



GRAA



Your meetings are valuable in that not only do we get to interact with others in the golf business, exchanging ideas and building relationships but sometimes by attending these meetings we are validated that what we are doing is not off track.

—Greg Mason, PGA
PGA Head Professional
Spirit Hollow Golf Course

GOLF RANGE ASSOCIATION OF AMERICA REGIONAL BOOT CAMPS

The mission statement of the Golf Range Association of America is to help golf professionals at all types of facilities to better use their range and practice areas to increase their facility revenues, enhance their personal careers and help grow the game of golf.

To aid in this mission, the GRAA will host Regional Boot Camps, which will offer the following:

- Four events in different regions of the country with 25-35 attendees per event including PGA Professionals, facility managers and facility owners/operators. In addition, GRAA personnel and two representatives from each partner company will be present
- Attendance by invitation only. Scheduled conference events are included. Partners and attendees are responsible for hotel accommodations and travel to facility.
- Each event will feature several speakers
- Breakout sessions covering:
 - Management Best Practices (marketing, staffing, insurance, pricing, retailing and F&B)
 - Teaching & Fitting Best Practices, featuring outdoor demonstrations
 - General Operations (netting, targets, mats, lights, pickers, balls, agronomy, etc.)
 - Growth of the Game (CRM, special groups)

PARTNER FEATURES & BENEFITS:

- One of six partners with category exclusivity
- Attendance at each event, interacting with roughly 25-35 PGA Professionals and facility owners, managers and operators per event (100-140 total expected attendees)
- Recognition on event signage with other partners
- Recognition on all promotional materials with other partners
- 10 minutes of presenting opportunity at each event
- Partners will be given a list of all attendees for follow up

DATES & LOCATIONS:

March 23 at Oakmont Country Club in Oakmont, Pennsylvania
August 29 at Chambers Bay in University Place, Washington
October 10 at Erin Hills in Erin, Wisconsin
October 25 at Atlanta Athletic Club in Johns Creek, Georgia

For more information, please contact your Golf Range Association of America sales representative.