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VALUE. Put it all together and what you get is an overall commitment from a company dedicated to meeting your needs. That's called value. And value is what that ride down the fairway is all about. **Call 800-321-5325. LESCO is there.**

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Everything I needed to know about life...I learned playing golf!

honesty

1. *Honesty is the quality or state of being truthful, not deceptive.* **Golf** is unique from other sports in that players regularly call penalties on themselves.

integrity

2. *Integrity is strict adherence to a standard of value or conduct; it's personal honesty and independence.* **Golf** is a game of honesty, etiquette and composure. You are responsible for your actions and personal conduct on the golf course.

sportsmanship

3. *Sportsmanship is observing the rules of play and winning or losing with grace.* You must know and abide by the rules of **Golf** and be able to conduct yourself in a respectful manner.

respect

4. *Respect is to feel or show deferential regard for others.* In **Golf** it is important to show respect for yourself, your partners, your opponents and the golf course, as well as for the honor and traditions of the game.

confidence

5. *Confidence is reliance or trust; it is a feeling of self-assurance.* Confidence plays a key role in the level of play that you achieve. You must have confidence in your abilities every time you play **Golf**.

Building golf and a better tomorrow

Golf is fun. It also can teach youth about character development, success and life. That's the premise of The First Tee, a non-profit initiative of the World Golf Foundation. Since 1997, more than 280,000 children between the ages of five and 18 have participated in The First Tee instruction and play. Most of these children are economically disadvantaged, girls and minorities - those most under-represented in golf. As an integral part of the game, these children learn the First Tee's Nine Core Values: honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy and judgment.

The goal of The First Tee is to reach 500,000 kids by 2005. To do this The First Tee is expanding beyond its 136 facilities in the U.S. - mostly three-, six- and nine-hole courses, and partnering with existing golf courses under a new affiliate program to expand access. Supporters of The First Tee include the USGA, the Augusta National Golf Club, LPGA, PGA of America and more than 70 LPGA and PGA Tour players. Individual golfers also support this worthy cause through donations of time, money and golf equipment. For more information visit www.thefirsttee.org or call call 904-940-4305.

responsibility

6. *Responsibility is accounting for one's actions and being dependable.* In **Golf**, you are responsible for yourself and your actions on the golf course. It's up to you to keep score, repair divots, rake bunkers, repair ball marks on the green and keep up with the pace of play.

perseverance

7. *Perseverance is to persist in an area, purpose or task despite obstacles.* To succeed in **Golf**, you must learn to persevere through bad breaks and your mistakes.

courtesy

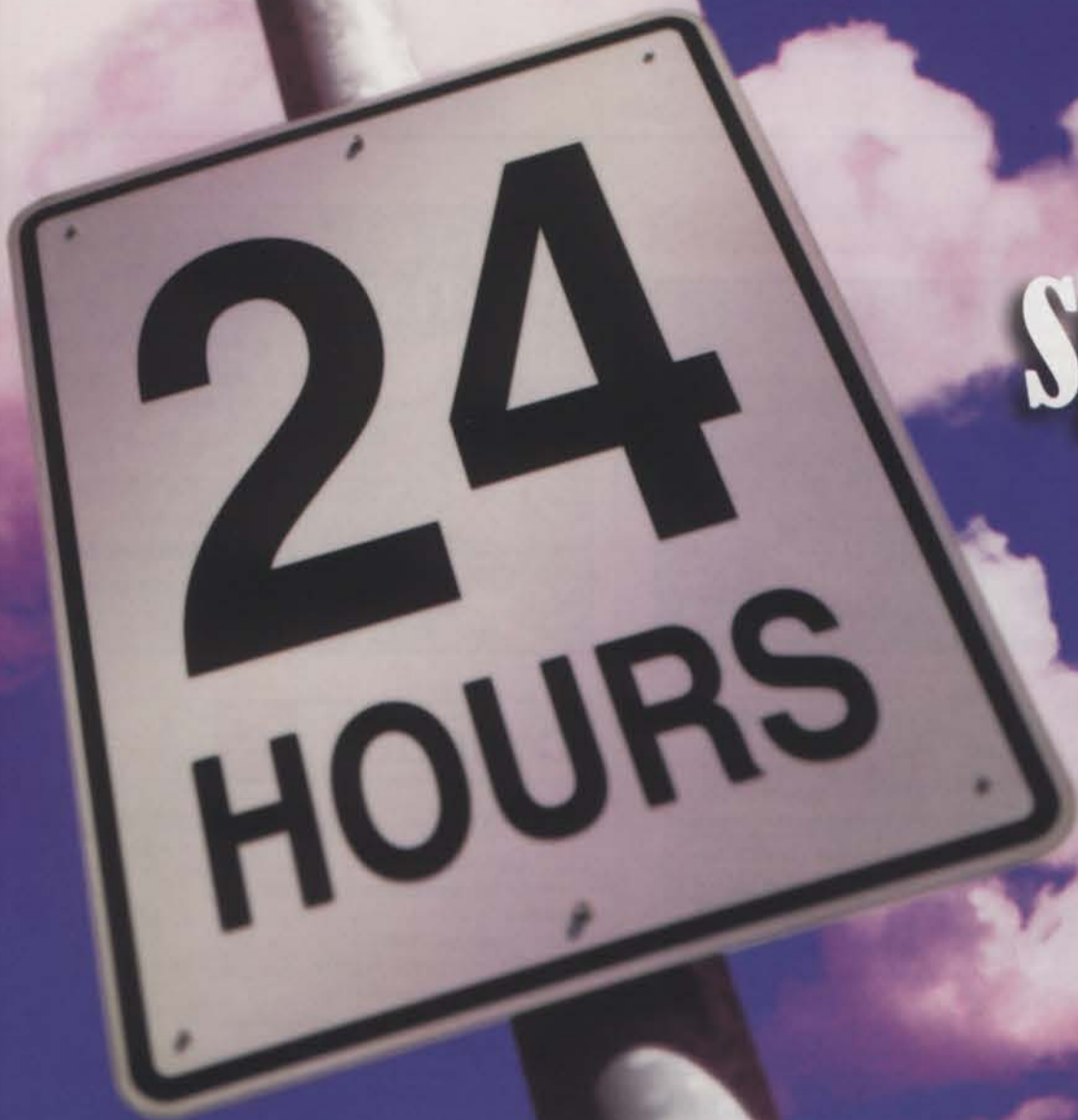
8. *Courtesy is considerate behavior toward others. It is a polite remark or gesture.* A round of **Golf** should begin and end with a handshake between fellow competitors. Show courtesy toward others by remaining still and quiet while they prepare and execute a shot.

judgement

9. *Judgment is the ability to make a decision or form an opinion.* It is a decision reached after consideration. Using good judgment is critical in **Golf**. It comes into play when deciding on strategy, club selection, when to play safe and when to take a chance, the type of shot you consider executing, as well as understanding and abiding by etiquette.



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