E-Z-GO_468x60_Feb2024

Lowest Cost of Operation →

Search

MENU

Paul Freda, PGA on Engagement: Create the Ability to Document a Great Moment



Paul Freda is the Director of Golf at Spring Meadow Golf Club in Farmingdale, New Jersey.

Paul Freda on the importance of creating the ability to document a great moment:

We've all been there – on both ends, actually. Either you make a hole-in-one as a single or not with your usual group and you fear none of them will believe you when you tell them your magical moment finally happened, or you're on the receiving end of a text saying someone in your group made an ace and there's immediate, friendly doubt. There's something cool about being able to have something so significant documented. Well, we found a solution to that, with a bonus on top.











Paul Freda on the business impact of creating the ability to document a great moment:

Through my friend Kyle Raventos at Birdie-View, we installed a camera behind the 18th green and one behind the tee. Those cameras are running 24/7. There's a sign at the tee with a QR code, inviting anyone to join into a program (it costs $10 to enter): if you make an ace you get $1,000 in cash. Birdie? Gift card to the pro shop. Par? Entered into a raffle for a gift card to our restaurant. And while we're merely weeks underway, it's already captured multiple aces and countless other memorable moments for golfers. We also have the feed playing in our restaurant. But the larger story is the documentation of it. For birdies or aces, Birdie-View sends you golfers who make a birdie or ace an edited highlight video, complete with shot tracer. It makes something played at a public golf course feel like it was done on TV. It leaves you with a bigger memory of that day, who you were with, and the course it was on. And as all of us facilities battle it out for everyone's time, and money, it's one more reason to go into the shop and the restaurant. By simply documenting history so that we can playfully rub it in on all of our friends, we have also given golfers another reason to keep paying a visit here.

If you would like to email the author of this Best Practice directly, please email paulfreda@golfspringmeadow.com.

PGA PROFESSIONALS' BEST PRACTICES

- Coaching
- Retailing
- Tournament & Outings
- Travel
- Developing Players
- Core Golfers

FROM THE INDUSTRY

- Press Releases
- Golf Range Assoc.
- Golf Fitness Assoc.

EXCLUSIVES

- AGM Corner
- Best Golf Shops

FROM THE MAGAZINE

- Current Issue
- Previous Issues

© Copyright 2026 PGA of America. All rights reserved.