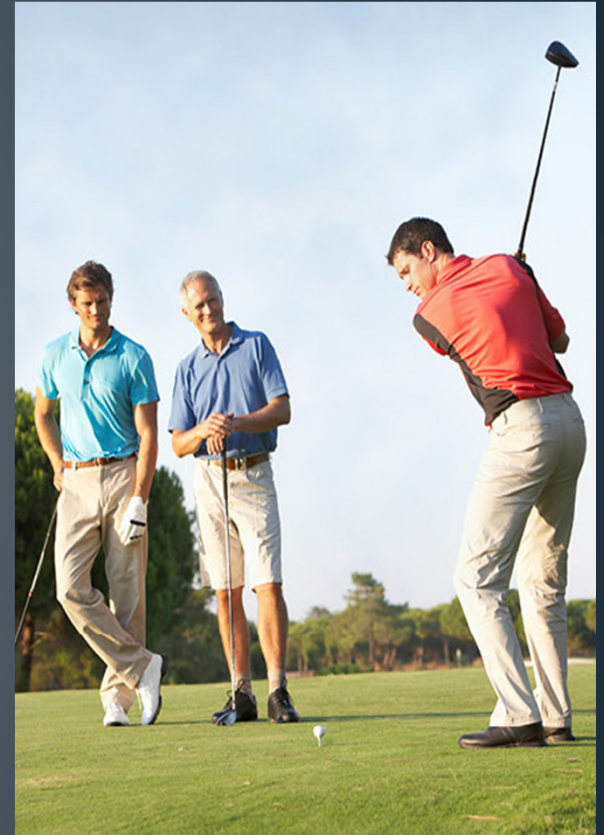


Golf 2.0



“Friends, Family, Fun!”

Golf 2.0 Background

- Golf industry and player participation trends required an action plan
- The Boston Consulting Group conducted a comprehensive consumer study
- Retail plan was hatched to grow the game and business of golf
- The industry is being engaged to execute

What is Golf 2.0?

“It’s Personal”

It's Personal

- Golf 2.0 is about YOU, the PGA Professional, and your...
 - Job
 - Facility
 - Staff
 - Customers
 - Future

It's Personal

- ◎ Golf 2.0 is about PGA Professionals being uniquely qualified to make golf experiences memorable, valuable and fun.
- ◎ Golf 2.0 is about PGA Professionals being the center of your golf community.
- ◎ Golf 2.0 is about PGA Professionals Protecting the Core, Engaging the Lapsed, Driving New Players and generating revenue.
- ◎ Golf 2.0 is about building a vibrant, supportive on-ramp for the next generation of golfers.

It's Personal

- ◎ Important Golf 2.0 questions:
 - Do you know how many unique customers visit your facility?
 - Do you know the economic value of your top customers as well as your average customer?
 - Do you collect data from and ask your customers for their opinions?
 - Do your staff members fully understand and know how to promote your core programs and services?

It's Personal

◎ Additional Golf 2.0 questions to consider:

- Have you asked your customers (or do you know) how many times they played golf last year?
- Have you asked your customers what you can do to help them to play more golf next year?
- Do you have signs or materials at your facility that inspire your customers to want to improve and play more golf?
- Do you personally invite your customers to play more golf?

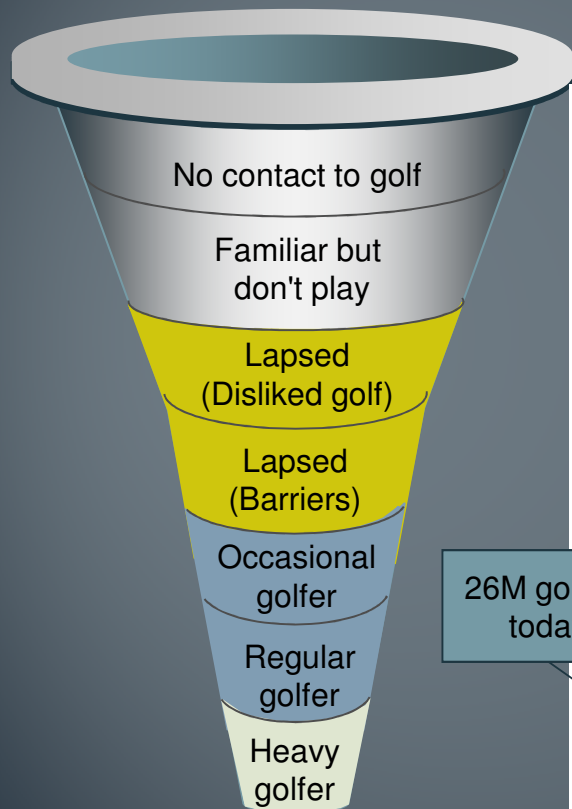
What is Golf 2.0?

“An Evolution”

An Evolution

- ◎ Golf 2.0 is an evolution (not a revolution) of best practices and player development that began in 1916.
- ◎ Golf 2.0 showcases present day consumer behavior and preferences that must be addressed for growth to occur.
- ◎ PGA Professionals have successfully adapted throughout history to meet the needs of golf's evolving consumers and generate revenue for owners.
- ◎ PGA Professionals should be known as the Director of Player Development at their facility.

An opportunity for growth



	US Population	X	% Interested in golfing (or more if golfing)	=	Number interested in golfing (more)
No contact to golf	59 M		14%		8 M
Familiar but don't play	56 M		21%		12 M
Lapsed (Disliked golf)	20 M		0%		0
Lapsed (Barriers)	90 M		68%		61 M
Occasional golfer	13 M		43%		6 M
Regular golfer	7 M		36%		2 M
Heavy golfer	6 M		17%		1 M
Total Population	253 M¹		36%		90 M

What is The PGA of America doing?

- ◎ Why isn't the strategic plan called "PGA Golf 2.0"
 - Because it's an industry-wide initiative
 - Requiring involvement and financial resources from key stakeholders
 - And they are all on-board and supportive
- ◎ We're developing a player development strategy focused on:
 - Well trained PGA Professional
 - Supportive owner and facility-wide awareness
 - Physical plant for new players – i.e., bunny slopes
 - Marketing strategy to drive business development

Bunny Slopes at PGA Golf Club



6-Hole Pitch & Putt Course at the PGA Golf Club

Sits on 2 acres

Maintenance costs are about \$8,000 per acre

Artificial turf tees

What is The PGA of America doing?

- ◎ Piloting initiatives to test concepts
 - Billy Casper Golf, Century Golf / Disney, Textron Financial, TPC Properties, Troon Golf, Martin County
 - Golf Parks for kid and family friendly experiences
 - Boys and Girls Clubs of America
- ◎ Educating PGA Professionals, employers and the industry with robust content and tactics for business development
- ◎ Identifying and promoting best practices, including 3rd party endorsements, via Golf20.net and industry publications

Golf 2.0 endorsement

“I love the game of golf and believe we have a unique opportunity right now to grow our sport. There are few bigger traditionalists than me, but I realize we need to start thinking out of the box. With so many sports and activities fighting for the time and attention of families, we need to think of ways to make our game more attractive and thus more inviting, especially to children and young adults.”

-- Jack Nicklaus

What is The PGA of America doing?

- Building a team to execute strategic initiatives, including adding expert regional player development managers
 - HQ staffing
 - Darrell Crall, Senior Director of Golf 2.0
 - Building a Golf 2.0 & Player Development department
 - Player Development subject matter experts deployed in key latent demand markets
 - Phase I – New York, Boston, Chicago, Los Angeles
 - Phase II – Washington D.C., Atlanta, Dallas, Phoenix, Portland
 - Strategic initiative team leadership from the entire industry

Why should Golf 2.0 be important to you?

◎ Player development = stronger business

- Showcase expertise of PGA Professionals
- Increased rounds, lessons and revenue at your facility
- Measurable value delivered by PGA Professionals
- Enhanced job security for PGA Professionals

What you can do right now

#1 Showcase your unique skills and services to new members, core customers and key influencers.

Examples include:

- Personally offer free 20 minute swing analysis with video technology, launch monitor, swing aids to your 3 most influential customers.
- Personally offer a free lesson with a practice and improvement plan to your top 3 customers.
- Personally offer a free 9-hole playing lesson to each new member.
- Personally offer to host small group of key influencers for cup of coffee, breakfast or lunch to discuss golf equipment, industry trends and upcoming Ryder Cup Matches.
- Personally communicate with core customers every week with email message and observations about how you improved someone's game.

What you can do right now

#2 Make sure there is facility-wide knowledge and awareness of your golf operation

- Do staff members know about your new golfer programs?
- Do they understand the benefits of your special events and core programs (i.e., tournaments, club fitting, instruction, loyalty benefits)?
- Do they know how to promote these offerings and are they incentivized to do so?

#3 Re-commit to your personal development and education, and share this knowledge with your golf operation staff

- Are you taking full advantage of PGA education and PGALinks.com?
- Have you made plans to attend the PGA Merchandise Show to participate in the Golf 2.0 launch and specific Golf 2.0 education?

What you can do right now

#4 Develop a consumer marketing strategy and become engaged in promoting golf within your community

- Have you considered meeting with local business owners or HR departments to introduce your facility and its programs?
- Have you offered to speak at civic organizations to promote the game's virtues (i.e., jobs, philanthropy, health, environment)?
- Have you connected with local schools and recreation centers to offer golf instruction or clinics?

#5 Conduct a customer service review to ensure that your staff is delivering the high level service you expect

- Have you conducted a "secret shopper" exercise to gain feedback on your facility's service?
- Have you surveyed your customers to ask about service levels?

What you can do right now

#6 Schedule a meeting with your employer/general manager to discuss business planning and strategies about how to grow the game at your facility

- How often do you provide updates on program success and the economic value to the facility?
- When was the last time you shared stories of player improvement and satisfaction with your employer/general manager?
- Are there staff incentives tied directly to player development?

What you can do right now

Protect the Core:

- ◎ TEE IT FORWARD: Promote appropriate tee selection to enhance fun and speed of play
 - 70% said playing golf was more fun
 - 47% said it was faster
 - 52% are likely to play more often because of TIF

- ◎ PGA Fitness Trail: Promote series of on-course activities:
 - Showcase health and wellness benefits to playing golf
 - Enhance performance and enjoyment

What you can do right now

Engage the Lapsed:

- ◎ **Get Golf Ready:** Flexible to integrate into current Player Development initiatives with proven results
 - 84% Retention Rate
 - Retained students report spending \$900 annually on golf

Students	Projected Total Impact
32 (2010 Average)	\$23,000
50	\$39,000
100	\$77,000
250	\$190,000

What you can do right now

Drive New Golfers:

- ◎ PGA Sports Academy: Use resources to enhance your programs and efforts to scale up participation
 - 6 camps with 12 juniors at \$105 = \$7,560 (2010 Averages)
 - Those with leagues averaged 56 juniors for 9 weeks at \$21 = \$10,575
- ◎ PGA Family Course: Create bunny slope experience within any regulation course
 - Averaged 587 Rounds at \$14 = \$8,200 in revenue

What is success?

- Success is personal and measured one PGA Professional and one facility at a time.
- Success is knowing your current customers, growing their satisfaction and creating an enhanced relationship.
- Success is building an operation that is more welcoming to new golfers, especially women, families and children.
- Success is you and golf being well known within your community.
- Success is keeping your job.

Coming soon from The PGA of America

- ◎ The PGA of America will deliver a PGA Member business plan for player development at PGA Merchandise Show:
 - Understanding Golf 2.0 strategies
 - Training to successfully leverage each initiative for personal success
 - Showcasing value of certification in player development
 - Sharing best practices and case studies on economic impact

- ◎ Regional Player Development Managers

- ◎ PSA campaign for spring '12:
 - Golf is affordable, accessible and ageless
 - Golf is about friends, family and fun
 - Golf is healthy, green and charitable

www.golf20.net