

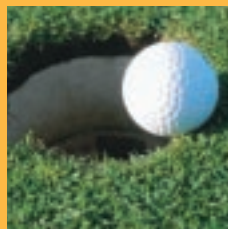


Al Abrego helping youngsters with their grip.



THE SAN DIEGO COUNTY JUNIOR GOLF ASSOCIATION

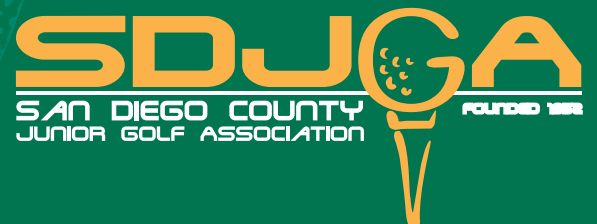
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THE SAN DIEGO COUNTY JUNIOR GOLF ASSOCIATION

A Half-Century Tradition





Phil Rickelson

"It's hard to overstate how much the San Diego County Junior Golf Association has meant to me as a person and as player. At an early age I developed respect for fellow competitors and for the game. I learned how to win honorably and, I think, how to lose gracefully. Whether we're talking about the game of golf or life, those lessons are key building blocks for young people and I think it's essential that the SDCJGA continues as a national leader in providing those learning opportunities."

Eric Chomyn, 18 years old

I have met many great people through the San Diego Junior Golf Program, and made some of my best friends playing in tournaments. One friend in particular, Giovanni Villani, will always be an inspiration to me. He changed the way I look at life, and has taught me lessons that can't be learned in a classroom. He had Cystic Fibrosis, which made breathing very difficult, but in spite of his physical limitations, he found a way to crush the rest of us on the golf course. His health was sporadic; one day he'd be in the hospital, the next winning a tournament. His tenacity and competitiveness was unbelievable, and I admired his desire to win. I spent a lot of time with him, on and off the course, and I never heard him say "why me," or talk of his disease. He just wanted to live like any other kid. Over three years ago, he passed away. I will never forget him. He taught me just how precious life truly is, and that you can overcome just about anything that life presents to you.

THE SAN DIEGO COUNTY JUNIOR GOLF ASSOCIATION

A Half-Century Tradition

Respected for pioneering junior golf programs since 1952, the San Diego County Junior Golf Association now celebrates 50 years of commitment to enriching the lives of youth through the game of golf. With this opportunity to reflect on our long-standing success in helping shape thousands of young people who have participated in Junior Golf, the Association is preparing for the next 50 years.

When Junior Golf was still an idea in the minds of its founders, John Brown and Lou Smith, their vision was clear: create an affordable chance for all interested young boys and girls to learn the game in a competitive environment, and contribute to their individual development through the values the game instills. That vision became the cornerstone of the Association, and its leadership now seeks to refine and enhance that tradition for the future.



THE FUTURE

To protect this heritage, and ensure that Junior Golf continues to meet the rapidly growing interest in the game, the Association has begun a fundraising campaign to expand crucial current programs, create new ones, and permanently endow its operations. The competitive aspect of Junior Golf is an honored part of our past and future identity. But our larger goal is to strengthen our ability to nurture growing numbers of young people and contribute more significantly to their development—through the game of golf.



THE FOUNDERS

*Mrs A. S. (Lou) Smith
John (Brownie) Brown*

THE CURRENT CLIMATE IN JUNIOR GOLF



Once viewed as a game primarily for the rich, privileged, or retired, golf has undergone a gradual change over the years, attributable in large part to the growing popularity of the sport, personified by players like Jack Nicklaus and Arnold Palmer. But the recent rise in interest among youth came about primarily through one man, Tiger Woods, who made the game visible—and cool. No longer perceived an exclusive country club sport, golf is now accessible by everyone. The impact of this popularity has taken real form; the number of golf associations for juniors has increased nationally, high school and college-level opportunities to compete nationally and internationally have widened, and overall, demand in interest exceeds available resources. San Diego Junior Golf faces its own critical challenges in maintaining high-caliber programs that adjust to changing needs and rising interest:

CULTURAL DIVERSITY—The number of kids playing golf has greatly increased, as has the degree of ethnic diversity. To accommodate different cultural backgrounds and provide an inclusive, positive experience for everyone, differences must be embraced and appropriate changes integrated into Junior Golf programs.

ALL KIDS GET TO PLAY—The most important original tenet drawn by the Association’s founders was that everyone who wanted to play, would play. With membership exceeding 1000 in 2002, current operational resources can not meet the growing demand. An equally important challenge is providing the essential personal contact that helps make tournament play special and memorable.

COURSE AVAILABILITY—Even with numerous courses willing to forego green fees for junior golfers, the number and age diversity of girls and boys wanting to participate has exerted ever greater pressure on these courses and the Association’s operational ability to expand and manage tournaments.

KIDS AND THEIR PARENTS—The Association sees Junior Golf as a game for the entire family. We understand that young players need focused programs that teach them the game and the discipline inherent in its rules, execution and expected conduct. But their parents need equivalent assistance in how to best support their children: by helping them appropriately, learning the game themselves, volunteering, and learning when to “let go.”



THE MISSION

Through the game of golf and its intrinsic values of sportsmanship, discipline, and integrity, the San Diego County Junior Golf Association's mission is to enrich the lives of youth through education, training and competition.

Junior Golf has helped form the lives of thousands of San Diegans who credit that early, but lasting experience with their later success as business and civic leaders, parents, and individual citizens. It is these principles they learned then that continue to influence their lives today.

SELF-DISCIPLINE	Practicing to become the best you can be
RESPECT	For the game, your competitors and yourself
INTEGRITY	Knowing, and abiding by the rules of golf
SOCIAL SKILLS	Developing the ability to interact with others successfully
CONDUCT	Adopting behaviors and attitudes that the game demands
MATURITY	Experiencing success, failure, potential and limits
BALANCE	Achieving physical fitness and mental well-being

THE HISTORY OF SAN DIEGO JUNIOR GOLF

After shuttling kids to and from Los Angeles to play in junior tournaments, John Brown and an original group of 50 young players started their own tournaments at the then Mission Valley Country Club in 1952. Two years later John asked a friend, Lou Smith, to take over day-to-day operations, which she did as Executive Secretary until 1986. John Brown became and remained President of the San Diego County Junior Golf Association for the next 33 years, then handed responsibility over to Norrie West, who remained President until 1993.

They, and a group of loyal volunteers, together gave kids the chance to play affordable golf and grow as individuals along the way. The original charter of the Association designed by John Brown and Lou Smith has remained relevant—and upheld for 50 years:

- Proper conduct, firmly enforced
- Adult scorers with every playing group
- Appropriate courses for each age group
- Tournaments to be run by Association staff, not course operators or pros
- Courses were to be left as they were found



JUNIOR WORLD GOLF CHAMPIONSHIPS

Recognized as an international benchmark golf event for both boys and girls, Junior World was created in 1968 by John Brown, Norrie West and Lou Smith to bring together young people from different cultures. In 1968, 475 entrants from 20 states and 6 foreign countries attended; in 2002, over 1,024 contestants participated, representing 40 countries and 40 states. Played on several San Diego courses including Torrey Pines, the championship receives local and national media coverage through live and taped television, and through nationwide golf publications. Beginning in 2002 and through 2004, one of the most respected names in the golfing industry, Callaway Golf, will be the title sponsor of the Junior World Golf Championships. Many current successful players on the LPGA and PGA TOURs are former Junior World Champions: Phil Mickelson, Amy Alcott, Tiger Woods, Brandie Burton, Craig Stadler, Kim Shipman, Ernie Els, Nick Price, Corey Pavin, and others.

SAN DIEGO COUNTY JUNIOR GOLF PROGRAMS

Programs were first designed, and have been refined over the years, to meet the ongoing needs of players.

The Association now prepares to expand current programs and develop new ones to reach more juniors more effectively.

RULES OF GOLF CLINIC AND ETIQUETTE TRAINING

Before participating in any SDCJGA event, all juniors learn the basic rules of golf, with emphasis on tournament play, course etiquette, sportsmanship and safety issues.

PARENT ORIENTATION

Parents of children ages 5 to 14 learn about their expected role, Association policies, the game of golf itself, safety, etiquette and codes of conduct. Parents also learn how crucial their volunteer time is to successful tournaments.

JUNIOR GOLF CLINICS

Rotating among various courses and facilities, these clinics geared toward new players 5 to 17 are conducted by LPGA and PGA of America teaching professionals. Specific clinics are held for girls by adult female instructors and more advanced female juniors.

JUNIOR GOLF EVENTS

Callaway Golf Junior World Golf Championships—Intercultural competition representing the best junior golfers ages 6 to 17 from foreign countries and the U.S.

During the summer, a series of 76 tournaments is held for novice to elite juniors ages 5 to 17. During nonsummer months, the Association conducts various noncompetitive events such as Parent/Junior and Halloween Tournaments.

COLLEGE SEMINARS & SCHOLARSHIPS

Helping college-bound players get there, through informational and educational seminars; grant scholarships to help with college expenses; golf scholarships; establishing relationships with college coaches; and helping high school students pursue athletic scholarships.

GOLF EVENT AND MEMBERSHIP FEE SCHOLARSHIPS

Any SDCJGA family with a financial need can apply for tournament entry fee subsidies. The Association also partners with other local junior golf organizations, providing equipment, and sponsoring membership and tournament entry fees for Pro-Kids Golf Academy and the San Diego Inner City Junior Golf Foundation.



TRAVELING TEAMS

It's a privilege to represent Junior Golf in other countries, and players must qualify to be chosen. Being selected involves more than course performance; one's behavior and conduct—on and off the course—are equally important. These tournaments allow players to develop broader interpersonal and communications skills by interacting with individuals from other cultures.

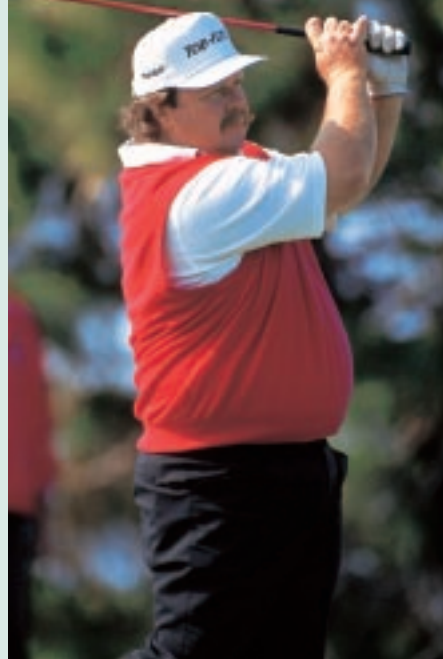
AMERICAS CUP—Competition with other western U.S., Mexico and Canada players.

HOGAN CUP—Hosted by the Oregon Golf Association, players reside with local families and attend a formal banquet.

TRANSPACIFIC CUP— This tournament is conducted by the Golf Association of the Republic of China (Taiwan) and sponsored by the Huang Foundation.

AWARDS AND RECOGNITION

The Fall Awards Banquet publicly acknowledges and rewards outstanding achievements over the year. Awards are presented to top players in each age division; winners of the Callaway Golf Junior World Championship, the Association's Championship Division, and Major Championships; and best boy and girl Players of the Year. Special recognition is extended to volunteers, golf course owners who donate their facilities, individual tournament sponsors and SDCJGA Team members. Scholarships are presented to those individuals who achieved excellence in golf and exemplify high individual character, scholastic achievement and community service.



Craig Stadler

Craig Stadler is one of the most exemplary players to have participated in San Diego Junior Golf. Since turning pro in 1975, Craig has recorded 12 PGA Tour victories, including the Masters. He is a key financial contributor to the organization, donating all proceeds of the annual Pro-Am tournament he hosts to Junior Golf. "I owe so much of what I have to Junior Golf. I really enjoyed playing with kids my own age and learning how to be competitive. Donating Pro-Am proceeds to Junior Golf is the least I can do to pay back for what they gave me."



GOALS AND STRATEGIC INITIATIVES

When San Diego County Junior Golf began, it was the only local resource for juniors to play affordably, and through the game itself develop the individual skills that lead to success in all dimensions of life. Since then, the image of golf has changed significantly—from a secondary, exclusive sport, to a primary athletic endeavor that can be enjoyed by everyone. As the Association acknowledges its leadership role and earned reputation as a standard in junior golf, we now also accept the present responsibility and goal to evolve—and do more. Competition has always been, and will remain, a core value, but the need exists more importantly now than ever to significantly develop young people through these objectives.

EXPAND EXISTING PROGRAMS AND

RESOURCES: Individuals who learn golf early are more likely to continue playing the rest of their lives, and the Association strives to protect that continuity by keeping them in the program as long as possible. Accelerated interest in the game has meant more players and increased responsibility to properly support them. Programs must be augmented to reach everyone, but equally critical is strained course availability. Golf course owners and managers have generously waived green fees since Junior Golf began, but the number of players and tournaments have exerted excessive pressure on courses, and they are unable to continue offering free play indefinitely. To ensure a complete, positive experience for all, it is essential for the Association to enhance current programs and resources to accommodate these pressing needs.

DESIGN NEW PROGRAMS: The culture of junior golf has changed. Kids are beginning to play at younger ages, and the membership now reflects a much richer ethnic diversity than ever before, driving the need for more culturally astute and relevant programs. The Association is also driven to recruit more girls, develop mentoring programs that pair older and younger players—and with the firm conviction that golf can be played by anyone—design programs to embrace those with special needs. To know that all programs are effective, they need rigorous scrutiny and evaluation, because anecdotal evidence is not enough. The Association is therefore pursuing methods that capably measure the real benefits of the individual's experience during Junior Golf, and continued value throughout their lives.

ENDOW OPERATIONS: Junior Golf began with a small, able group of dedicated volunteers who ably provided the resources and personal contact players needed. But membership now exceeds 1000, and operational resources must respond to that growth. Systems, process, infrastructure, tournament and program administration, technology, staffing, and management, among other resources, must be established or updated to keep up.





THE CAMPAIGN

Responding to the clear and present opportunity to anchor its credibility as a national and international model for creating golf opportunities for youth, the Association has undertaken a fundraising campaign to assert its leadership role indefinitely. The following presents identified priorities and necessary financial resources to meet them.

PHASE I: \$500,000 ANNUALLY

- ◆ Strengthen and expand existing programs and resources.
- ◆ Develop new instructional and educational programs for juniors and their parents.
- ◆ Focus on programs to recruit girls and other under-represented groups.
- ◆ Secure sufficient golf course capacity for current and future needs. Over 13,000 rounds of free golf are provided every year, and still demand is not being sufficiently met.
- ◆ Create sufficient volunteer, staff and office capacity to meet growing needs and ensure that once kids join, they have the necessary resources to stay.

PHASE II:

SHORT-TERM: \$5 MILLION

LONG-TERM: \$20 MILLION

- ◆ Build endowment to support sustained growth in programs.

Scott Simpson

"When I was a kid growing up playing Junior Golf, I remember going to the San Diego Open at Stardust Country Club and watching the great players of the 1960s." Scott proceeded to win the NCAA in 1976 and 1977, and after turning professional, won the U.S. Open in 1987 and the Buick Invitational in 1998. "I have many great memories of playing in Junior Golf, but the most important thing to me was making lifelong friends, learning how to compete with other fine players, and just enjoying the thrill of playing tournament golf at home."

Debara Watanabe, mother of two sons in Junior Golf

"The best thing about San Diego Junior Golf is the organization itself. They host numerous affordable tournaments and have always been great about sponsoring clinics and helping parents." Debara's oldest son, Duncan Street, is attending San Jose State University on a golf scholarship. Participating in Junior Golf for nine years, Duncan was Boy Player of the Year in 2000 and 2001. In 2001 he won the Phil Mickelson Junior Players Championship and the Craig Stadler Junior. "Duncan started playing golf when he was eight, and he just loved it. What he liked most about Junior Golf was competing with other fine players around the county. The program itself helped him to excel."

