

What Is Happening Inside The PGA? Golf 2.0 Continues

By Jeremiah Hoffmann, PGA Golf Professional, Rolling Meadows Golf Course

The PGA's Golf 2.0 is a comprehensive plan to grow the game. The ultimate goal is to drive the number of golfers to 40 million by 2020. Golf 2.0 has many different avenues to try and drive the different segments of the population into the game. The focus right now is "Connecting with Her." Is your facility women friendly? Do you have many women golfers? Can you do anything to help get more women to play your course?

These are all questions that PGA professionals are asking themselves and in many ways so are Superintendents. By in large, women are a huge market

GET GOLF READY

that golf, in general, has done a poor job marketing to. Spend a few minutes talking with your golf pro about course set up for women, signage at your facility (Pretend you know nothing about the game when evaluating) and even on course restrooms (location, cleanliness and numbers). Your PGA Professional

can access the "Connecting with Her" playbook on his PGA Links account for more information.

Here are a few other programs under the Golf 2.0 Umbrella:


Get Golf Ready (www.getgolfready.com): 5 lessons that will take you from no golf experience to ready to play. The series of lessons are in a group

format and include on course instruction. Suggested price \$99.

Tee it Forward (www.playgolfa-merica.com): Playing golf from a tee box suitable to the distance a player can drive the golf ball. In most cases it means moving up a set or two of tee blocks. A shorter golf course means more fun! Some stats from 2012 on the campaign:

- 56% played faster
- 56% are likely to play golf more often
- 83% hit more lofted clubs into greens
- 85% had more fun
- 93% will TEE IT FORWARD again

PGA Junior Golf League (www.pgajrgolfleague.com): This is a chance for your course to put together a team of 8-13 year olds and play matches against other courses in your area. Matches are only 9 holes and juniors play a two person scramble. The teams will get jerseys with a number on them. The idea is to create the Little League Effect in golf.

Some of these programs may or may not work at your facility, but hopefully they will get the ball rolling to create a opportunity for new and different customers at your course. Hopefully by the time you read this we are finally into Spring! Have a great golf season! 



HARTMAN
Golf & Sports Turf
Renovation & Restoration

8099 Bavaria Rd.
Victoria, MN 55386
P - 952.443.2990
www.hartmancompanies.com