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March 13, 2015

Dear ,

As the new Director, Marketing-Events at Golf House Kentucky, it is my goal to provide our golf facilities with as many tools as possible to increase rounds and revenue. One of the best ways to produce loyal customers at your facility is to grow your handicap subscriptions.

How does increasing your handicap subscriptions benefit you and your facility?

- **It builds loyal customers.** Research shows when a golfer purchases a handicap subscription at your facility that golfer will then view your course as his/her "home" course and will play more frequently.
- **It generates lesson income.** Educate your golfer to use the e-golfer stat tracker and tailor lesson programs toward their statistical weaknesses. Use the Handicap Index as a goal setting guideline for the student and monitor their progress.
- **It is a revenue producer.** Your cost for a handicap subscription is \$20. If you charge \$40 and have 150 subscribers, you can produce \$3,000 in instant bottom line revenue for your facility. Revenue with no inventory is a great benefit.
- **It is a player development tool.** You can access your players' information. Is their play frequency less or more than last year? Has their Handicap Index improved or not? Communicate with the golfer based on the results and discover why his/her numbers might be up or down.
- **It is a player recognition program.** It serves as a way for you to reward your most loyal customers. Offer year-end prizes for Most Rounds and Most Improved. Create a fun atmosphere that encourages your golfers to compete for prizes based off their handicap performance and number of rounds.

I would like to help you in this endeavor to grow your handicap subscriptions. Next week you will receive an e-mail detailing different ideas to market handicaps to your customers. I encourage you to implement at least one of the ideas at your facility. There will be an added incentive; ***the golf facility that grows their handicap quota the most this year will receive a free trip for a key staff member and three of his/her customers to the French Lick Resort.*** A foursome will enjoy a two-day, one-night trip with tee times at both the Ross and the Dye golf courses and an overnight stay at the French Lick Resort. This would be a great way to celebrate a successful year of growing handicaps!

Thank you for your time and commitment.

Sincerely,

Kim Shafer, PGA, LPGA
Director, Events-Marketing
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