

The Fairway Foundation Is On the Right Course

The Fairway Foundation is riding the crest of a wave in golf's popularity, which, thanks to efforts by the USGA, the PGA, The Tiger Woods Foundation and other organizations such as ours, has seen an increasingly number of minority kids become enamoured with the game.

At year-end 1997, the USGA and PGA announced the First Tee program, whereby \$50 million will be invested by the year 2000 to build 100 new golf courses for youth. The courses will be five to seven holes, with lengths of 50 to 150 yards per hole. The Fairway Foundation is involved with this project.

The connection we make with at-risk kids can be a critical factor in the course of their lives. Lifetime contacts and the values they learn through golf — discipline, honesty, courtesy, sportsmanship, respect and self-respect — will carry over as they strive to succeed in school, at work and in the community.

Keeping kids "on the right course" as they reach their teen years in a special challenge. The Caddie and Tree Trust work programs initiated in 1997 provide a financial incentive to older kids, as well as positive recognition and a sense of accomplishment and self-confidence that comes from a job well done.

Fairway kids also can earn money by repairing and re-fitting donated golf clubs. Interested kids are trained to cut and regrip clubs to better suit our junior players.

With the addition of these special programs, we hope to significantly increase participation by kids 12 years and older — specifically, 20 percent (100 participants) of a targeted 500 participants by the year 2000. We're also working to achieve a ratio of one volunteer or professional to five stu-

dents. This will allow us to develop stronger relationships with Fairway kids and give them the personal attention they deserve.

Other opportunities include mentoring programs and a college scholarship, which has been awarded this year to Minneapolis South senior Josh Smith. Josh has been a Fairway Foundation mentor and clinic teacher for the past two years.

The Fairway Foundation will be working to:

- Better organize and formalize its fundraising efforts.
- Develop partnerships with corporations, schools and golf clubs.
- Cultivate relationships with community leaders, school coaches and others who can help identify and encourage kids interested in the Fairway Foundation program.

"Timeless Principles, Meaningful Experience"

Golf is an honored tradition of technical skill, coupled with the timeless principles of discipline, integrity and respect. But these principles go far beyond the boundaries of any golf

course; they are the basis for success in one's life.

A new Caddie Program, initiated in the summer of 1997, allows Fairway Foundation kids to translate the timeless principles they learn in golf into an exciting opportunity.

Inner-city kids, ages 12-16, received training from Evans Scholars, the Hazeltine caddie program and Sam Garthune, Fairway Foundation's caddie master.

Nearly 20 students made a daily commitment to the program — a decision that may have a dramatic impact on the course of their future.

The caddie experience — both motivational and inspirational — is especially vital to Fairway kids for two reasons. First, it builds self-confidence and encourages students to improve their communication skills. Second, the tipping system provides a direct link between effort and reward. It's an invaluable lesson in today's market, which is driven by ever-increasing customer expectations.

Student caddies provided exceptional service at various metro-area tournaments, including stints at Hiawatha, Rich Acres, Hazeltine, Golden Valley and Minneapolis Golf Club.

(Continued on Page 32)



Mel Strand, CEO
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Job Descriptions Offer Legal Protection

Key to defending the rights of both employers and employees is having well-written job descriptions. **Liability protection:** This may protect employers from legal disputes regarding wage and hour claims, discrimination and wrongful termination law suits. Employees know exactly what is expected of them. **Important:** While your facility may have a standard employee handbook, it is also crucial to provide specific job descriptions to all employees. When creating or revising job descriptions, remember to:

- **Create** detailed job descriptions for every position.
- **Consider** what is essential to doing the job.
- **Include** all physical and mental requirements for every position.
- **Be sure** that all employees understand their duties and that they agree to fulfill them.

Employers have the right to change job descriptions, but changes need to be made in written form.

A free booklet of sample golf course maintenance job descriptions is available from GCSAA by calling 1-800-472-7878.

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(Source: Murray E. Page, Esquire, Dallas, Texas as printed in GCSAA's Leader Board, March/April 1998 issue.)

Fairway Foundation—

(Continued from Page 29)

The program, designed as one of several new ways to retain older kids in Fairway Foundation's program, is expected to expand to St. Paul this year.

According to program director Ray Book, the program has made a strong impression on several participants.

"I was thrilled this past summer, when at the State Fair, my wife and I were approached by a young man and his mother. He immediately introduced himself, looked me directly in the eye and extended his hand, while explaining that he was thankful he had the opportunity to participate in Fairway Foundation's caddie program. He then stepped to the side and formally introduced me to his mother.

"Here was a polite young man that was applying his golf and caddie skills to real life. It goes to show that what we're doing actually makes a difference. Too often, we (society) assume the lesser of these kids, when, really, we should be expecting the most out of them."