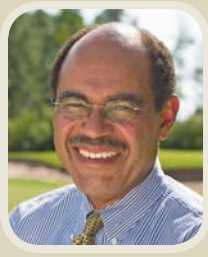




The
First Tee®

2009 Parent's Guide to The First Tee





Dear Parent or Guardian:

Welcome to The First Tee!

As a participant in The First Tee, your child is now part of an international youth development organization supported by the leading organizations in golf.

Young people who become members of The First Tee enjoy a variety of opportunities to learn life skills that can help them grow as individuals and prepare for the future. As they progress through the various skill levels, participants cultivate interpersonal and self-management skills, learn to set goals and experience the dynamics of group and community interaction. They also develop a sense of social responsibility that can positively impact them both on the golf course and in their everyday lives. Many young people learn the lifelong benefits of volunteering, mentoring and tutoring through their association with The First Tee.

Additionally, The First Tee Life Skills Experience™ teaches participants about The First Tee Nine Core Values™ and how to develop and display positive character traits inherent in the game of golf. Participants often cite the Nine Core Values as a meaningful part of their learning experience. We hope you will reinforce these important values with your children at home, at school and in other extracurricular activities they may participate in.

The information on the following pages provides an overview of the many opportunities available to participants ages 13-18. For participants in this age group, we have created the PACE (Providing Assistance for Careers and Education) Resource Center. Through PACE, eligible participants will learn, among other things, about applying for college, college scholarships, and career exploration. We encourage you to get involved with your local Chapter to help extend the reach of The First Tee in your community.

Thank you for your involvement with The First Tee as we strive to make a difference in the lives of young people.

Sincerely,

Joe Louis Barrow, Jr.
Chief Executive Officer

The First Tee has come a long way since its establishment by the World Golf Foundation in 1997. What started as an initiative to create affordable access for those not previously exposed to the game has become a leading youth development organization. Through its mission of teaching life skills and character education through the game of golf, The First Tee is having a positive impact on participants, their families, and their communities.

The First Tee National School Program, launched in 2004, introduces children to the game of golf and The First Tee Nine Core Values during physical education classes through the use of SNAG (Starting New At Golf) equipment. Supported by the PGA TOUR and a growing number of tournaments and other sponsors, the National School Program promotes character education and seeks to mainstream golf in school physical education classes in the United States.

Since 1997, The First Tee has:

- Introduced golf and its values to over 2.9 million participants
- Offered the Life Skills Experience at more than 690 program locations
- Established over 1,100 affiliate relationships with golf courses that offer access and reduced rates for participants
- Introduced the National School Program in more than 2,600 elementary schools
- Increased diversity in golf



The First Tee Life Skills Experience Overview

The First Tee Life Skills Experience, a curriculum for teaching character education through life skills, is one of the unique features that differentiates The First Tee from other youth initiatives and junior golf programs, and ultimately strives to instill in participants The First Tee Nine Core Values—honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy, and judgment. Through the Life Skills Experience, young people around the world discover how skills essential to success on a golf course can also help them flourish in life. These skills include self-management, interpersonal communication, goal setting, mentoring and effective conflict resolution. This curriculum was developed by experts in the field of positive youth development and is delivered in our Chapter-based program by coaches trained through The First Tee Coach program.

Participants Learn To:

- Introduce themselves
- Manage emotions
- Resolve conflicts
- Set step-by-step goals
- Plan for the future
- Appreciate diversity

Coaches Learn To:

- Empower youth to make decisions by thinking about the consequences
- Build rapport and establish positive relationships
- Nurture golf and life skill development
- Create a fun learning environment



The First Tee Life Skills Experience Levels

Overview of The First Tee Life Skills Experience		
TARGET	Certification Levels	Ace
Introduction to The First Tee Life Skills Experience; provides a fun and safe environment that creates curiosity about the game of golf.	<p>PLAYer – Introduces playing the game of golf with special emphasis on learning golf and The First Tee Code of Conduct, appreciating the rules and etiquette of the game, and developing your game in golf and life.</p> <p>Par – Focuses on interpersonal communication and self-management skills.</p> <p>Birdie – Emphasizes goal-setting.</p> <p>Eagle – Builds on PLAYer, Par, and Birdie levels and emphasizes resilience skills, conflict resolution and planning for the future.</p>	The advanced level of The First Tee Life Experience; focuses on personal planning for golf, career, volunteerism and education.

Teaching Life Skills Through Core Lessons

A key strategy The First Tee Chapters utilize to successfully deliver life skills programs is the use of core lessons. Coaches use core lesson plans to seamlessly deliver a golf and life skill through golf-related activities. Coaches determine a golf and life skill they will teach then consistently create lesson plans based upon the following:

- Number of students in the class
- Student to teacher ratio
- Students' age and golf skill level
- Selection of a practical golf activity to match the life skill lesson
- Bridging the golf lesson to life by asking open-ended questions

An example of how this concept is applied

Core Lesson 13 – Having Fun While You Learn

The First Tee wants everyone in the program to enjoy discovering the game of golf. The primary message in Core Lesson 13 is that learning, whether it's golf or an academic subject, can often be challenging but the process will be more enjoyable if you have the right attitude and approach. Students are taught the Three Tips for Having Fun While You Learn—Be Patient, Be Positive, and Ask for Help. These tips can be applied to almost any type of golf skill instruction.

The life skill addressed in this core lesson is self-management. The relevance to golf includes understanding the value of repeated practice, being patient, positive and focused (mental game), and having fun in challenging situations on the practice tee or golf course. After a few lessons, participants should be able to understand that attitude affects enjoyment and performance, to recite the Three Tips for Having Fun, and to apply the tips in a golf skill practice session. As a result of using these tips in the golf context, participants readily apply them in the broader context of life with interactions at school and in the home environment.

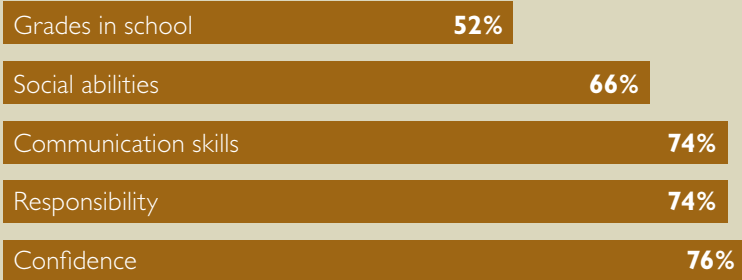


Research

The First Tee has made a commitment to researching the effectiveness of its life skills programs. Collectively, results concluded that participation in The First Tee positively changes young people's attitudes and behaviors.

PARENTS AGREE...

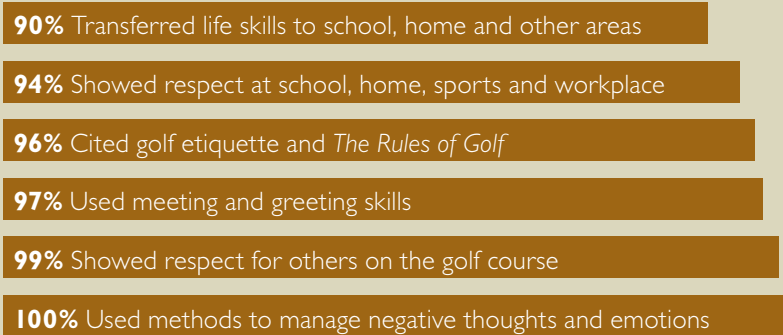
Parents observed improvement in their child's:



2003 Research, University of Nevada, Las Vegas and University of Florida

PARTICIPANTS LEARN LIFE SKILLS...AND HAVE FUN

Participant findings:



2005–2006 Research, University of Virginia

Retention

The study found that 83 percent of 2005 research participants returned to The First Tee in 2006. This finding is impressive considering the average dropout rate is 50 percent in other youth-serving organizations.

Life Skills and Leadership Academies

Each summer, participants attend academies on college campuses where they not only play golf, but also participate in in-depth life skills activities and career exploration. They meet other young people from around the world and many experience life on a college campus for the first time. The overall purpose of each academy opportunity is to provide participants with valuable character education and leadership instruction. Transportation, meals and lodging are provided for participants.

► **Life Skills and Leadership Academy eligibility information:**

- Between the ages of 13-17 and submit an application
- Birdie-certified, Eagle level or Eagle-certified in the life skills program at the time of application
- Registered by their Chapter in the home office participant database
- Application criteria changes, so please contact your Chapter for complete information

In 2009, The First Tee will conduct the first *PLAYer* Advanced Academy. This experience is intended for advanced players within the network who are seeking to play collegiate golf.

► **PLAYer Advanced Academy eligibility information:**

- Between the ages of 14 – 18 and submit an application
- Eagle-certified, Ace level or Ace-certified in the life skills program at the time of application
- Registered by their Chapter in the home office participant database
- For further eligibility requirements, please contact your Chapter



Future Leaders Forum

The Toro Company and Walt Disney World Resort in Lake Buena Vista, Florida have partnered to allow The First Tee participants to explore career paths in the golf industry. In conjunction with the final tournament in the PGA TOUR Fall Series, up to 50 high school students receive a three-day immersion in the sport, business and science of golf. Participants are guided by PGA TOUR tournament staff and volunteers and learn first-hand from industry leaders about career opportunities in turf management, entertainment, community relations, and marketing. As part of the forum, students receive leadership training provided by the world-renowned Disney Institute.

► Eligibility information:

- Application process is open to all Chapters, but a maximum of 50 students will be selected to participate
- Must be a high school sophomore, junior, or senior
- Member of The First Tee for approximately 1 ½ years
- Minimum Birdie-certified in the life skills program by each year's application deadline
- Submit a completed application packet
- Active at The First Tee upon submitting application
- Application criteria changes, so please contact your Chapter for complete information



RBS Achievers of the Year Awards

The RBS Achievers of the Year Awards are given to participants who have overcome challenges in their lives while upholding The First Tee Nine Core Values. A committee identifies a group of semifinalists from Chapter nominations then RBS selects one male and one female winner, who each receive a \$10,000 scholarship. The remaining semifinalists each receive \$2,000 scholarships to be used for ongoing education.

► Eligibility information:

- Participants must be high school juniors or seniors or recent high school graduates to apply
- Minimum Par-certified in the life skills program by each year's application deadline
- Member of The First Tee for approximately 1 ½ year
- Submit a completed application packet
- Active at The First Tee upon submitting application
- Application criteria changes, so please contact your Chapter for complete information



Walmart First Tee Open at Pebble Beach

Each Labor Day weekend, the Walmart First Tee Open at Pebble Beach showcases the talent and character of young people who participate at The First Tee Chapters worldwide. An official Champions Tour event, the tournament pairs one junior with a Champions Tour player and two amateurs. Seventy-eight juniors play in the event. The First Tee conducts two participant selection events in the summer to determine who will represent The First Tee in the tournament. During the selection process, juniors are measured in both golf proficiency and life skills knowledge. The tournament is televised nationally by GOLF CHANNEL.

► Eligibility information:

- Participants must be between the ages of 14-18 and not enrolled in college
- Acceptable Golf Ability-USGA handicap of 12 or better for males and 15 or better for females
- Minimum Birdie-certified in the life skills program by each year's application deadline
- Member of The First Tee for approximately 1 ½ years
- Submit a completed application packet
- Active at The First Tee upon submitting application
- Deadlines and application criteria change, so please contact your Chapter for complete information



The Scholars Program

More than 20 colleges and universities offer partial merit-based or leadership scholarships to participants who excel in academics, leadership, character development, and Chapter and community involvement. The monetary value of each leadership scholarship varies by school. Each participant meeting specific eligibility requirements is encouraged to apply for the designation of The First Tee Scholar. A student designated as a Scholar will be eligible to participate in any educational scholarship programs made available by The First Tee and/or one of its partner institutions. The First Tee Scholarship Advisory Committee (SAC) convenes each December to review applications and to designate the Scholars. There are three types of scholarship awards available to designated Scholars.

Leadership Scholarships Scholarships offered by participating colleges and universities in support of The First Tee for use only at the participating institution.

Named Scholarships Scholarship funds donated by individuals or corporations to The First Tee to be awarded to outstanding Scholars for use at any accredited institution.

General Scholarships These scholarships are comprised of donations, the amount of which varies, as do criterion. These funds are awarded each fall for the following school year based both on the criteria for each scholarship, as well as the applicant's individual merits.

The SAC also selects the recipients of the named and general scholarships.



► **Eligibility information**

Academic requirements:

- Completion of a competitive course of study during high school
- Minimum GPA of 3.0 (on a 4.0 scale) in core curriculum
- Minimum score of 1500 on the SAT I (Critical Reading, Math and Writing) and/or 21 on the ACT
- Excellent writing skills as evidenced by the quality of the applicant's personal essays
- Current transcript and a school profile must be provided with the completed application (this can be obtained from a guidance counselor)
- Recommendation from a current high school teacher of a core curriculum subject

Participation requirements:

- Registered and active in The First Tee participant database at the home office

- Actively involved in The First Tee at time of application
- Enrollment in The First Tee for at least two years prior to application
- Minimum Birdie-certified in the life skills program
- Completion of The First Tee Scholars Program application and submission of all components prior to published deadline

Character, Leadership, Chapter and Community Participation requirements:

- Evidence of leadership positions held
- Involvement in Chapter activities, such as mentoring, at the time of application
- Evidence of responsible citizenship through meaningful involvement in community or civic activities
- A recommendation from the Chapter executive director, golf instructor or board member who can attest to the applicant's conduct reflective of The First Tee Nine Core Values

A/B Honor Roll Recognition Program

The A/B Honor Roll program encourages all participants to excel academically and to stay on track for eligibility in the Scholars program. Twice annually, Chapters report a listing of participants who have earned all A-grades or B-grades (or equivalent) on their report cards. All participants, regardless of age, are eligible. The First Tee home office creates award certificates signed by Joe Louis Barrow, Jr., chief executive officer of The First Tee. The certificates are mailed directly to the Chapter for distribution.

PricewaterhouseCoopers Executive Forum

Each May, PricewaterhouseCoopers (PwC) invites Scholars of The First Tee to attend an executive business forum held during THE PLAYERS at TPC Sawgrass in Ponte Vedra Beach, Florida. The Scholars are selected by PwC based on their college major or interest in business management, economics, finance, and accounting. The Scholars interact with global business leaders and attend sessions on risk management, corporate social responsibility and corporate governance. Two of the Scholars address the corporate attendees during one of the formal gatherings.

► Eligibility information:

- Available only to designated The First Tee Scholars in good standing
- Scholars currently freshmen in college who show interest and potential in the fields of accounting, finance or business are considered for this unique opportunity





About The First Tee

The First Tee (www.thefirsttee.org) is an initiative of the World Golf Foundation, a 501 (c)(3) nonprofit organization based in St. Augustine, FL at World Golf Village, home of the World Golf Hall of Fame. Its mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Since its inception in 1997, The First Tee has introduced the game of golf and its values to over 2.9 million participants and students in 49 states and four international locations—Canada, Ireland, New Zealand, and Singapore. The First Tee Founding Partners are the Augusta National Golf Club, LPGA, PGA of America, PGA TOUR and USGA. Former President George H. W. Bush serves as honorary chairman.

The First Tee® Founding Partners

Founding Corporate Partner



MISSION To impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf.

The First Tee Nine Core Values™

HONESTY

INTEGRITY

SPORTSMANSHIP

RESPECT

CONFIDENCE

RESPONSIBILITY

PERSEVERANCE

COURTESY

JUDGMENT

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