



## **THE LAUNCHPAD: From Apprenticeship to PGA Membership**

**Purpose** - To help Apprentices complete their PGM education by creating a weekly webinar that follows a schedule for completion.

**Wave** - 1101

**Start Date** - Monday, February 19<sup>th</sup>

**Completion Date** - Monday, June 4<sup>th</sup>

**Time** - Mondays, 7:00-8:00pm

Facilitating & Testing Mentor - Eric Mitchell, PGA

1<sup>st</sup> Assistant Golf Professional, Anaheim Hills Golf Course -

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**Benefits** - By participating in the LAUNCHPAD, you will experience the following benefits:

1. Work Experience Completion - You will complete your PGM Work Experience
2. Mentors - You will have Mentors to help you through the PGM program and serve as a resource.
3. Support - You will have other Apprentices and Mentors to support you through the PGM program.
4. Networking - You will meet numerous other golf professionals in the PGA section.

**To Be Successful** - The following tips will ensure you complete your work experience portfolio and complete the program as scheduled:

1. Reading - Complete all reading PRIOR to the weekly webinar
2. Commitment - Complete each activity prior to the following week
3. Network - Use your mentors, group leader, and fellow apprentices to help you succeed through the program
4. Discussion - Be prepared to discuss and contribute information to each class.

### **Contact Information**

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Schedule of Events

**February 19<sup>th</sup>**

**Introduction to LaunchPAD**

Case Study Activities

**February 26<sup>th</sup>**

**Activity 1:** Business Planning Phase 1: Define the Business

**Activity 2:** Business Planning Phase 2: Assess the Current State of the Business

**March 12<sup>th</sup>**

**Activity 3:** Business Planning Phase 3: Develop Objectives and Related Strategies

**Activity 4:** Business Planning Phase 4: Develop a Financial Forecast and 12-Month Budget

**March 26<sup>th</sup>**

**Activity 5:** Business Planning: Monitoring Performance

**Activity 6:** The Business Value of Effective Customer Relations for the Case Study Facility

**April 2<sup>nd</sup>**

**Activity 7:** Develop a Tournament Business Plan for the Case Study Facility

**Activity 8:** Develop a Golf Car Fleet Business Plan for the Case Study Facility

Customer Relations Activities

**April 9<sup>th</sup>**

**Activity 1:** Moments of Truth at My Own Facility

**April 16<sup>th</sup>**

**Activity 2:** Strategies and Skills at My Own Facility

**Activity 3:** Improving Positive Engagement Routines at My Own Facility



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### Tournament Operations Activities

**April 23<sup>rd</sup>**

**Activity 1:** Plan and Prepare for a Tournament Event at My Own Facility

**April 30<sup>th</sup>**

**Activity 2:** Run the Tournament at My Own Facility

**Activity 3:** Review and Evaluate the Tournament at My Own Facility

### Golf Car Fleet Activities

**May 7<sup>th</sup>**

**Activity 1:** Analyze Fleet Policies and Procedure at My Own Facility

**Activity 2:** Explore Maintenance and Storage Practices at My Own Facility

**May 14<sup>th</sup>**

**Activity 3:** Analyze Customer Satisfaction and Financial Performance at My Own Facility

**Activity 4:** Prepare the Final Report for My Own Facility

### Introduction to Teaching Activities

**May 21<sup>st</sup>**

**Activity 1:** Interview, Observation and Assessment

**May 28<sup>th</sup>**

**Activity 2, 3, 4:** Lesson 1-3

**June 4<sup>th</sup>**

**Activity 5:** Evidence for Learning

### Important Materials to Review for Classes

Business Planning Manual: Pages 5-8, 26-46, 47-60, 64-70

Customer Relations Manual: 1-36