

## **Guys and Gals Program for Adults (Article from pga.org)**

Trilogy Golf Club at Vistancia is a daily fee facility located in Peoria, Arizona, 35 miles northwest of Phoenix. Being on the far outskirts of Phoenix, the facility has less latent demand than some facilities have, with 26,731 non-golfers residing within a 10-mile radius of the facility who are interested in playing golf now. Also, the per-capita income for the city is also low at only \$22,726. In spite of these demographic factors which are not necessarily conducive to producing large number of golfers, PGA Professional Josh Doxtator has excelled at creating new golfers and growing rounds at his facility.

In 2013, 13% of all rounds played at Trilogy were rounds that could be tracked directly to new golfers who came into the game through the programing at Trilogy. The Guys and Gals Program started in 2008 with 20 “Gals”. That number has grown year after year, to 300 “Guys and Gals” who participated in 2013.

Josh’s philosophy on player development is to be a “one stop shop” for anything related to player development. The Guys and Gals programs at Trilogy cultivate and capture the lapsed golfer and are targeted to bring more women into the game.

### **Approach**

Our GUYS and GALS programs are conducted in two seasons, November - April and June - September. The model was designed to create a **"lifestyle"** as opposed to just another clinic. Each participant pays a monthly fee (\$70) which includes:

Each participant receives a calendar of events that specifies the area of focus each week as well as what clubs to bring. Upon completion of each week the participants are emailed the weekly “Lesson Plan” reviewing the previous week’s focus as well as our “Rule and Etiquette Tip of the Week.” Class times are one hour in length and Trilogy currently has 14 classes over 4 days, a total of 302 participants weekly.