



PGA™



CONNECTING
WITH HER



► PERRY ELLIS
INTERNATIONAL, CALLAWAY
APPAREL LICENSEE, DEVELOPS
BIG 3 PLAN TO GROW YOUR
LADIES BUSINESS1

► CONNECTING WITH HER:
WESTON HILLS CC PGA
PROFESSIONAL AND DIRECTOR
OF GOLF GETS OUT OF HIS
COMFORT ZONE AND LIVES TO
SHARE HIS STORY.....2

► EASY GUIDE TO WHAT
WOMEN REALLY WANT. IT'S
EASIER THAN YOU THINK.....2

The BIG 3

Connect! Create! Community!

**CREATING AND FOSTERING A WOMEN FRIENDLY ENVIRONMENT WITHOUT
BREAKING THE BANK AND HAVING A FEW LAUGHS ALONG THE WAY.**

Get out of your comfort zone

BIG 3: Game Plan to Success

Determined to define a fresh, fun and easy approach to the ongoing challenges that PGA golf professionals experience with their ladies business, PGA of America teamed up with Perry Ellis International (PEI), leader in the golf apparel industry, to draw a tactical plan of attack, that would address this subject in a non conventional way. Propelled by a vision to structure a mechanism that was inexpensive, not too wordy (who has time to read a dissertation) and a framework of no more than 3 months to measure success, this dynamic team set the course.

Wanting to capture the entire experiment on film, PEI embarked on a project which they coined THE BIG 3. Driven by an unabashed focus to address issues honestly, expose PGA professional's authentic apprehension and fear of failure with the ladies and devise a creative, fun and easy plan of attack, they defined their mission.

With unproven plan in hand, and no more than 3 pieces of paper, they recruited Ernie Ruiz, PGA Professional and Director of Golf at Weston Hills Country Club (WHCC), to test the BIG 3 plan at his club with members of his ladies 18-hole and 9-hole groups.

The results were very positive and real. In Ernie's words, "Got a little uncomfortable at first, but was willing to try something new." He reports improved sales in apparel and lessons and a more open connection with his members.

- See WHCC documentary
- Learn more about 3 month game plan to "Connect with Her"
- Request hands on Workshop for your PGA Section.



Money-Making FACTS:

- 38 million women are interested in playing golf or golfing more.
- Women can help grow a flat industry.
- Women are the key to the next generation.
- Women are a multiplier of goods and services..



Women can be hard to figure out!

25 years of research and countless focus groups all arrive at the same conclusions: (1) women want to connect. (2) they enjoy and appreciate a lovely space. And, (3) women like to feel like they are part of their club's golf community. The BIG 3 focuses on: **Connecting** with female members and developing meaningful and consistent interactions with your members.

Creating a special space. This includes embarking on an honest evaluation of your product displays, locker room appearance & amenities, and the existence of a dressing room in the pro shop. **Community** involvement and fostering a sense of belonging. Your job is to give her a reason to come to the shop, to encourage participation and create a welcome and inviting place for novice, intermediate and competitive female golfers. The BIG 3 game plan provides a list of suggested activities to connect with

members, create a special space and foster a sense of community. You don't have to come up with ideas or assign an assistant to this task. PGA of America and PEI have provided the menu and all you need to do is select the activities from each group. Don't set yourself up for failure; only embark on what is reasonable and realistic.

- **View BIG 3 Plan and menu of suggested activities.**

**WORK
SMARTER!**
Keep It Simple

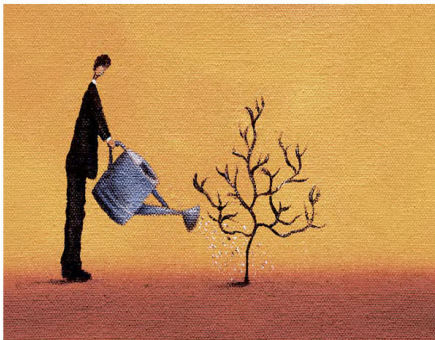


No need to reinvent the wheel...

Focus on what is doable for you and your team...

Commit to a 3 month game plan focused on the BIG 3:

- ✓ Connect!
- ✓ Create!
- ✓ Community!



Growth Areas:

1. Occasional female golfers without children.
2. Regular female golfers, earning more than \$150k annually.
3. Lapsed female golfers without children.
4. Lapsed female golfers with children.

What do women want?

Ernie Ruiz, **PGA Professional and Director of Golf at Weston Hills CC**, quickly learned that his members wanted to be heard, noticed and honestly and intelligently engaged. He discovered with relatively little hardship and lots of pleasant surprises that the more welcome women felt at his golf facility, the more money they spent on apparel and lessons, the more they participated in scheduled events and the more likely they were to assist with helpful suggestions. He unveiled a simple truth: by taking the time to become more familiar with his female members, the better he was able to serve them based on their individual needs.

- **Ask your members to honestly share their opinion:**

View suggested survey



The BIG 3: Connecting with Her Game Plan Checklist

The Team:

Quarterback: _____
Receiver: _____
Receiver: _____
Other: _____
Kick-Off Date: _____

Get Started:

The Problem : identify weaknesses

• **Name top 3 dissappointments:**

- *Poor Revenue?*
- *Poor Participation?*
- *Poor Profits?*

The Goal: what would success look like?

• **List results you want to accomplish:**

- *More apparel and lesson sales...*
- *Happier membership...*
- *Motivated staff....*

The Influencers: key female members

• **Identify the leaders**

- *Who are the individuals everyone listens to?*
- *Who are the most vocal?*
- *Recruit them as your allies.*

Get Organized:

Mail survey with cover letter ____ Tally results ____



Compare survey results with your areas of disappointment ____ Identify similarities ____



Choose 3-5 activities from the suggested menu (feel free to add your own)
to **CONNECT** with members ____



Choose 3-5 activities from the suggested menu (feel free to add your own)
to **CREATE** a special space for the ladies at your facility ____



Choose 3-5 activities from the suggested menu (feel free to add your own)
to foster **COMMUNITY** interactions ____



Schedule 9-15 events on a 3 month calendar ____
NOTE: some activities will need to be scheduled 2 - 3 times a month and
some will only be monthly.



Budget Expense ____ NOTE: Spending alot of money does not guarantee results; frugal
investments can also generate a strong ROI.



Assign Responsibilities ____ Get "buy in" from your team regarding goal, accountability, extra
effort and the need remain consistent with the plan for 3 months ____



Get everyone in the chain of command on board with your project ____ Manage expectations
and be sure to keep notes during 3 month process. This will make your recap easier.

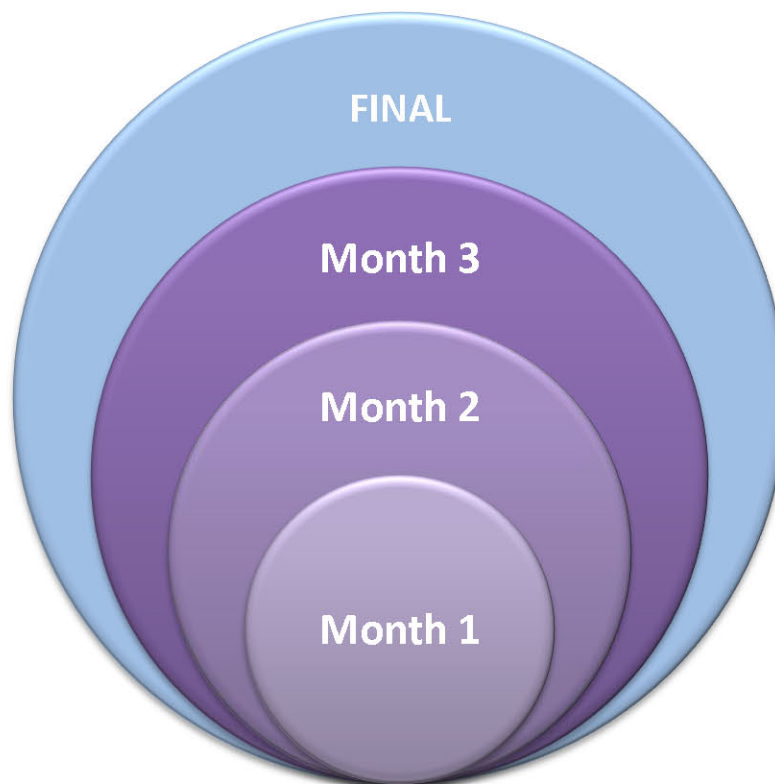
Don't wait until the 3-month project is over to identify wins and misses. Check out interim results on two fronts:

1) The **Big 3** focal points:

- **Connecting** with Her
- **Creating** a Special Space
- Establishing a **Community**

2) How do you rate in reaching your **GOALS?**

- **Birdies?**
- **Par?**
- **Bogies?**
- **Shanks?**



Membership Survey

Our season kicks off in just a few weeks and I am very excited about working with you this year. This season I will focus on two areas. (1) your experience in the Golf Shop and (2) the available programs for women at our club. Below is a simple survey for you to share your thoughts with me on our shop and event/tournament programming. We also want to capture your ideas on how we can improve. Thank you!

Do you purchase apparel for yourself at the Club Pro Shop? Yes ☐ No ☐ Why?

Do you purchase apparel for your spouse or child(ran) at the Club Pro Shop? Yes ☐ No ☐ Why?

Do we make it easy and convenient for you to buy in the shop? Yes ☐ Needs Improvement ☐ Comments:

Is the shop always clean and comfortable? Yes ☐ Needs Improvement ☐ Comments:

Do we carry the right sizes? Yes ☐ Needs Improvement ☐ Comments:

Are the merchandise displays dynamic, fun and exciting? Yes ☐ Needs Improvement ☐ Comments:

Do you like the brands we carry? Yes ☐ Needs Improvement ☐ Comments:

Do the golf programs we offer fit your needs and expectations? Yes ☐ Needs Improvement ☐ Comments:

What three things would you do to improve our pro shop? 1)
2)
3)

What three things would you do to improve our golf programs for women? 1)
2)
3)

Do you feel welcome at our Club Pro Shop? Yes ☐ No ☐ Why?

Is the staff at our Club Pro Shop helpful and friendly? Yes ☐ No ☐ Why?

ADDITIONAL OBSERVATIONS:

Thank you for taking the time to share your thoughts with me !

The BIG 3

CONNECT with Her	CREATE a Special Space	COMMUNITY interaction
Proactively engage influencers & female members. Create meaningful and genuine interactions with members. Ask questions. Get out of your comfort zone.	Women notice their surroundings and are sensitive to run down facilities. Consider face lifts to pro shop floor, product displays, dressing room, and locker room. Inexpensive touch ups go a long way!	Find ways to get her involved. Invite them to participate with their suggestions, involvement and ideas. When their voice is heard they feel a stronger commitment to the club and will become avid supporters.
Schedule lunch with influential members. Keep the group small and be consistent. Plan on 1x month.	Touch up floor displays & rotate product weekly.	Schedule trunk shows & product clinics (shoes, accessories, apparel).
Offer 30 minutes of free golf tips 1x week, include putting, sand shots, improving aim, etc. Use this time to learn about their needs.	Offer ladies value section: Work with sales representatives to find product that will let you offer value and not jeopardize margins. Every woman loves a bargain.	Invite members to unpacking of new apparel or equipment arrivals.
Send survey to all club members (golfers and non-golfers) to assess pro shop's strengths and weaknesses.	Request product signage from manufacturers to visually improve shop décor.	Explore ways to have mothers of children in your youth program to feel more connected: Entice "Golf Mom's" to purchase something for themselves with a special incentive to buy.
Reach out to working women & moms with children in club's golf program.	Invest in inexpensive props for the shop: tables, baskets, chairs, fresh flowers. Garage sales and thrift shops offer great finds.	Expand your community reach beyond golfers: invite golf members & non-golf members to a jewelry & accessory trunk show.
Attend board meetings for the ladies league at your club. Explore how you can lend more support.	Set-up locker room teaser display to showcase new arrivals.	Create a mentor program for new players and provide mentors with a special reward: pro shop discount, free lesson, round of golf (or 9 holes) with you or a member of your staff.
Create incentive programs for repeat golf customers & lesson takers; be sure to include non-golfer moms and supportive spouses.	Spread displays to clubhouse hallways for Sunday brunch and other - non golf - activities that will draw more members to the pro shop.	Schedule a fun putting contest for beginners, advanced players, Moms w/child in golf program, couples. Offer discount on beverages. Use as a venue to introduce Odyssey putters.
Help women learn about their equipment: irons, driver, wedges, and putter.		Offer entertaining seminar on Rules of the Game and invite low handicappers to share real tournament experience.
Teach your members how to better understand the mechanics involved with the latest equipment technology and demonstrate how technology can indeed help them improve their game.		Schedule an Equipment Demo Day and invite players of all levels.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7 Mom's Golf Clinic
8	9 Freshen Up Shop	10 CH & LR Displays	11	12 Mail WGA Survey	13 Unpacking &	14 Mom's Golf Clinic
15	16 Change Freshen Up Shop	17	18	19	20	21 Mom's Golf Clinic
22	23 Freshen Up Shop	24 ER 2013/14 Year ER Lunch 18H Informal Play Day	25	26 CH & LR Displays	27 Unpacking &	28 Mom's Golf Clinic
29	30 Change Freshen Up Shop	1 Demo Day ER Lunch 9H Opening Day	2	3	4	5 Mom's Golf Clinic

3 Month Sample Calendar: The BIG 3 at WHCC

Oct 2013 (Eastern Time)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1	2	3	4	5
	<div>Change</div> <div>Freshen Up Shop</div>	<div>Demo Day</div> <div>ER Lunch 9H</div> <div>Opening Day</div>				<div>Mom's Golf Clinic</div>
6	7	8	9	10	11	12
	<div>Change</div> <div>Freshen Up Shop</div>	<div>Better Ball</div> <div>ER Lunch 18H</div>		<div>CH & LR Displays</div>		<div>Mom's Golf Clinic</div>
13	14	15	16	17	18	19
	<div>Freshen Up Shop</div>	<div>ER Lunch 9H</div> <div>Whiner's Dream</div>			<div>Unpacking &</div>	<div>Mom's Golf Clinic</div>
20	21	22	23	24	25	26
	<div>Change</div> <div>Freshen Up Shop</div>	<div>Pro Lunch 9 & 18H</div> <div>Rally for a Cure</div> <div>Stella & Dot Show</div>		<div>CH & LR Displays</div>		<div>Mom's Golf Clinic</div>
27	28	29	30	31	1	2
	<div>Freshen Up Shop</div>	<div>ER Lunch 9H</div> <div>Halloween 2/4</div>				<div>Mom's Golf Clinic</div>

3 Month Sample Calendar: The BIG 3 at WHCC

Nov 2013 (Eastern Time)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
	Freshen Up Shop	ER Lunch 9H Halloween 2/4				Mom's Golf Clinic
3	4	5	6	7	8	9
	Change Freshen Up Shop	Criss Cross ER Lunch 18H		CH & LR Displays	Unpacking &	Mom's Golf Clinic
10	11	12	13	14	15	16
	Freshen Up Shop	ER Lunch 9H FootJoy Trunk Ringers #1				Mom's Golf Clinic
17	18	19	20	21	22	23
	Change Freshen Up Shop	ER Lunch 18H Ringers #2		CH & LR Displays		Mom's Golf Clinic
24	25	26	27	28	29	30
		ER Lunch 9H Tournament				