

A friend once told me that a golf course was like a church, without its juniors, it will not survive! I really took that to heart this year and was determined to put a major effort into introducing juniors to the game. So when Barry Payne, our Head Golf Professional came to me and asked me if I wanted to run point on junior programs, I was all in! Besides, having 5 daughters pretty much qualified me for the position! In March, Barry had already met with us, along with Kim Shafer and put strategies in place to grow our junior golf in 2015. So after discussion we chose to focus on two areas of growth, golf in schools and PGA Jr League during the summer!

It was spring already and we wanted to make sure that we were prepared, so we decided to focus on building our junior league roster and push golf in schools until the fall. This turned out to be a great move because we never would have imagined the response we received on JR PGA League! We knew it was going to be an incredible platform leading into the school year with tons of marketing outreach over the summer.

Preparing for junior league we noticed that there wasn't any other clubs within our region that made sense to travel to! The closest one being an hour drive, we knew that to be successful we needed to make our own league and that is what we did. We began by putting the logo on our homepage of our website and linked that to our registration page. The one thing we knew is that we wanted to make it as easy as possible to sign up! After we finished the article, we posted on our website along with a picture of players with their uniforms and titled it little league golf. The title was important because we knew that would be relatable to our non-golf families and would know that all skill levels were allowed to participate. The final goal in the article was to reach out to parents through the article and let them know that this wasn't just about learning to play golf, but to improve them as a person and take the values we find in this great game and help them use them in their everyday life. Below is our article.

LITTLE LEAGUE GOLF



Jr PGA League for Ages 13 and Under!

Starting May 6, The Links at Novadell is excited to begin a new chapter in junior golf. The introduction of the Jr PGA League gives kids 13 and under the ability to participate in a little



league golf program. Juniors are paired in small teams and compete in scramble type format against other teams. This fun atmosphere is designed to get kids involved in the game of golf and learn from each other and the PGA Professionals! Each participant will receive his or her own jersey, golf balls, and a PGA JLG bag tag.

Saturday, May 2 at 6 pm, we will have a parent orientation here at Novadell to explain the details about the program. We plan to host 2 hour practices on Wednesday afternoons and matches to be conducted on Saturday evenings. We highly encourage parents to follow along with the teams during the matches, be involved in the program and be another source of encouragement. Anyone who wishes to volunteer, please feel free to contact the golf shop and speak with the PGA Professionals.

Golf is a great game and is one of the few games that a person can play for a lifetime. A game that promotes, honesty, integrity, mental awareness, physical health and better judgement. We hope that your child gains much more than learning the game of golf. Our staff is dedicated

to teaching them the benefits of being a great person and how using the values that we find in the game of golf as a tool to influence others around them. Sign up today by clicking on the Jr PGA League logo or contact us at 270.886.1101 for more information.



Thank you for your interest in Novadell and The Jr PGA League! Look forward to seeing you on the Links!

[Click Here to Sign Up!](#)

Now that the article was finished and our website was ready for traffic, it was time to start doing some marketing. We launched an ad on Facebook and targeted men and women, 25-45 who liked golf, some area fitness gyms, and some local communities and posted that article in the Ad! The response was overwhelming, calls began coming in within a couple of days and we had begun getting registrations immediately. Even better, we noticed that people who saw the post on Facebook ad shared the article with other people, over 50 shares just from that one post! Whether it was from the title that grabbed their attention or the article itself, we still thought to ourselves, what a success!

In addition to our Facebook ad, we created a sign up flyer with the information from the junior league page and sent them out into our school system. It was interesting though, our response from Facebook was much greater but both were successful as juniors

signed up via both avenues. The flyers were great because they really served two purposes as many called or came in and picked up a flyer and turned it back in. We found that our organization and giving families multiple ways to sign up and being highly organized was the reason we were so successful. It has truly been amazing, we even have kids that live an hour and a half from us that compete in our league!

Quite honestly, we couldn't be happier with the results! We had a total of 46 kids sign up, four withdrew which left us with 42 that will compete this summer at Novadell in PGA Junior League.



Now through four weeks, we have seen so much more potential that I thought that we would see in our first year and really look forward to competing across

the state in all-stars. It also led to a weekly clinic with the Boys & Girls Club of Hopkinsville which we get to work with inner city youth that most likely would never have been exposed to the game of golf.

Our league has practices on Wednesday and will have a total of 5 matches throughout the summer on Saturday evenings. Having four teams, it has been great to see the kids get excited about their team jerseys, being competitive, and most of all having fun! We try to communicate regularly with all of our kids, which has really helped matches and practice run smoothly and be effective. We chose two lines of communication, one being twitter, the other being email and use them to drive people to our website. We then post all of our tee times and results under the PGA Jr League logo on our site! Although email has been great, twitter has given us the best line of communication! We can get in touch with our entire team with a click of the button, send out notifications and keep them up to date on any changing weather. If you would like to follow me and see how it has been an asset to us, my twitter handle is @jlgolf13.

PGA Junior League continues to make a huge impact on Novadell and myself. We have put in a lot of work that has been so rewarding and has really been a lot of fun. We have given our kids expectations and have even introduced penalties for not listening, damaging turf, or having a bad attitude. We chose to do 20 second planks, which for those who don't know are just simply a push up position that they have to hold for 20 seconds. Thankfully we haven't had to use them much, but kids know they don't

want to have to do them. It has helped us keep control of the kids and has produced great results as they have done a tremendous job listening and responding to us. We continue to remind and teach them that there is a reason they have two ears and one mouth, to simply listen twice as much as they speak!

In the end, PGA Junior League has increased revenue for both ourselves as instructors, our club through apparel, club sales, and food sales. It has also impacted other clubs around us by seeing our success. We know that next year, many of those clubs will have their own teams and we will have the opportunity to compete against them next year! It will be great to be able to travel to their clubs and give our kids the opportunity to compete on different courses throughout the summer! All this couldn't be done without our volunteers and our great sponsors like Best Western, Hopkinsville, Logan Aluminum and Kings Funeral Home in Cadiz, Kentucky. Your Support has done so much and we greatly appreciate it!