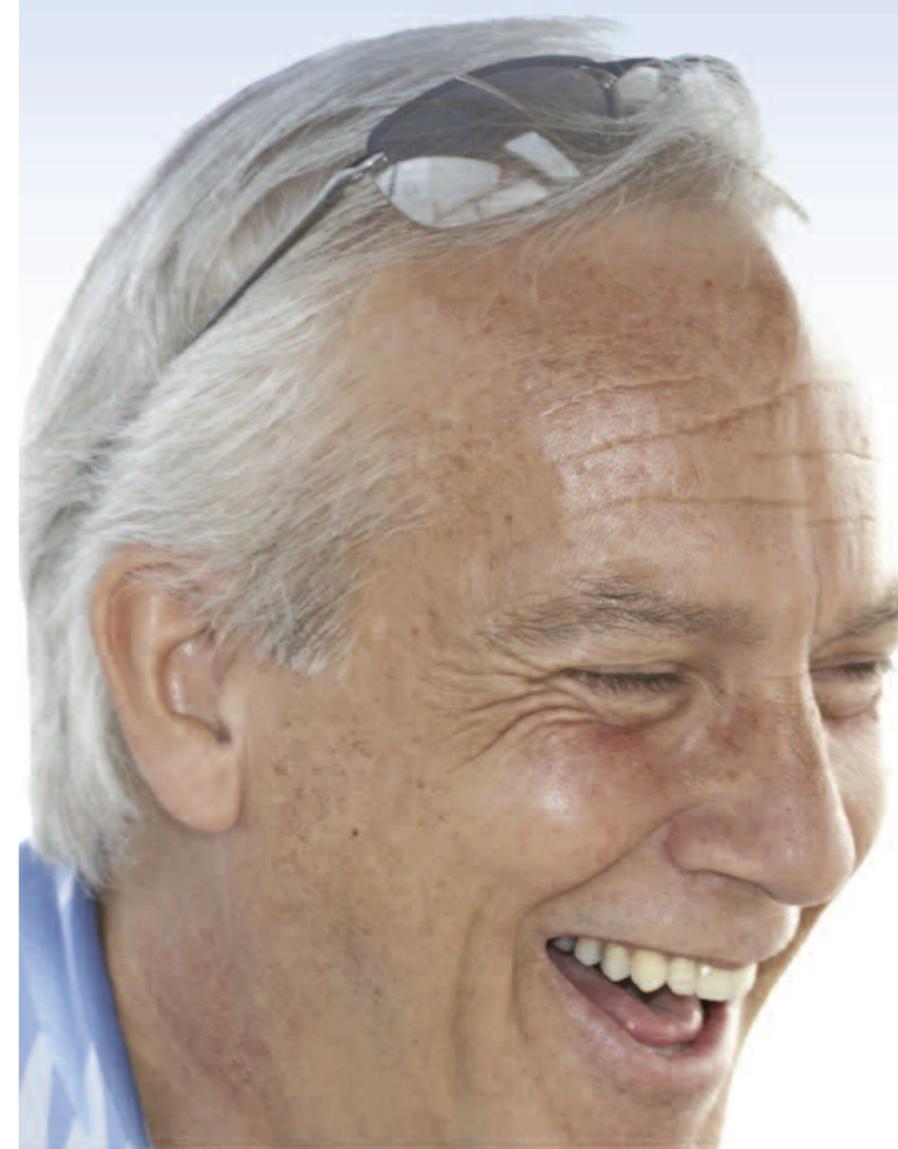


CATHY HARBIN

Cathy Harbin has been a Class A Member of the PGA of America since 1992 and is currently the Director of Golf 20/20 which has the mission to enhance awareness and participation in the game of golf. *Get Golf Ready in 5 Days* is their main initiative for 2009. Contact Cathy at CHarbin@world-golffoundation.org.



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