



2014 KPGA PLAYER DEVELOPMENT AWARD (Formerly President's Plaque) NOMINATION

Name of Nominee: Ralph Landrum
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1. Please briefly describe your involvement and significant leadership contributions through mentoring and sharing with other PGA Professionals about Play Golf America and growing the game of golf.

Section:

- I have been the Chairman of the Growth of the Game Committee since 2008. I have tried to lead by example and use my position on the Board of Directors and my business reputation to inspire the KY Section Members to become more involved in helping to grow the game of golf.
- As the Growth of the Game Committee Chairperson it is my privilege to make a short presentation at our Spring and Fall Member Conferences. At each presentation, I use the statistics I gather from the PGA about the immediate and long term value of growing the game of golf to the KY Section Members with hopes that they will become more involved. I also take the time to indicate how easy it is to register for events, how little time and resources it takes to start a program, and how profitable it can be to hold the growth of the game events.
- Each year I typically make numerous phone calls to members asking them to become involved in growing the game of golf as well as being available to answer any questions they may have.
- I work with the Committee and Section staff to send out e-mails to remind the membership about registering for the upcoming Growth of the Game initiatives the National Office is promoting.
- I am very diligent about turning in my rounds played and revenue in the PGA Performance Trak, entering all of our growth of the game students in Active.com as well as any other reporting the PGA may ask for.
- In 2012 our Section decided to promote the PGA National Golf Day by holding a 100-hole golf marathon at facilities across the Section. In both 2012 and 2013 my staff and I participated in the marathon to help us raise the matching funds needed to be awarded a grant for our Disabled Veterans and LPGA-USGA Girls Programs.

- In 2013 the Kentucky Section made a commitment to support the PGA Junior League. I spoke about the league at our Spring Membership meeting, I spoke with several golf professionals about the program, and helped with the organization and promotion on a Section level, and fielded five teams at World of Golf (the Section had a total of 29 teams).

National:

- I am fortunate to currently be a member of the National Growth of the Game Committee.
- I spoke at a PGA Members education seminar at the 2013 PGA Merchandise Show concerning the success my facility has had using Active.com.
- In the past few years several articles about the success World of Golf have had growing the game of golf have been published in the PGA Magazine and at PGA.com.

2. Please describe each of the programs you have conducted to grow the game of golf at your facility, in your community, in your Section and Nationally.

Get Golf Ready: Get Golf Ready has proven to be a profitable program for my facility. The World of Golf has an indoor driving range, an indoor putting green, launch monitor, Sam Putt Lab as well as a golf simulator. Due to the indoor facilities we are now able to host Get Golf Ready programs year round. I am proud to say that we had a total of 30 Get Golf Ready or Get Golf Ready II programs on the schedule for 2013. Year-to-date we have had over 135 different golfers register for the program. World of Golf now offers Get Golf Ready II each month for those who feel as though they are ready for a little more than the introductory curriculum of Get Golf Ready.

Welcome to Golf: This past year we began a new Welcome to Golf program by offering two ninety minute lessons for those who may not be sure they want to get involved with the game. The lessons are designed to be an introductory to golf as well as a tour of the facility. The new students are made to feel welcome and are walked around the facility in an effort to make them feel more at ease when they visit. The goal of this program is to show the guests we can help them get started in a game where they will have fun, get a little bit of exercise and enjoy the outdoors. The only swinging or playing of golf they do is during the last forty-five minutes of the second lesson when they do some putting and chipping. Cost is just \$30, with a limit of 4 students per class. We have been fortunate to have approximately 90% of the students register for Get Golf Ready after going through this class.

American Express/Bring a Friend: I have participated in this program each year and do have a few people who have taken advantage of the program.

Patriot Golf: My facilities have participated in Patriot Golf Weekend each year. I have been awarded grants and raised the matching funds needed to teach golf to disabled veterans in the fall of 2012 & 2013. On Memorial Day Weekend I offer free green and a free private golf lesson to any Veteran.

Women's Golf: Each year I host a women's golf month with several different activities:

- I have a free hour long golf clinic for the ladies.
- During the month of June, I offer the Bring Your Daughter to the Course program which produces approximately 30 rounds of golf for the World of Golf.
- I have worked with the Greater Cincinnati EWGA the past several years by hosting a series of golf clinics for them.
- In 2011, and every year since, I host a ladies "Wine and Cheese" evening. I invite the ladies who participate in our programs to say thanks and provide information about our upcoming programs. The EWGA was represented at the wine and cheese to speak to the ladies about their offerings and pass out their information.
- This past summer our Rally for the Cure golf outing at World of Golf was very much a

success and we have plans to do so again in 2014. Most of the participants are ladies from either our Get Golf Ready programs or our Ladies Instructional League.

Ladies Instructional League:

I began our ladies instructional league approximately 11 years ago. The goal of the program is to create golfers in a fun, relaxed learning atmosphere. The program is now a six week program in which the ladies receive a half an hour group lesson then play nine holes of golf. Eight ladies are scheduled every 15 minutes beginning at 5:00 p.m. and ending at 6:30 p.m. I schedule eight ladies every fifteen minutes so that the foursomes can tee off in just about the allotted time without much of a wait on the first tee after their thirty minute group golf lesson. Cost is \$99 and includes the instruction and four nine hole rounds of golf. I have a starter on the first tee whose job it is to make the ladies feel comfortable by creating a fun atmosphere. The starter provides information such as where to park the cart, what the information on a scorecard is about, where to stand and basic golf etiquette. The ranger on the golf course is trained to provide similar information as well as things like how to get around the course in a quicker manner, how to rake a bunker, etc. I host four ladies instructional league sessions each summer.

I also host a four week warm-up session for eight ladies. This program includes an hour golf lesson only due to the time of the year it is held.

Late in the summer and all winter long I will host a level two ladies instructional league to encourage the ladies who have previously participated to continue learning and playing.

Each session of the Ladies Instructional League we have a “bring a friend night”. The visit is at no charge to the friend (there is a cart fee if they ride). This has proven to be a nice marketing tool.

Monthly Golf Schools: To help the engaged golfer with their game each month I hold different golf schools. Once per month on a Saturday morning I host a short game, driving or a bunker clinic. I only charge \$30 for the clinics with hopes of creating better relationships with more of the core golfers. These three monthly golf schools sell out each month and have done so for the past four years. I use our Sam Putt Lab, a FlightScope launch monitor and our V1 video equipment. The equipment just adds credibility to what I teach. I do get return lesson business from the various schools.

Free Fitting and Trade-Up Month: I have participated in this program each and every year. Due to the success of the program I now offer a free fitting day for drivers and one for putters twice per month. We use our Sam Putt Lab, FlightScope Launch Monitor and a Mitchell putter lie and loft machine.

Ladies Golf Mixers: One Saturday morning per month, April-September, I host a nine hole ladies outing. Most of the ladies are from our Ladies Instructional League or the Get Golf Ready programs. The ladies play as two person teams in either a scramble, alternate shot or best ball format. There will be an average of thirty two ladies per event. I only charge for the green fees and cart fees. I do provide coffee and donuts before the golf or a small appetizer after golf.

Parent Child Golf Outings: One Saturday each month from May-September I host a parent child golf outing. I use different formats and provide lunch and prizes. I promote this to our current email list and will average approximately 44 golfers each outing.

Weekly Perfect Practice

One night per week during the season we have an hour of perfect practice. Anyone who has privilege card is welcome to visit World of Golf, purchase a bucket of balls, then for no additional fee I have one of my assistants provide tips based of the curriculum of our various courses.

Junior Golf Programs held at World of Golf: Our junior golf program has become a year round valuable revenue producer. Each year we will host approximately 500 different kids in our various junior programs. This past winter we began to incorporate ideas learned from the PGA Sports Academy documents. I offer various types of junior programs.

- In the off season (October-April) I will host after school instructional programs in our indoor range. Most are two hour classes with four visits per session which I limit to 8-10 young golfers per program with a cost of \$60 per child.
- I host several different six visit junior leagues each summer. Some are two weeks in length with three visits per week. I also have six week camps with one visit per week. Cost is \$150 per child. I will provide five 10 minute instruction stations after which the kids play nine holes. The first of the stations is based upon the PGA Sports Academy fitness manual. The second station uses PGA Sports Academy's three workbooks. I do have a college or high school golfer walk with each group to provide etiquette and safety advice. Often I will have a college golfer on the course to provide instruction on a particular idea such as bunker play, chipping, lag putting, etc.
- My favorite junior program each year is the Pee Wee program. The program is for three to six years old boys and girls. The program consists of an hour and a half class each week for six weeks. Cost is \$80 per child with a limit of 32 kids per class. I will have three stations at which the kids spend thirty minutes at each station. About the third week the kids who are more advanced will end up on the golf course to play a couple of holes in a scramble format. All the kids will end up on the course before the program is completed. I have three sessions each summer. I place a high school or college golfer with four of the pee wee golfers to be with them the entire time. I also will run five Pee Wee winter and spring after school programs for an hour per week for four weeks with a fee of \$50 per child.
- PGA Junior League was new to the Kentucky Section and World of Golf in 2013. I had five teams and a total of 60 kids participating. I provided six practices and six matches to each of the teams.
- The High School Prep program is designed for the parents who wanted a little more instruction for their kids than what is offered in our junior leagues. The High School Prep is for those who may be interested in playing a little more than just casual golf. I provide forty-five minutes of instruction and then the kids play golf without a walker. I have two of my assistants go along with the group while they play moving back and forth between groups. I have two college golfers also move around with the groups.
- The Junior Elite program is for the young golfers who wish to play competitively. I provide a one hour private lesson once per month and then have one of my assistants provides a one hour follow up session also each month.
- I invite to World of Golf an expert in how to prepare for the college golf recruiting process to speak to the parents and players who may be interested in this process
- World of Golf annually hosts the Tri-State Pee Wee tourney for kids ages 5-12.
- Each fall World of Golf hosts the Tri-State Middle School golf tourney. This past fall I had approximately 60 grade and middle school kids participate.
- I began Project Golf in 2013. It was a high school team camp. One of the teams qualified for the state tournament for the first time in over 20 years.
- May-September World of Golf will host a junior golf tourney. The goal of the tournaments is to provide an opportunity for the kids to enjoy additional competition in hope they will enjoy the game more.
- This past year I began a Junior Supervised Practice program. The kids pay a small fee to have me run them through an hour of different drills.

- World of Golf now offers during the winter a Junior Players as well as a Junior Futures Programs. The young golfers come once per week for four weeks for various training.
- The World of Golf LPGA-USGA Girls Golf grew quite a bit in 2013 which was just our second year of this program. The past two winters I applied for and received a grant to host a young ladies golf camp. The seventy young girls came for ten visits over five weeks and were provided two small parties, golf instruction and played golf four times. The economic and social background of the girls was quite varied. The last night their parents joined them on the golf course. I had Janet Carl, the Women's Golf Coach at the University of Cincinnati speak to the young ladies at one session. Coach Carl caught the attention of the girls. The program only cost \$35 per young lady due to the additional funding from the grant. Without the grant I am sure many of the young ladies would not have been able to afford the normal cost of such a program.
- World of Golf will host as many as 20 of the local high school golf teams for practice at World of Golf. Several of the middle schools will not only practice at World of Golf but will host their matches at our eighteen hole executive course.
- World of Golf is the home practice facility for Northern Kentucky University and Thomas More College Golf teams.

Community Outreach Programs

- I was invited to the Cincinnati Reds Staff Health Fair to promote the instructional programs World of Golf has to offer. I provided lessons using the Sam Putt Lab and also provided information about the health benefits of golf.
- World of Golf is a member of the Greater Cincinnati Hispanic Chamber of Commerce. Due to our membership we were asked to set up the KY PGA's inflatable driving net at the Cincinnati Cinco De Mayo Festival on Fountain Square in Downtown Cincinnati.
- I gave two series of five lessons at the Covington Boys and Girls Club. The program was part of the National PGA's Growth of the Game initiatives. The kids have been invited to visit World of Golf in the winter for a follow up.
- World of Golf visits the Boone County Y.M.C.A. to provide golf lessons in their activity room. This past year it was just for kids but this coming year the program will also include adults.
- World of Golf visited eight different schools during 2013. We provide instruction during the schools gym classes and also in their after school programs. We estimate we saw approximately 2,000 different kids during all of our visits.
- Each year World of Golf is invited to the City of Florence Staff Health Fair. We provide short putting lessons using the Sam Putt Lab and also pass out information about the health benefits of golf.
- The Florence Freedom invited us to work with the kids who attended the activities they had scheduled both before and during one of their minor league baseball games.
- World of Golf set up the KY PGA's inflatable driving net at the Boone County Activity Fair. The Boone County Board of Education hosted the program to provide information to the community about different healthy activities available during the summer in the area.
- World of Golf set up the KY PGA's inflatable driving net at the Queen City Sausage Festival. The festival is held on Newport's River Boat Row overlooking Cincinnati and is one of several popular summer time festivals held on the banks of the Ohio River. We provided short golf lessons to the patrons of the event.
- Caywood Back to School Bash is an event held at one of the larger elementary schools in the Kenton County School system. World of Golf set up the KY PGA's inflatable net and gave short golf lessons to the kids and their parents.

- Boone County Library How to Event is sponsored by the Boone County Board of Educations Adult Learning program. World of Golf set up the KY PGA's inflatable net and gave short golf lessons to those in attendance.

Private Golf Instruction

In 2013, I will give very close to 1,000 private golf lessons in 2013. While some may think that providing private golf lessons is not growing the game of golf, the fact is we need the engaged golfer to continue or increase the amount of golf they are playing. The core golfer is valuable and supports golf financially like no other segment of golfers. If I can help the core golfer to play better they will enjoy the game more and hopefully increase the amount of rounds. In an effort to improve my teaching skills I became a PGA Certified in the area of instruction and then became a PGA Master Professional.

3. Please indicate the number of consumers and/or members of your facility who have attended your various Growth of the Game programs.

Growth of the Game Program	Number of Participants	Date of Event
Get Golf Ready	250 Year-to-Date	Each month
Welcome to Golf	40	Most months
Patriot Golf	12	October
Women's Golf	100	Various months
Ladies Instructional Leagues	175 Year-to-Date	Each month
Monthly Golf Schools	88	Most months
Free Fittings	44	Most months
Ladies Golf Mixers	180	April-September
Parent Child Outings	220	May-Sept
Jr. Programs at World of Golf	500 different kids	Year round
Y.M.C.A.	40	Spring and Fall Sessions
In School Visits	2,000	During School Calendar
Boys and Girls Club	16	Spring and Fall Sessions
Cincinnati Cinco De Mayo	150	May 5
Cincinnati Reds Health Fair	75	June 13
Boone County Community Activity Fair	500	April 19
City of Florence Staff Health Fair	110	May 22
Caywood Elementary Back to School Bash	300	Sept 28
Florence Freedom Baseball Team Boy Scouts Night	80	July 15
Queen City Sausage Festival	450	July 10-12
Boone County Lights on After School Event	20	October 17
Boone County Library How To Event	120	September 22

4. Please describe what you have done to measure the impact of your growth of the game programs in the areas of player retention, increased rounds played, increased customer satisfaction, and impact on growing revenues and decreasing expenses.

We provide the participants of most of our programs a privilege card. The privilege card is actually a 16 page booklet similar to a yardage book. The booklet has a brief description of the material we cover in class as well as information such as the "It's ok to" listing put out by Golf 20/20, golf terms, golf etiquette tips and a basic list of some of the rules of golf. This privilege serves a purpose for World of Golf and one for our guests. The guest can use the card to receive a discount whenever they visit World of Golf to use the driving range or golf course. The privilege card also has a short review of what was taught to them in each of the classes. The privilege cards are numbers so we can track how many rounds and bucket of balls were purchased by guests using the privilege card. I also track how many of our guests who were in our various programs participate in our ladies mixers, parent child outings and mixed couple events. I provide all this information to the City of Florence (the owner) each year in my annual report. Our instruction programs will account for approximately 14% of our annual revenues.

5. Please describe your best practice ideas that have been successful in your growth of the game programs.

Our best practices would include:

1. Posting each of our events on our web site & on Active.com.
2. Posting events in the activity calendar of the local newspaper (free service)
3. Providing a program description book at each telephone to help our staff better answer questions from our guests. We give our staff a monthly "quiz" to help better train them.
4. I created a booklet, about the size of a yardage book, which has all the instructional information we cover in all the classes. It also has a separate page for the "It's Okay" (borrowed from the Play Golf America web site), golf terms, golf rules, and etiquette pages. This booklet is used by our students as a "privilege" book which provides a discount on their green fees and or driving range usage. We then track how many times the books are used each year. In 2012 the booklet was used 3,180 times!
5. We use technology to attract the core golfer. We use a Sam Putt Lab, V1 Video and a Flightscope launch monitor in our private lessons. The core or more serious golfer wants the information produced by these tools.
6. Apply for grants! They are available and are helpful in making programs affordable. □ □
7. Keep your superiors informed of your efforts. Each month I send a report to my superiors letting them know what programs we have scheduled. I also inform them of the profit margins and the percent of our total revenue our instructional business produces.
8. Get outside of your facility. Visit schools, work with local events to provide quick golf lessons at their event, contact the local YMCA or Boys and Girls Club to see if you can provide your services to their members, etc.

6. Please briefly describe your level of service to your Section and National.

Section:

- I am currently serving my second year as the Secretary of the KPGA Section.
- I was the District 1 Director on the Board of Directors for the KPGA Section from 2009-2011.
- I have been the KPGA Chairman of the Growth of the Game Committee 2008-Present.
- I am currently on the KGA-PGA Junior Golf Task Force.
- Co-Chairperson of the KPGA Government Relations Committee 2008-2010.
- Co-Chairperson of the Senior & Junior Golf Committee 2011-2012.

National:

- I am fortunate to currently be a member of the National Growth of the Game Committee.
- I spoke at a PGA Members education seminar at the 2013 PGA Merchandise Show

concerning the success World of Golf has had using Active.com.

- I have attended five PGA National Meetings.
- I have attended three PGA Leadership Conferences.
- I have attended two District 10 meetings.
- In the past three years several articles about the success World of Golf has had in growing the game of golf have been published in the PGA Magazine and at PGA.com.

7. Please list any Section or National awards you have received.

PGA OF AMERICA NATIONAL OR SECTION AWARD(S) AND YEAR(S) RECEIVED

Award	Year Received	Section
Junior Golf Leader	1997, 2013	KY
Growth of the Game Award	2000	Southern OH
KY Player of the Year	1986, 1987 & 1988	KY
KY Senior Player of the Year	2009	KY
Presidents Award	2008, 2009, 2010, 2011, 2012 & 2013	KY
KPGA Golf Professional of the Year	2010	KY
PGA Quarter Century Award	2010	KY