



Reaching out

This package of stories is the first of an ongoing series covering new initiatives and projects developed to bring new golfers into the game, particularly youths and minorities. People wishing to submit projects, or stories for consideration should contact the editorial department of *Golf Course News* at 106 Lafayette St., P.O. Box 997, Yarmouth, ME 04096; tel. 207-846-0600; Fax 207-846-0657; e-mail: mleslie@golfcoursenews.com.

Minority Golf Assn. moves ahead in Miami

MIAMI — Don Childs Associates has been awarded the master planning and design contract for the development of a new golf training academy here that will be the teaching and training headquarters for the Minority Golf Association of America (MGAA). The project site is approximately 108 acres in North Miami, minutes away from the new Joe Robbie Stadium.

Owned by The Jupiter Group, the site

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Wadsworths bankroll \$3.5M for inner-city juniors, handicapped

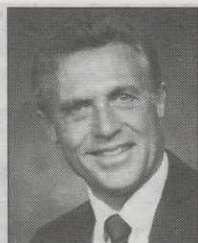
By MARK LESLIE

PLAINFIELD, Ill. — Concerned with the growing menace of crime in the country, Brent and Jeanne Wadsworth of Wadsworth Golf Construction Co. here, have created the Wadsworth Golf Charities Foundation to support programs for junior and handicapped golfers.

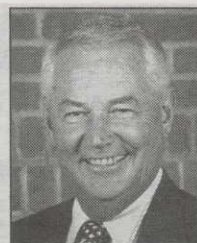
"The thrust here," said Brent Wadsworth, "is supporting the development of facilities that offer opportunity to the handicapped, youths and others who otherwise wouldn't have the chance to use them. At the same time we want to help channel people's spare time into an area of self-improvement rather than crime."

An outgrowth of the Wadsworth company's 20-year-old in-house Social Responsibility Program, the foundation has already helped fund three programs:

- Giving a grant to help with the purchase and capital improvements for The Children's Course near Portland, Ore. The programs will teach technique and help youths develop positive character



Brent Wadsworth



Richard Slagle

qualities, relationship skills and a larger perspective on life.

- Donating \$50,000 to the Chicago District Golf Association (CDGA), which will operate a program in connection with new The Youth Links adjacent to the 27-hole public Cantigny Golf Course. Wadsworth built the 9-hole course, which features holes of 90 to 160 yards over 20 acres. When it opens around July 1, The Cantigny Foundation-owned facility will give priority to young people, allowing adults to play, but not when children are waiting.

- Contributing to the U.S. Golf Association's "For the Good of the Game."

With Wadsworth's funding, the CDGA's Junior Golf Program will bring in five groups of 30 inner-city girls and boys for three-day clinics.

"In many instances," Wadsworth said, "we don't have these types of facilities in the inner cities and even the rural areas. We have to spruce up the opportunities that exist."

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THE ROBIN HOOD CONCEPT

Robbing from the rich to help poor

BOISE, Idaho — Robbing from the rich to give to the poor is the legacy of Robin Hood. Now the Robin Hood Executive Course being built as part of Cloverdale Golf's 54-hole development here will use that philosophy to foster junior golf.

Owner HansGeorg "Hans" Borbonus explained that the idea came about because "we are going to rob from the rich (the North and South courses) and give to the poor (the Robin Hood course).

"This way we can subsidize the course and hopefully offer free green fees to any junior who wants to play."

Borbonus said he will form a non-profit organization to run the Robin Hood track and to organize tournaments and functions for area youths.

The golf courses will be built in stages with the North Course first, followed by the South course and the Robin Hood Course. Grand opening for the North is scheduled for fall of 1999. This course will feature a granite rock theme throughout the golf holes, walls,

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Nat'l Assn. of Junior Golfers ushering in 'Junior Golf Decade'

It's cool — and big business is taking note. Junior golf is striking courses around the globe, crossing socio-economic factors and bringing the sport into neighborhoods worldwide. More than offering youths new alternatives for their free-time, the sport ranks high in the "coolness" factor.

The trend-setting youth market is speaking and corporations are listening to the consumer group which is known to spend \$100 billion annually.

"What's happening right now is for real," said Steve Jubb, director of the PGA Foundation. "It is changing the game of golf before our eyes and its changing

golf for the better. But as an industry, we must face the challenges that are brought with the wave. Our challenge is to provide opportunities for everyone, everywhere to enjoy this great sport."

Whether considered the "Tiger Effect" or an idea that has met its time, the coming decade

is being termed the "Junior Golf Decade." Throughout 1997, more than 2.7 million U.S. boys and girls, ages 5-18, participated in the sport.

Corporations around the country have begun to tap into a market that plays a major role in family buying decisions, with most purchases based on brand

name insistence by these kids. Sponsors know that positive buying experiences in youth translate into adult brand loyalty.

Junior golf projects are receiving support from some of the sport's big names such as the USGA, the PGA and LPGA. A group call the National Association of Junior Golfers (NAJG) has been uniting corporations with junior golf programs and organizations across the country, serving as the network for junior golf and corporate marketing efforts. In fact, in 1997, NAJG initiatives reached an estimated 1.5 million youth.

"The National Association of Junior Golfers is able to provide services to youth and junior programs as a direct result of corporate support," said Executive Director Tom Griffin. "The NAJG has an immediate need to develop more corporate relationships that will enable us to carry on our service to children worldwide."

Tournaments such as the Pepsi Little People's Golf Championship are expanding annually and proving to be popular venues for business marketing. Whether supplying products and services or contributing funds to a program, junior golf ventures have become the latest way for corporations to reach a market that until recently had remained relatively untapped.

"The NAJG offers a great opportunity for Sanford to capitalize on our flagship's brand 'Sharpie' marker while supporting and helping young people broaden their experiences through the game of golf," said Robert S. Parker, president of Sanford, on the company's involvement with the NAJG.

NAJG can be contacted at 1-800-441-6254.

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Robin Hood

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streams and bridges. The highlight will be an abandoned gravel pit where two golf greens converge, separated by a 50-foot waterfall and pristine lake.

Construction features include a five-lake circulation, with beautiful streams serving as overflows. One pump circulates water from the lower lake to the waterfall and the rest is done by gravity.

The South Course and Robin Hood Course are in the design stage. The length of the North Course is over 7,200 yards, and the South Course will be more than 7,100 yards from tip to tip.

The project began to take shape last May when Borbonus hired Rob Huff, a former PGA European Tour professional from the OB Sports operation of Angel Park Golf Course in Las Vegas. The design was created by Cloverdale Nursery and Dan Whiteside and Russ Dillon.