



DRIVE CHIP & PUTT

CHAMPIONSHIP



Professional Coaching Manual



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Overview of Programming

Purpose and Intent

The intent of this coaching manual is to assist PGA Professionals with the creation and implementation of youth clinics focused on the Drive Chip and Putt Championship. With the increase in exposure and marketing of the National Championship during the week of the Masters Tournament, PGA Professionals have the unique ability to capitalize on the advertising campaign and become coaches to juniors who will be attempting to qualify in for the national championship. The following ideas and concepts can be modified to fit your facility. The goal is to increase youth activity at your facility, add awareness to the Drive Chip and Putt Championship, and create additional gains in your instructional revenue.

\$100 is a recommended price point for the 4 session program, however there is no minimum or maximum you may charge for your program.

The following guide provides information on:

- How to conduct junior skills training at your facility to prepare juniors to qualify for the Drive Chip and Putt Championship
- Generate revenue
- Position yourself as a “Coach”, and offer training specific to the DCP
- Execute simulated DCP competitions
- Increase family activity at your facility
- Create awareness around DCP
- How to utilize the DCP Prep Program as an introduction to other instructional offerings
- Educating your staff and facility for future DCP local qualifying hosting responsibilities

**Official DCP rules and regulations are located in the appendix. It is recommended that the instructional staff familiarizes themselves with these **

All information contained herein can be modified to fit the needs of your facility

What is the Drive Chip and Putt Championship?

MASTERS TOURNAMENT FOUNDATION, UNITED STATES GOLF ASSOCIATION AND PGA OF AMERICA ANNOUNCE FORMATION OF DRIVE CHIP AND PUTT CHAMPIONSHIP

In an effort to promote interest and participation in the game of golf, the Masters Tournament Foundation, United States Golf Association (USGA) and The PGA of America announced the creation of the Drive Chip & Putt Championship, a free, nationwide junior skills competition that will conclude at Augusta National Golf Club during the Masters Tournament week.

Participants in the Drive Chip & Putt Championship will advance through local and regional qualifiers conducted throughout the United States. Competitors will be comprised of boys and girls ages 7-15, and they will compete in separate divisions in four age categories. The regional champions in each of the boys and girls divisions from the four age categories will advance to the finals to be held at Augusta National the Sunday before the Masters Tournament, April 6, 2014. The Championship finals will be produced and broadcast by Golf Channel. Generations of players have been inspired by the dream of sinking a winning putt on the 18th green at Augusta National,” said Billy Payne, Chairman of Augusta National Golf Club and the Masters Tournament Foundation. “Now an exciting opportunity exists to make that dream a reality. I am confident that our collective efforts with the USGA and The PGA of America will showcase the talents of kids who already play this game and motivate others to give the sport a try.” “The game of golf is built on several fundamental skills, which our 27,000 PGA Professionals around the country teach players of all ages every day,” said Ted Bishop, President of The PGA of America. “The ability to successfully drive, chip and putt a golf ball are some of the basics to the enjoyment of the sport, and we believe this competition will motivate young players to work hard, practice these principle skills and learn to make golf a game of a lifetime.”

For more information about the Drive, Chip and Putt Championship, including official rules, qualifying sites or to register, please visit www.DriveChipandPutt.com.

Competition Eligibility

Drive, Chip and Putt Championship is open to boys and girls ages 7-15. Boys and girls will compete in separate divisions in four age categories: 7-9 years old; 10-11 years old; 12-13 years old; and 14-15 years old.

AGE IS BASED ON CHILDS AGE APRIL 1st 2015

Participants will be grouped based on their age as of the championship final on Sunday, April 6, 2015. Participants must be at least 7 years of age on Sunday, April 6, 2015, and may not be older than 15 years of age on Sunday, April 6, 2014.

All participants will be expected to show proof of age should they advance to regional qualifying. Failure to provide a birth certificate or proper form of age verification at the regional qualifier will result in that participant being ineligible to compete.

Participants may register to compete in only one local competition. Competing in more than one local competition will result in the automatic disqualification of that participant.

The guardian or parent of all participants must submit a release of liability form prior to participation. All competitors must conform to the [USGA Rules of Amateur Status](#). Participation in the Drive, Chip & Putt Championship will in no way affect a competitor's amateur status.

The player's clubs and golf balls must conform with Rules of Golf and the provisions, specifications and interpretations set forth in Appendices II (for golf clubs) and III (for golf balls).

Age Divisions	
Boys: 7-9	Girls 7-9
Boys: 10-11	Girls 10-11
Boys 12-13	Girls 12-13
Boys 14-15	Girls 14-15

Marketing Your Coaching Series

Promote and register your Drive Chip and Putt Prep programs online through Active.com

- Collect student information
- Communicate with your students
- Post your information across multiple social media platforms
- Receive payments for Drive Chip and Putt Programs instantly
- Registration for PGA professionals is FREE



The journey to
Augusta National Golf Club
starts with one swing...

REGISTRATION OPENS:
Sunday, April 6, 2014 | DRIVECHIPANDPUTT.COM



DRIVE CHIP & PUTT
CHAMPIONSHIP



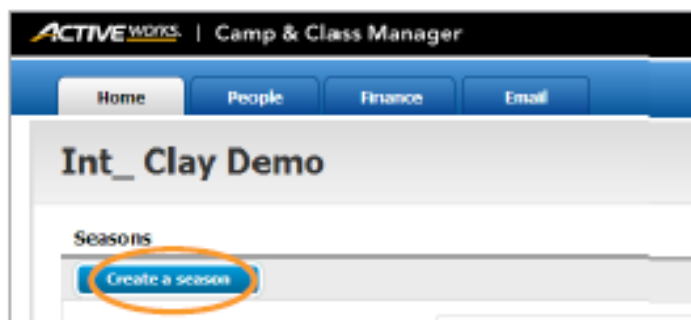
Using



Creating a New Program

1. Go to <https://activeworks.active.com> and login to your account. Click on "Create a season" on the dashboard.

A pop-up will appear, select "Create a new season from scratch," then click "Create a season."



2. A **season** is a period of time during which multiple programs (called "sessions") are scheduled—for example, Get Golf Ready Summer 2013, or Juniors Winter 2013.



3. Next, you will set up your first session within your season. A **session** is the period of time when a program is open and in operation. For example, a season could have these sessions:

- Junior Golf (Tues) 4pm-5pm
- Women's Get Golf Ready (Wed) 6:30pm-7:30pm

Fill out the basic settings for the session. A few things to note:

- Name – Must be unique and should include the session time and day of the week
- Session capacity – Maximum number of registrations allowed
- Waitlists – Waitlist registrants will not be charged for joining the waitlist. You may want to note this in the waitlist policy, which will be displayed when someone adds a waitlist purchase to their cart. Please note that the waitlist policy applies to all waitlist-enabled sessions in the season.

Session name: Get Golf Ready (Tues) 5:00-6:00pm

Dates: 10/08/2013 to 11/05/2013

Overnight? ☐ Overnight ☒ Day ☐ Both

Days of the week: M T W Th F Sa Su

Time: 5:00 PM to 6:00 PM

Location: San Diego Country Club
2575 Clubhouse Drive
San Diego, CA 92115
[Edit address](#)

Close registration on: 10/07/2013
Registration will close at 11:59 PM on this day

Description: Enter information about this session here. What will participants do? What's included? Any other important information?

Gender: No restrictions

Age/grade restrictions: Age 5 to 12
Age as of: first day of this session

Session capacity: 10

Waitlist: ☒ Allow waitlist registrations when capacities are reached [Customize waitlist policy](#)

Set the Base Tuition for your session. With Program Manager, you can manage the pricing of your program to attract more participants. As you can see, you have the option to set an early bird price, as well as multiple tuition rates. This could be used for things like member pricing discounts.

To add a tuition rate, click "+ Add a tuition" (A). To add details to your tuition like availability and capacity, click "+ Edit details" (B).

Under Session Options, add any optional products and services that you might offer, such as lunch or club rentals.

Configure your Display Settings by making your program Public (participants can see or choose this item during online registration) or private (participants can't see or choose this item during online registration, but it's available through manual registration). Select the most suitable Session Type from the drop-down menu to help participants find your program in search. Save your changes.

In the next screen, you can create another session under your season by clicking "New Session" (C), or click "Save and Continue" (D) to proceed to the next step.

Base tuition

For a session with multiple tuitions, registrants can only choose one.

Early bird pricing ☒ Allow early bird pricing before

Tuition name	Price	Early bird price	
Regular Price	\$ 89.99	\$ 89.99	+ Edit details X Delete
Member Price	\$ 89.99	\$ 79.99	+ Edit details X Delete

[+ Add a tuition](#) [+ Reorder tuitions](#)

Session options

Optional products and services available for purchase with this session.

Session option	Price	
Lunch	\$ 10.00	+ Edit details X Delete

[+ Add a session option](#)

Display settings

Manage how this session will display to participants.

Display status

* Session type
Create custom categories to help registrants search your sessions.

Step 2: Sessions

[New session](#) [Copy](#) [Delete](#)

	Name	Start date	End date	Location	Session type
<input type="checkbox"/>	Get Golf Ready (Tues) 9:00-9:30...	09/19/2012	09/22/2012	Las Vegas Golf Club	Get Golf Ready

[Back](#) [Save & continue](#)

4. **Deposits** are a great feature that will help reduce no-shows. You can ask participants to pay in full at the time of registrations, or allow them to make a deposit to reserve a spot

If you choose the deposit option, you can set the deposit as a dollar amount or a percentage of the tuition.

Set a due date for when the tuition must be paid in full. If participants register on or after this date, they no longer have the option to pay the deposit, but must pay the full tuition.

Note: The deposit amount is the same for all sessions in a season. We currently do not support a different deposit amount per session. However, you can create a different season to support sessions with a different deposit amount

Also, if it appears that the online registration form requires participants to pay slightly more than the deposit amount, this is because they are also paying the processing fee charged for each online registration.

You can also allow customers to enter a credit card to automatically collect their remaining balance on a selected date.

Save your changes.

The screenshot shows the 'Step 3: Deposits' configuration page in the ACTIVEWORKS Camp & Class Manager. The page is divided into several sections:

- Set up a deposit:** A question 'Do you want to enable registrants to sign up by paying a deposit?' with two radio button options: 'Customers must pay in full' (unselected) and 'Customers can pay a deposit' (selected).
- See an example:** A small thumbnail image showing a registration form with a deposit field.
- settings:** A section with three main settings:
 - Deposit amount:** Two radio button options: '100 % per session' (selected) and '\$ enter a dollar amount per session'.
 - Balance due date:** Three radio button options: 'On the first day of the session' (selected), 'On MM/DD/YYYY' (with a calendar icon), and ' days before session start'.
 - Instructions for paying balance due:** A text area containing the instruction: 'Remaining balance is due on the first day of the session. Please make all checks payable to "San Diego Golf Country Club".' Below the text area, it says '176 characters remaining' and 'These instructions display during checkout to registrants paying the deposit.'
- Automatic billing:** A section with a link 'Allow customers to enter a credit card to collect their remaining balances automatically on a specified date. [Learn more](#)' and three radio button options:
 - 'Require customers to enroll in automatic billing' (unselected)
 - 'Allow customers to enroll in automatic billing as an option' (selected)
 - 'Do not offer credit card automatic billing (manually collect balance)' (unselected)
- Billing date:** A date field set to '10/6/2013' with a calendar icon.

At the bottom of the form are two buttons: 'Back' and 'Save & continue'.

On the right side of the page, there is a sidebar with a 'Settings' menu containing links for Season, Seasons, Deposits, Discounts, Form header, Registration fee, Confirmation email, Account information, and Activities. Below the settings menu is a 'Frequently asked questions' section with links to 'How do deposits work?', 'Why do people pay the deposit amount for registrations?', 'Can I specify a different deposit amount per session?', 'How do I collect on-line payments?', and 'How do I set up automatic billing?'.

5. **Discounts** give participants an incentive to register multiple people or for multiple sessions in the same transaction. You can set up the following types of discounts:

- **Multi-person discount** –for example, a family may register two siblings if you offer a 10% discount to the second sibling.

Note: To qualify for the discount, two or more people must be registered in the same transaction. However, they can register for different sessions.

- **Multi-session discount** – for example, a person may register for two sessions if you offer a 10% discount on the second session.

Note: To qualify for the discount, a person must register for more than one session in the same transaction.

ACTIVEWORKS | Camp & Class Manager

Step 4: Discounts

To set up discounts for your season, select the options below.

☒ **Multi-person discount**
offer a discount when someone registers multiple people (such as family members) at the same time.

When someone registers **2 or more people** they receive...

\$ **20.00** dollars off all sessions for the 2nd person, plus all others

1st person: **FULL PRICE** | 2nd person: **\$20.00 OFF** all sessions | All others: **\$20.00 OFF** all sessions

☒ **Multi-session discount**
offer a discount when someone registers a person for multiple sessions at the same time.

When someone registers a person for **2 or more sessions** they receive...

\$ **20.00** dollars off the 2nd session, plus all others

1st session: **FULL PRICE** | 2nd session: **\$20.00 OFF** | All others: **\$20.00 OFF**

[← Back](#) [Save & continue →](#)

To set up a discount:

- Select the type of discount (could be both).
- Enter the discount as a dollar amount or a percentage off the tuition.
- Select the minimum number of people or sessions needed to qualify for the discount.
- Select the number of people or sessions to be discounted if registered in the same transaction. The discount will be automatically applied to the most expensive session.
- Save your changes.

After discounts are set up, the system automatically calculates and applies them to eligible registrations. Discounts are removed when registrations are canceled and participants no longer qualify.

6. Now it's time to create the **form header** for the registration form that the participant will see. You can customize your online registration form with a logo, or any image you want.

Click "Upload an image" and select the file you want to use. The Adjust Image pop-up will appear—click Save to resize your image to a height of 86 pixels, or Cancel to upload another image. A full-width banner is 990 x 86 pixels.

The on-screen preview displays the form header with your new image.

If your image does not include a title, you can enter it in the "Enter a title" field. The text will appear next to your image, as shown in the on-screen preview.

Save your changes.

The screenshot shows the 'ACTIVEworks | Camp & Class Manager' interface. The main heading is 'Step 5: Form header'. Below this, it says 'Customize your registration form header with an image, title or both. The example window below displays a preview. You can skip this optional step.' There is a 'GOLF READY' logo and a text input field with 'GET GOLF READY'. Below the preview, there are input fields for 'Section heading', 'Subsection heading', and 'Form label or question'. There are also 'Section heading' and 'Subsection heading' labels. A 'Secure Checkout' button is visible. The sidebar on the right contains links for 'States', 'Season setup', 'Frequently asked', and a list of links including 'How do I upload an', 'What are the restrictions', 'Why does my image', and 'How can I make the website?'. The bottom of the page has a footer with '10 | Page'.

7. By default, there will be a basic registration form to collect information like name, birth date, and email.

To edit your form or add a custom question or section header, click "Customize registration form" (A):

- From here, you can edit and delete existing questions by clicking the pencil or X icons, respectively (B).
- To add a custom question, click Create Custom Questions in the left panel (C).
- Select the question type. An Edit Properties pop-up will appear where you can define the question and the responses, as well as make the question mandatory.
- You can also click Advanced Settings in the top-left corner (D). There, you can choose how the question will be displayed in reports, and whether the question is seen by everyone or only administrators.
- Click Apply.
- You can also rearrange the questions by clicking and dragging the question to move it up or down (E).

Click Save to return back to the Registration Forms page.

8. A **waiver** informs participants of potential risks associated with an activity. By signing the waiver, the person agrees to free another person, company, or organization from legal liability. If you have such a waiver, we recommend adding it, so registrants can sign it electronically when they register online. However, you are not required to have a waiver to use the system.

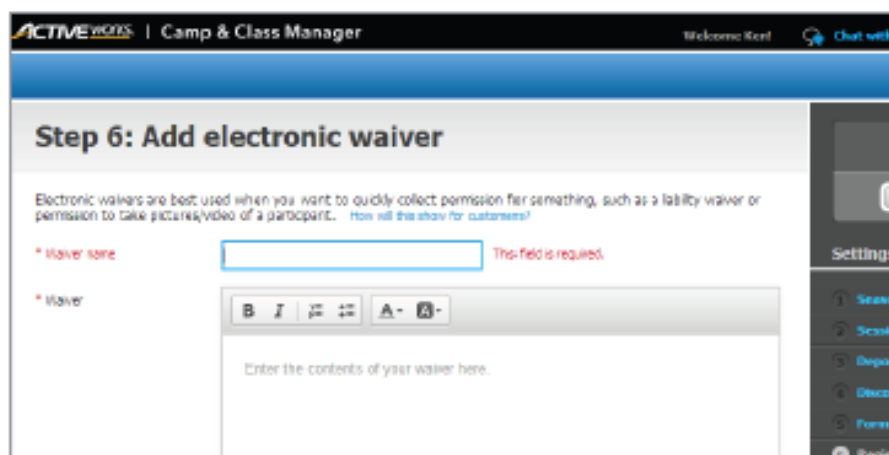
To add an electronic waiver, click "Add." Enter your waiver name and text. Click "Save & continue" to return to the Registration Forms page.



Electronic waivers ?

No custom electronic waivers added.
Examples: Photo/video permissions, Liability waivers.

Add



ACTIVEWORKS | Camp & Class Manager

Welcome Kent Chat with us

Step 6: Add electronic waiver

Electronic waivers are best used when you want to quickly collect permission for something, such as a liability waiver or permission to take pictures/video of a participant. [How will this show for customers?](#)

* Waiver name This field is required.

* Waiver

B I [text formatting icons] A- A+ [font size icons]

Enter the contents of your waiver here.

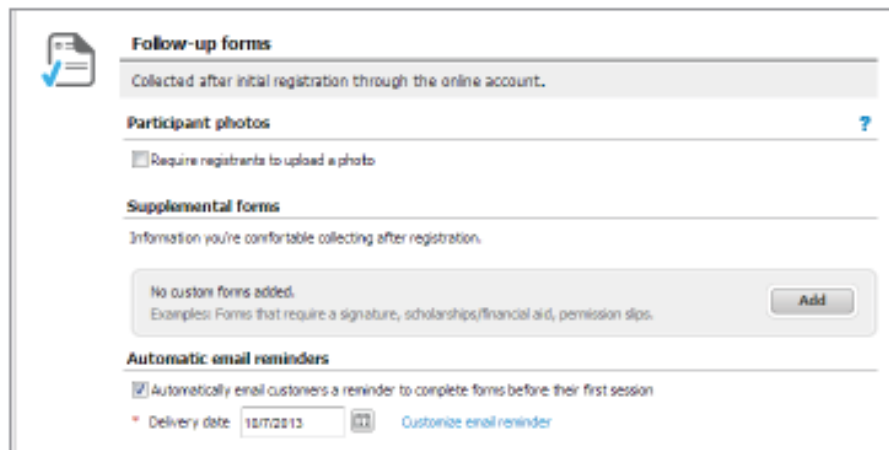
Settings


- 1. Session
- 2. Schedules
- 3. Deposit
- 4. Discounts
- 5. Forms & Waivers
- 6. Reports

9. Follow-up forms are collected after the initial registration. For example, you may want to collect a photo of the participant, a scanned copy of an insurance card, or certain medical or legal forms. Supplemental information can be uploaded by families to their online accounts.

You can also set automatic email reminder to go out on a certain date to remind customers to complete their forms.

To add a supplemental form, click "Add" (continued on next page)



 Follow-up forms

Collected after initial registration through the online account.

Participant photos ?

☐ Require registrants to upload a photo

Supplemental forms


Information you're comfortable collecting after registration.

No custom forms added.
Examples: Forms that require a signature, scholarships/financial aid, permission slips.

Add

Automatic email reminders

☒ Automatically email customers a reminder to complete forms before their first session

* Delivery date 10/7/2013  [Customize email reminder](#)

Enter the form name and type. Customers can either upload their own content, or you can provide a form for them to fill out by clicking "Choose file." You can choose to collect information from all participants, or only those of selected sessions. Finally, you can set a specific due date, or one that's relative to the season's first session start date.

Click "Save & continue" to return to the Registration Forms page.

If you are satisfied with your forms, click "Save & continue" to move on to the next step.

Step 6: Add custom form

* Form name:

* Type:
☐ Document (Customers submit their own information, such as a photo or passport)
☒ Form (Customers must complete a form and return it)

Uploaded form: No File Selected

Instructions:

Collect information from:
☒ All participants
☐ Participants in select sessions

Submission options: ☐ This form is required

* Due date:
 Specific date:

10. A confirmation email is automatically sent to participants after they register successfully.

By default, the sender name is your organization's name, and the email address is the address of your organization's primary contact. However, you can change this by clicking Edit (A).

You'll notice that the default subject line contains [Participant] and [season]. These placeholders will be automatically replaced with the correct participant name and season when the email is sent. The same goes for the placeholders within the body of the email for the session details.

You can edit the header and footer images, as well as the message on the left (B). You can choose to add or remove certain elements in the email (C), or add attachments such as brochures, maps, or additional forms (D).

From: In-L City Demo (in-citydemo@in-citydemo.com) (A)

* Subject: [Participant's registration confirmation for [season]]

Attachments: (D)

Header (B): GOLF READY Get Ready for Fun!

Thank you for registering! We're looking forward to seeing you soon.
In-L City Demo

REGISTRATION SUMMARY:
 (Participant Name)
 Registered on: (Reg date)
 Balance: (Season balance)

Sessions:
 (Session Name)
 (Date, Time)
 (Location)
 (Purchase)

Footer (C): Includes ☐ Social media ☒ Header image ☒ Footer image

Right Sidebar:
 Sessions
 Sessions
 Deposits
 Discounts
 Form header
 Registration form
 Confirmation email
 Account information
 Activities
 Frequently asked questions
 How can I customize the text for different seasons?
 How can I notified when people register?
 The default subject contains (Participant) and (season). What are these?
 What address is the confirmation email sent to?
 Can I send a copy of the confirmation email to multiple addresses?

Note: There is one confirmation email for each season. Make sure the custom information is applicable to all sessions in a particular season.

Finally, you may choose to get an email notification every time someone registers by checking "Send me a copy of every registration email." You can send notifications to a total of up to five different email addresses, separated by commas.

Click Save and Continue.

11. Almost there! Now it's time to review your account information, including your organization's information and how you will receive your payments.

You can also set up direct deposit by clicking "Can I receive payment faster by setting up direct deposit?" in the Frequently Asked Questions in the right panel (A).

To make changes to your other account settings, click "edit your account information" (B). From there, you can change your the payee or primary contact, and edit your organization's information.

Notifications

☒ Send me a copy of every registration email

ken.clay@active.com

Separate up to five email addresses with a comma.

[Back](#)
[Save & continue](#)

Step 8: Account information

Please review your organization's account information. To make changes, edit your **account information** B

Your organization information

Name	Int. Clay Dano
Phone number	1-702-809-9840
Website	http://www.youngolffacademy.com

Account settings

Organization

For security, some fields have been locked.
 *** For security reasons you must contact your support representative to make any changes.

Main contact

Organization name Int. Clay Dano ***

Primary contact

* First name Ken
 * Last name Clay
 * Phone number 1-702-809-9840 Int.
 Fax number
 * Email address ken.clay@active.com

Settings

- Organization
- Organization branding
- Local needs
- How administration
- Frequently asked questions

How do I change the name my checks are made out to?

What is the credit card statement name?

How much does your system cost to use?

If I pass fees on to customers, will I be charged anything for the software?

Can I receive payment faster by setting up direct deposit? A

Under "How you accept payment from participants," enter a name to appear on your registrants' credit card statements (the prefix ACT* will be added before the name) and choose the accepted payment methods.

Note that credit card processing fees (3.95% per transaction) are always paid by the organization. This is the same as when a participant comes to your facility and charges the lesson on his or her AMEX card. The facility has to pay the credit card processing fee.

Finally, choose whether the \$3.95 ACTIVE processing fee will be absorbed by your organization or passed on to the registrant. Since processing fees are now common for online purchases, we recommend that you pass the fee on to the registrant.

Save your changes.

How you accept payment from participants

Accepted currency: U.S. Dollar

* Name appearing on credit card statements: Las Vegas Golf

Accepted payment methods	Type	Offline	Online
Visa		Yes	Yes
MasterCard		Yes	Yes
American Express		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discover		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Check		Yes	
Cash		Yes	

Fee for online registrations: ☒ Pass this fee onto participants ☐ I will absorb this fee

Changes to this setting may take up to five minutes to take effect.

Cancel Save

- We've come to the last step of the setup process: Activation.

Click the preview button (A) to review the form you created. If everything looks good, you can activate your program immediately, or schedule for activation at a later date.

Click Activate.

ACTIVE Camp & Class Manager

Step 9: Activation

You're almost done!

First, preview and test your registration. Next, select when you want to open registration. Then, if you're ready to start accepting registrations, activate your season.

If you're not yet ready to accept registrations, just click Exit setup, and your details will be saved.

To try out your registration and see what it will look like, click the preview button (will open a new browser window).

Set your registration date: ☒ Immediately upon activation ☐ On this scheduled date and time

Preview Activate

Exit setup

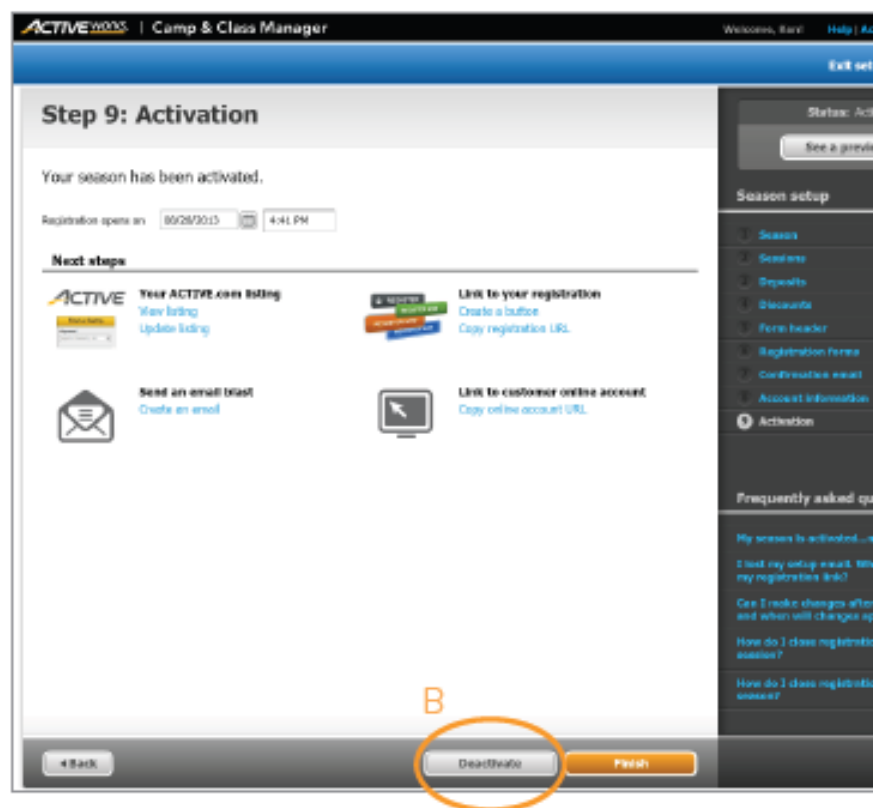
Congratulations! Your season is now activated. You can verify your registration open date and time and view or update your listing.

Now that your season is activated, you can use the registration URL or ACTIVE.com listing URL to promote your programs. Optionally, you could also create a registration button that links to your online form. Additionally, you could send an email blast using the email tool Manager Communication Center.

You can also deactivate the season if you wish by clicking the Deactivate button (B).

Click Finish.

If the ACTIVE Network Agreement page appears, you must review the terms and pricing, enter your electronic signature, and indicate that you are 18 years or older.



Need more help with Program Manager?

For personalized assistance:
1.800.209.7130 (toll free)
GolfHelp@ACTIVEnetwork.com

For ACTIVE Technical Support:
1.877.692.0111, option 2 (toll free)

Need help marketing your golf events?

Check out the complimentary eMarketing Center for more marketing tips and tools to help maximize participation for your events:

<http://emarketing.ACTIVENetwork.com/PGA>

Easy to Follow Marketing and Promotional Checklist

Marketing at Your Facility:

- Display posters and brochures at your facility
- Play Drive Chip & Putt Video
- Use “Bring a Friend” promotion via Active
- Reach out to friends of youths at your facility
- Utilize the eMarketing and Creative Resource websites provided at PGALinks.com

eMarketing customizable templates:

<http://emarketing.activenetwork.com/pga/templates-buttons/templates.htm>

Creative Resource Tool Location on PGALinks (after login)

The screenshot shows the PGA website interface. At the top, there's a navigation bar with links like FORMS, DIRECTORY, CONTACT US, and a user greeting 'Welcome Back, Keith!'. Below this is a main banner with the text 'Non-PGA Facilities to Deliver Get Golf Ready Programs' and 'PRESIDENT BISHOP ENCOURAGES EXPANSION'. To the right of the banner are several promotional boxes: 'MESSAGE FROM PRESIDENT BISHOP', 'PGA POLL', 'MEMBER POLL', 'PARTNER OFFER', and 'NATIONAL CHAMPIONSHIP'. Below the banner, there's a user profile section for 'Keith!' with a sidebar menu containing links like 'PROFILE DETAILS', 'CHECK EMAIL', 'FORMS', 'FIND CONTACT IN SECTION ROSTER', 'SECTION WEBSITE', 'SECTION EVENT REGISTRATION', 'YOUR PHOTOS ON FILE', 'PGA KNOWLEDGE CENTER', and 'PGA CONNECT'. In the center of the profile section is a table titled 'MEMBERSHIP STATS' with columns for CATEGORY, REQUIRED, and FULFILLED. To the right of the table is a green button labeled 'PGA Pro-Motion' with the text 'PR & Creative Resource Center' below it. The button is circled in red.

CATEGORY	REQUIRED	FULFILLED
PGA Required	35	35
Total HSR Required	50	50

PGA Pro-Motion
PR & Creative Resource Center

- Participate in Golf in Schools and distribute your program information.
- Provide DCP Prep info to junior clinic, TEAM Golf, YMCA Summer Camp, and Junior Tour members as a “next step” program.
- Offer complementary “Welcome to Golf” orientations to build interest and increase the comfort level of new golfers

Educate & Motivate Your Staff

- Include DCP Prep information in your staff meetings.
- Incentivize your staff for DCP Prep program referrals

Community Marketing

- Post flyers in local community gathering places (Coffee Shops, Grocery, Community Boards, Farmer’s Markets, Community Fairs)
- Partner with local youth organizations (YMCA, Rec Centers, Youth Sports Associations, and Fitness & Health Centers) to cross promote their programs at your facility and your programs at theirs.

Target Media

- Use press release templates to promote events
- Invite local media to participate and share their experience
- Conduct interviews with local newspapers, radio or TV stations
- Use ad templates for local advertising

Social & Digital Marketing

- Post your programs on GetGolfReady.com by using Active.com
- If using Active.com or create a direct link to your programs from your facility’s website and your social media outlets.
- Post Banner ads on websites and in newsletters
- Direct email blasts to your existing lesson clientele.
- Include on Facebook, Twitter and Instagram personal and facility pages
- Acquire space in your facility’s eNewsletter/eMail communications

DCP Coaching Series Templates

Sample 1-Hour Clinic Schedule (4 Sessions)

Session 1: DRIVE

(Set Up 20 Mins) (Instruction Time 1 Hour)

Rules for Driving Competition (5 Minutes)

- 40-yard wide fairway - all shots must finish in the fairway to score points.
- Flags marking both sides of the fairway at 25-yard increments beginning at 100 yards.
- A ball coming to rest on any of the boundary lines is considered in bounds.
- A ball coming to rest on any of the scoring lines will be scored in the longer of the two scoring grids.
- In the event of a tie the contestant's third drive will serve as a tie breaker (followed by second and first if necessary). If a tie still exists, co-champions of the skill will be declared.



Distance	Points	Distance	Points
100 Yards or less	4	200 - 210 Yards	15
100 - 110 Yards	5	210 - 220 Yards	16
110 - 120 Yards	6	220 - 230 Yards	17
120 - 130 Yards	7	230 - 240 Yards	18
130 - 140 Yards	8	240 - 250 Yards	19
140 - 150 Yards	9	250 - 260 Yards	20
150 - 160 Yards	10	260 - 270 Yards	21
160 - 170 Yards	11	270 - 280 Yards	22
170 - 180 Yards	12	280 - 290 Yards	23
180 - 190 Yards	13	290 - 300 Yards	24
190 - 200 Yards	14	300 Yards or more	25

Driving Demonstration (2 Minutes)

Driving Instruction (Topics at professional discretion) (10 Minutes)

- Teeing the Ball
- Ball Position
- Posture
- Alignment
- Tips for Distance
- Tips for Accuracy

Hands on implementation of Learned Skills (25 Minutes)

Competition Simulation (18 Minutes)

Session 2: CHIP

(Set Up 20 Mins) (Instruction Time 1 Hour)

Rules for Chipping Competition (5 minutes)

- *Each participant will attempt three 10-15 yard shots at the scoring hole. All shots will be measured from the center of the hole with a string clearly marking the scoring rings.*
- *The difficulty of the shot will increase with age (A relatively flat lie with little to no break for U9 year olds and an uneven lie with medium break to the chip for 14-15 year olds).*
- *A ball coming to rest on any of the scoring lines will be scored in the higher of the two point rings.*
- *In the event of a tie the contestant's third chip will serve as a tie breaker (followed by second and first if necessary). If a tie still exists co-champions of the skill will be declared.*



Distance From The Hole	Points Earned
<i>A ball finishing 8' - 10' from the hole</i>	<i>1 pt</i>
<i>A ball finishing 6' - 8' from the hole</i>	<i>5 pts</i>
<i>A ball finishing 4' - 6' from the hole</i>	<i>10 pts</i>
<i>A ball finishing 2' - 4' from the hole</i>	<i>15 pts</i>
<i>A ball finishing 2' or nearer the hole</i>	<i>20 pts</i>
<i>Hole in One</i>	<i>25 pts</i>

Chipping Demonstration (2 minutes)

Chipping Instruction (Topics at professional discretion) (10 minutes)

- Ball Position
- Technique
- Club Selection

Hands on Implementation (25 minutes)

Competition Simulation (18 minutes)

Session 3: PUTT

(Set Up 20 Mins) (Instruction Time 1 Hour)

Rules for Putting (5 minutes)

- *Each participant will attempt one putt from each distance (6 feet, 15 feet and 30 feet). Putts will be measured from the center of the hole with a string clearly marking the scoring rings.*
- *The difficulty of the putts will increase with age (Relatively flat putts with little to no break for U9 year olds with putts that increase in break as we advance to the 14-15 year olds).*
- *A ball coming to rest on any of the scoring lines will be scored in the higher of the two point rings.*
- *In the event of a tie the contestant's third putt will serve as a tie breaker (followed by second and first, if necessary). If a tie still exists, co-champions of the skill will be declared.*



Distance From the Hole	Points Earned
<i>A ball finishing 4' - 5' from the hole</i>	<i>1 pt</i>
<i>A ball finishing 3' - 4' from the hole</i>	<i>5 pts</i>
<i>A ball finishing 2' - 3' from the hole</i>	<i>10 pts</i>
<i>A ball finishing 1' - 2' from the hole</i>	<i>15 pts</i>
<i>A ball finishing 1' or nearer the hole</i>	<i>20 pts</i>
<i>Hole in One</i>	<i>25 pts</i>

Putting Demonstration (2 minutes)

Putting Instruction (Topics at professional discretion) (10 minutes)

- Ball Position
- Technique
- Pace
- Alignment

Hands on Implementation (25 minutes)

Competition Simulation (18 minutes)

Session 4: Facility Competition

Conduct a one-day Drive, Chip, and Putt competition at your facility following the DCP format as described below, using the scoring system indicated in DCP Prep Clinic Sessions 1-3.

Driving Station:

- Players hit three drives into a 40 yard wide grid.
- You will need 10 Distance Flags with Anchor Spikes, a Rubber or Metal Mallet, Tee Markers and a Bushnell Range Finder for this station.
- Should use a relatively flat area that is at least 300 yds long and is 40 yds wide
- Clubs can use either the driving range OR a golf course fairway for this station
- When setting up the Distance Flags, the Bushnell Range Finder should be used to measure the distance back to the Teeing Ground. Have one person stand at the teeing ground so that you can measure the distance for each flag. For measuring the boundaries on each side of the grid, one staff person can pick a middle spot and then shoot the laser to each side to ensure a consistent 40-yard wide grid “fairway.”
- The Distance Flags should be set 40 yards apart creating a nice fairway.
- During Competition the Distance Flags will serve as out of bounds stakes to determine if a ball is in or out of bounds.



Chipping Station:

Chipping

- Players will hit three chips from one locations about 10 – 15 Yards.
- Depending on your facility, a shot that could be played equally with a 7 iron or a wedge would be ideal.
- You will need the Chalk, or Baby Powder, Tape Measure, String, 2 Chipping Flags, the Tee Markers for this Station. Ball markers may be used as well
- Clubs can use their practice green(s) or a golf course green for this station.
- Clubs can create two chipping stations to be used by different age groups, but all contestants within an age group must play all 3 chips from the same station.
- Safety is the #1 priority so make sure the chipping station does not face an area where other contestants will be located in the background.
- To Create the Chalk Circles around the hole you must use the Tape Measure, String, Clip, Chalk Spray, and the Paint Gun:
- Using the Tape Measure, measure 10 ft out from the center of the hole.
- Using Tees pushed all the way down, mark 10ft, 8ft, 6ft, 4ft, and 2ft from the center of the hole. These tees will be your reference point to create the circles.
 - Inside the 10ft Circle – 1 point
 - Inside the 8ft Circle – 5 points
 - Inside the 6ft Circle – 10 points
 - Inside the 4ft Circle – 15 points
 - Inside the 2ft Circle – 20 points
 - In the hole – 25 points
- Set Tee Markers for Chipping Station approximately 10-15 yards away from the hole, using the fringe area just off the green surface.
- 7-9 Age Group use a relatively flat surface to chip from with minimal to no break on the green.
- 10-11 Age Group use a relatively flat surface to chip from with minimal break on the green.
- 12-13 Age Group use a slightly uneven lie to chip from with slight break on the green.
- 14-15 Age Group use an uneven lie to chip from with some break on the green.



Putting Station:

- Players will hit three putts...6 feet, 15 feet and 30 feet.
- You will need Chalk, flour or ball markers for the circles. Tape Measure, the String, the 3 Putting Flags, and 3 Sets of Tee Markers.
- Clubs can use their practice greens or a golf course green for this station.
- It is recommended to have 3 Putting Stations (3 separate holes on the green) to help with the flow of contestants and enhance the Pace of Play.
- To Create the Chalk Circles around the hole you must use the Tape Measure, String, Clip, Chalk Spray, and the Paint Gun.
- Using the Tape Measure, measure 5ft out from the center of the hole.
- Using Tees pushed all the way down, mark 5ft, 4ft, 3ft, 2ft, and 1ft from the center of the hole. These tees will be your reference point to create the circles.
- Starting at your tee, marking 5ft from the center of the hole, allowing no slack on the string to create your 5ft circle. End back at your reference point.
- To create your 4ft circle simply extend the string until you reach your tee marking your 4ft reference point from the center of the hole.
- Repeat the same process used for the 5ft circle for all remaining circles.
- Circles and their point value.
 - Inside the 5ft Circle - 1 point
 - Inside the 4ft Circle - 5 points
 - Inside the 3ft Circle - 10 points
 - Inside the 2ft Circle - 15 points
 - Inside the 1ft Circle - 20 points
 - In the hole - 25 points
- Set 3 sets of Tee Markers for the Putting Station approximately 30 feet away from the hole, 15 feet away from the hole and 6 feet away from the hole.
- 7-9 Age Group use relatively flat putts with minimal to no break.
- 10-11 Age Group use relatively flat putts with minimal break.
- 12-13 Age Group use putts with some break.
- 14-15 Age Group use putts with a good amount of break



Set-Up Guides: Driving



Utilize a cup cutter or other similar device to secure pins and flags at regular intervals to create a driving range that is at least 300 yards long and 40 yards wide.



Chipping Station Set Up;



Measure 10, 8, 6, 4, & 2 foot circles around the pin. Use tees to mark the distances as guides. Use corresponding lengths of string, tie one end at the base of the paint gun, and the other at the base of the pin. Paint your circles and label them with their corresponding point value. Set up a pair of tee markers off the green, in the fringe, about 10-15 yards from the pin.



Putting Station Set Up:





Measure 5, 4, 3, 2, and 1 foot circles around the pin. Use tees to mark the distances as guides. Use corresponding lengths of string, tie one end at the base of the paint gun, and the other at the base of the pin. Paint your circles and label them with their corresponding point value. Set 3 sets of Tee Markers for the Putting Station approximately 30 feet away from the hole, 15 feet away from the hole and 6 feet away from the hole.




Appendix:

Event Scorecard:

 DRIVE CHIP & PUTT CHAMPIONSHIP 	LOCAL QUALIFYING SITE: _____		DIVISION Age 7-9 <input type="checkbox"/> Age 10-11 <input type="checkbox"/> Age 12-13 <input type="checkbox"/> Age 14-15 <input type="checkbox"/>	
	NAME: _____		GENDER Male <input type="checkbox"/> Female <input type="checkbox"/>	
	BIRTHDATE: _____			
	Attempt 1 Score	Attempt 2 Score	Attempt 3 Score	Total Points
DRIVE				
CHIP				
PUTT				
OVERALL SCORE				
TIE-BREAKER DISTANCE: _____				
COMPETITOR'S SIGNATURE: _____				

Event Scoreboard:



COMPETITOR	DRIVE	CHIP	PUTT	OVERALL SCORE

Event Scorer's Sheet:

[illegible]

Drive Chip & Putt National Rules & Regulations:

Scoring / Competing

1. Each participant will compete in all three skills (Drive, Chip & Putt). An individual rules sheet for each skill competition is available on the championship website.
2. Participants will accumulate points in each skill. The participant with the highest number of accumulated points will be declared the Overall Champion of his or her age category.
3. In the case of tie in the overall score, the putting rank will serve as the tie breaker (followed by 1) chipping and 2) driving if necessary).

2014 Local / Sub-Regional / Regional Qualifying Scoring:

All championship scoring will be based on a 25-point-per-shot basis, with each participant taking three shots per skill. Each participant will accumulate points per shot in all three skills (maximum of 75 points per skill = 25 points per shot x 3). The overall champion in each age category will be determined by the participant with the most points accumulated between all three skills (maximum of 225 points = 75 points per skill x 3).

Driving

1. 40-yard wide fairway – all shots must finish in the fairway to score points.
2. A ball coming to rest on any of the boundary lines is considered in bounds.
3. A ball coming to rest on any of the scoring lines will be scored in the longer of the two scoring grids.
4. In the event of a tie the contestant's third drive will serve as a tie breaker (followed by second and first if necessary). If a tie still exists, co-champions of the skill will be declared.

Point System for All Ages

1 pt - 25 yards or less	14 pts - 190-200 yards
2 pts - 25-50 yards	15 pts - 200-210 yards
3 pts - 50-75 yards	16 pts - 210-220 yards
4 pts - 75-100 yards	17 pts - 220-230 yards
5 pts - 100-110 yards	18 pts - 230-240 yards
6 pts - 110-120 yards	19 pts - 240-250 yards
7 pts - 120-130 yards	20 pts - 250-260 yards
8 pts - 130-140 yards	21 pts - 260-270 yards
9 pts - 140-150 yards	22 pts - 270-280 yards
10 pts - 150-160 yards	23 pts - 280-290 yards
11 pts - 160-170 yards	24 pts - 290-300 yards
12 pts - 170-180 yards	25 pts - 300+ yards
13 pts - 180-190 yards	

Chipping

1. Each participant will attempt three 10-15 yard shots at the scoring hole. All shots will be measured from the center of the hole with a string clearly marking the scoring rings.
2. The difficulty of the shot will increase with age (A relatively flat lie with little to no break for U9 year olds and an uneven lie with medium break to the chip for 14-15 year olds).
3. A ball coming to rest on any of the scoring lines will be scored in the higher of the two point rings.
4. In the event of a tie the contestant's third chip will serve as a tie breaker (followed by second and first if necessary). If a tie still exists co-champions of the skill will be declared.

Point System for All Ages

1 pt - A ball finishing 8' – 10' from the hole
5 pts - A ball finishing 6' – 8' from the hole
10 pts - A ball finishing 4' – 6' from the hole
15 pts - A ball finishing 2' – 4' from the hole
20 pts - A ball finishing 2' or nearer to the hole
25 pts - Hole in One

Putting

1. Each participant will attempt one putt from each distance (6 feet, 15 feet and 30 feet). Putts will be measured from the center of the hole with a string clearly marking the scoring rings.
2. The difficulty of the putts will increase with age (Relatively flat putts with little to no break for U9 year olds with putts that increase in break as we advance to the 14-15 year olds).
3. A ball coming to rest on any of the scoring lines will be scored in the higher of the two point rings.
4. In the event of a tie the contestant's third putt will serve as a tie breaker (followed by second and first if necessary). If a tie still exists co-champions of the skill will be declared.

Point System for All Ages

1 pt - A ball finishing 4' – 5' from the hole
5 pts - A ball finishing 3' – 4' from the hole
10 pts - A ball finishing 2' – 3' from the hole
15 pts - A ball finishing 1' – 2' from the hole
20 pts - A ball finishing 1' or nearer to the hole
25 pts - Hole in One

2015 Championship Final Scoring:

There will be 10 finalists in the boys division and 10 finalists in the girls division in each of the four age groups, for a total of 80 participants in the 2015 national Drive, Chip and Putt Championship final.

Driving

- 40-yard fairway width, length from 75 yards to 325 yards.
- A ball coming to rest on any of the boundary lines is considered in bounds.
- Laser measuring devices will be used to determine accurate distances.
- Each player will have two drives to record his or her longer distance drive that remains in bounds.
- The player in each age group/division with the longest drive will receive 10 points and be declared the winner of the Driving Championship. Second longest distance will receive 9 points, all the way down to 1 point.
- In the event of a tie for first place, the winner will be determined by a playoff shot. All other ties will have points combined and split.

Chipping

- Laser measuring devices will be used to determine accurate distances.
- Each player will hit two chips and his or her cumulative distance from the hole will be recorded.
- The player in each age group/division with the closest cumulative distance from the hole will receive 10 points and be declared the winner of the Chipping Championship. Second closest cumulative distance from the hole will receive 9 points, all the way down to 1 point.
- In the event of a tie for first place, the winner will be determined by a playoff chip. All other ties will have points combined and split.

Putting

- Laser measuring devices will be used to determine accurate distances.
- Each player will attempt a 6-foot putt, a 15-foot putt, and a 30-foot putt and will record his or her cumulative distance from each hole.
- The player in each age group/division with the closest cumulative distance from the three holes combined will receive 10 points and be declared the winner of the Putting Championship. Second closest cumulative distance from the hole will receive 9 points, all the way down to 1 point.
- In the event of a tie for first place, the winner will be determined by a playoff putt from 30 feet. All other ties will have points combined and split.

The overall winner of the 2015 Drive, Chip and Putt Championship in each age group/division will be determined by the highest point total received out of a possible 30 points.

Drive Chip & Putt Logo:



Drive Chip & Putt Prep Program at _____ Golf Course

88 Junior Golfers just took to the hallowed grounds of Augusta National Golf Club to compete for the title of Drive Chip and Putt Champion in their age division.

Your chance to be there in 2015 begins here! The Colorado PGA is hosting 5 Local Qualifiers and one Sub-Regional Qualifier in 2014. Your chance to get ready for the qualifier begins right here at _____ Golf Course. Your PGA Professionals are offering a Drive Chip & Putt Prep Series that will prepare you for your local and sub-regional qualifier! Practice and perfect the skills you need on the same competitive set up as you will see at your qualifier; all right here at your home course!

Date: _____ Session 1: Putting

Work with a PGA Professional on putting skill refinement and practice on the exact same set-up that you will see at your qualifier!

Date: _____ Session 2: Chipping

Prepare your short game for competition on the same chipping course used at the qualifier that you have registered for!

Date: _____ Session 3: Drive

Distance is important, but accuracy is the key! Your PGA Professional staff will teach you how to maximize distance and maintain accuracy on a driving range grid set up just like it will be at your qualifier!

Date: _____ Session 4: Compete

The _____ Golf Course Drive Chip & Putt Championship is on the line! Apply what you've learned in a competitive environment to prepare you for the big day!

Cost: \$100 Per Junior Golfer

Local Qualifiers

CommonGround GC June 9/Lincoln Park GC June 24/ Collindale GC June 30/

Hiwan GC July 7/ Cheyenne Shadows GC July 22

Sub-Regional

CommonGround GC August 4

Register for the Prep Program in the Golf Shop.

Register for the Championship at:

www.drivechipandputt.com



2014 QUALIFIER:

Boys 7-9

COMPETITOR: GIRLS	DRIVE	CHIP	PUTT	OVERALL
Aponick, Jonas	29	-	35	64
Beck, Nathan	12	2	36	50
Betlow, Tyler	8	25	25	58
Brown, Liam	22	40	16	78
Custer, Jackson	19	25	17	61
Davey III, Sammy	19	21	25	65
Eichenlaub, Evan	20	30	20	70
Gutierrez, Derek	26	30	30	86
Li, Tiger	12	5	40	57
Martin, Miles R	35	40	75	150
Patascher, Lydon	14	5	40	59
Reytblat, Daniel	-	-	-	-
Saunders, Charlie	12	25	25	62
Theodorou, Nicholas	16	30	40	86
Yagnik, Nicholas	14	36	21	71



