



# Junior Golf Options

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Do you have a Junior Golf Program at your facility? Is it any good? How about a high school team that calls your course home? If not, how come? Do you have a lot of juniors and families playing your course?

If you ask superintendents, general managers, board members and golf professionals if junior golf is important, we'd all answer yes. It's my belief that we need to do more than just saying it's important, but convey its importance through our commitment to having opportunities for juniors. Your facility may already offer fantastic programs and opportunities, but we can all do more. It's an old cliché, but it rings very true, "Juniors are our future members."

If we believe that we all need to expand our opportunities. By now I'm sure your thinking, "Okay, great, but tell the golf pro, not me." Which is very true, but with your blessing, a few of these enhancements may become reality. Believe it or not, we (golf pros) know and believe you are very busy, the last thing we want to do is give you more work.

However, if you suggest these ideas, and the work that it creates for you, we'll run with it. There are many different things that could be done to enhance your junior players' experience, but here are 2 simple ones.

- 1 - Add junior tees. You don't have to build new tee boxes, just put painted rocks at the 150 mark on par 4s, the 200 mark on par 5s and the start of the fairways on par 3s. You'll have some time invested painting rocks and moving them to mow fairways, but it'll be well worth it to see those young kids playing!
- 2 - Make your range into a 3 or 4 hole course during your junior program. Mowing a "tee," a "green" and cutting a hole will make the younger players' day! We use it for our juniors and they love it. Will doing these things automatically bring more juniors? No, but it's a start and it tells your customers that you are committed to the next generation learning the game we love!

Information on Junior Golf Programs can be found at the American Junior Golf Association at [ajga.org](http://ajga.org), the First Tee Program at [firsttee.org](http://firsttee.org) and The Junior Links Program at [Juniorlinks.com](http://Juniorlinks.com) a collaborative site sponsored by the USGA, PGA Tour, PGA of America, NGCOA, LPGA, GCSAA add the World Golf Foundation under the Golf 20/20 Vision For the Future Program. 



Junior Clinic Students on a chipping area, learn the basics of the swing.



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## The First Tee Nine Core Values

The First Tee has established Nine Core Values that represent some of the many inherently positive values connected with the game of golf. These Nine Core Values have been incorporated into The First Tee Experience and have been used to name golf holes at several of The First Tee facilities.

1. **Honesty** - the quality or state of being truthful; not deceptive  
*Golf is unique from other sports in that players regularly call penalties on themselves and report their own score.*
2. **Integrity** - strict adherence to a standard of value or conduct; personal honesty and independence  
*Golf is a game of etiquette and composure. Players are responsible for their actions and personal conduct on the golf course even at times when others may not be looking.*
3. **Sportsmanship** - observing the rules of play and winning or losing with grace  
*Players must know and abide by the rules of golf and be able to conduct themselves in a kind and respectful manner towards others even in a competitive game.*
4. **Respect** - to feel or show deferential regard for; esteem  
*In golf it is important to show respect for oneself, playing partners, fellow competitors, the golf course, and for the honor and traditions of the game.*
5. **Confidence** - reliance or trust. A feeling of self-assurance  
*Confidence plays a key role in the level of play that one achieves. Players can increase confidence in their abilities by being positive and focusing on something they are doing well regardless of the outcome.*
6. **Responsibility** - accounting for one's actions; dependable  
*Players are responsible for their actions on the golf course. It is up to them to keep score, repair divots, rake bunkers, repair ball marks on the green, and keep up with the pace of play.*
7. **Perseverance** - to persist in an idea, purpose or task despite obstacles  
*To succeed in golf, players must continue through bad breaks and their own mistakes, while learning from past experiences.*
8. **Courtesy** - considerate behavior toward others; a polite remark or gesture  
*A round of golf should begin and end with a handshake between fellow competitors. Players also should be still and quiet while others are preparing and performing a shot.*
9. **Judgment** - the ability to make a decision or form an opinion; a decision reached after consideration  
*Using good judgment is very important 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 players consider executing, as well as making healthy choices on and off the golf course.*