



Annual Meeting

February 14 - 17, 2006

World Golf Village, St. Augustine, Florida





Dear friends and family of The First Tee:

Welcome to The First Tee University campus in beautiful St. Augustine, FL. The home office staff is excited to see you here and host you for this year's annual meeting. You are about to enjoy an informative, educational, and fun-filled program.

The First Tee network has grown considerably during the past year. Whether you are experienced or new to our organization, we all will benefit from the sharing and networking.

The First Tee University theme is built around our commitment to collectively take our education to another level, from coaches to board members to Chapter staff, and beyond. The class approach and teaching enhancements will allow us to focus on Chapter prosperity as well as individual growth and knowledge.

This year's meeting formally culminates the end of Phase II and marks the beginning of Phase III (2006-2010). The contributions and potential of the expanding National School Program will assist us in achieving our ambitious Phase III goals. Because of your dedication, I am pleased to say that together we have exceeded our goals over the last five years. Yes, we should pause to celebrate our successes and to be genuinely excited about our future.

As an organization, we are fortunate to be surrounded by so many caring and giving people who share a love for the game of golf and a passion for creating positive and lasting outcomes for young people.

Have fun, learn, and enjoy your time here in the company of your peers.

Warm regards,

A handwritten signature in black ink that reads "Joe Louis Barrow, Jr." in a cursive style.

Joe Louis Barrow, Jr.
Executive Director

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The First Tee • World Golf Village
425 South Legacy Trail • St. Augustine, FL 32092

The First Tee home office	(904) 940-4300
The Renaissance Resort at World Golf Village	(904) 940-8000
Comfort Suites	(904) 940-9500
First Coast Arrangements	(904) 262-4810
PGA TOUR Spa Laterra.....	(904) 940-7800

For registration, room, and transportation information, please call The Renaissance Resort and ask to be transferred to the hospitality desk.



Founding Corporate Partner

As Founding Corporate Partner of The First Tee, Shell Oil Company has provided financial resources to support the development of this charitable youth initiative aimed at promoting character development and life-enhancing values through the game of golf. Because of Shell's initial contribution, The First Tee has garnered the support of hundreds of corporations and organizations that have provided financial or promotional support to The First Tee and its Chapters.

University schedule

Monday, February 13

12:00 PM	Registration sponsored by TORO (open until 10:00 PM)	Convention Center
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Tuesday, February 14

7:00 AM	Breakfast	Ballroom D
8:00 AM	General session sponsored by Gales Creek Insurance Services	Ballrooms A, B, C
9:00 AM	Regional meetings	Conv. Center meeting rooms
10:00 AM	Break	Convention Center lobby
10:30 AM	The First Tee University classes	Conv. Center meeting rooms
12:00 PM	Lunch	Ballroom D
1:45 PM	The First Tee University classes	Conv. Center meeting rooms
3:45 PM	Break	Convention Center lobby
4:00 PM	The First Tee University classes	Conv. Center meeting rooms
5:30 PM	Free time	
6:30 PM	Tailgate party sponsored by Murray Bros. Caddy Shack	WGV Walk of Champions

Wednesday, February 15

6:45 AM	Breakfast sponsored by Club Car Corporate & Chapter Expo	Ballrooms D, E, F, G
8:00 AM	General session	Ballrooms A, B, C
9:30 AM	Break	Convention Center lobby
10:00 AM	The First Tee University classes	Conv. Center meeting rooms
12:00 PM	Lunch/Corporate & Chapter Expo	Ballrooms D, E, F, G
2:00 PM	General session	Ballrooms A, B, C
3:30 PM	Break	Convention Center lobby
4:00 PM	The First Tee University classes	Conv. Center meeting rooms
5:30 PM	Free time	
6:00 PM	Depart for Road Trip	Resort lobby

Thursday, February 16

6:45 AM	Breakfast sponsored by the National Center for Safety Initiatives/Corporate & Chapter Expo	Ballrooms D, E, F, G
8:00 AM	General session	Ballrooms A, B, C
9:30 AM	Break	Convention Center lobby
10:00 AM	The First Tee University classes	Conv. Center meeting rooms
12:00 PM	Lunch/Corporate & Chapter Expo	Ballrooms D, E, F, G
1:00 PM	Board of Directors Q & A with Joe Louis Barrow, Jr.	Ballrooms A, B, C
2:00 PM	General session sponsored by General Mills	Ballrooms A, B, C
3:00 PM	Idea Center	Conv. Center meeting rooms
4:00 PM	Regional meetings	Conv. Center meeting rooms
5:15 PM	Free time	
6:00 PM	Dinner reception	Resort lobby
6:45 PM	ZONEy awards dinner	Conv. Center meeting rooms

Friday, February 17

8:00 AM	Golf outing	Slammer & Squire and King & Bear
1:00 PM	Lunch & awards	Slammer & Squire

The Registration/Info Desk will be open Tuesday through Thursday from
6:45 AM - 6:45 PM.

Guest speakers



Jack Fleck, 1955 U.S. Open Champion

Jack Fleck's passion for golf began at the age of 16 as a caddie at the Western Open Championship. His crowning moment came in 1955 when he defeated Ben Hogan in a playoff to win the U.S. Open. He served in the U.S. Navy and worked as an assistant golf professional in Iowa before becoming a touring pro. Fleck has been a member of the PGA of America for 65 years. He resides in Fort Smith, Arkansas where he is actively involved with The First Tee of Fort Smith.



J. Robert Flores

A longtime advocate for children, J. Robert Flores has led a distinguished career in juvenile and criminal justice. Currently the administrator of the Office of Juvenile Justice and Delinquency Prevention, a position he assumed in April 2002, Mr. Flores previously served in the Criminal Division of the U.S. Department of Justice, where he worked on issues related to child exploitation and obscenity.

Mr. Flores is an experienced lawyer and former prosecutor with expertise in Internet crime, child abuse and exploitation, and juvenile justice issues. In his role as OJJDP administrator, he has spearheaded efforts to increase and improve federal interagency cooperation, serving as vice chairman of the Coordinating Council on Juvenile Justice and Delinquency Prevention.



George Graham, Ph.D., kinesiology professor, Penn State University

George Graham, Ph.D., joined the Penn State kinesiology department in 2002, following a 17-year stint on the faculty at Virginia Tech. He is an expert in the field of positive physical education for children. In 2003-04, he served as the president of the National Association for Sport and Physical Education – the national standards that provide the basis for The First Tee National School Program curriculum.



Jeffrey M. Lang, founder and chief executive officer, Gales Creek Insurance Services

Jeff Lang has over 20 years of experience in the insurance industry and has held underwriting positions with United Pacific/Reliance, IWEST Insurance Managers and Insurance Service Company before founding GCIS in 1980 with offices in Portland, Oregon. His responsibilities include design, innovation and implementation of new insurance programs for GCIS clients in a variety of industries. Jeff is a student of risk management, with an emphasis on the historic perspective. GCIS is the provider of a new Chapter Insurance Program tailored to the specific needs of The First Tee Chapters.

John C. Patterson, senior program director, Nonprofit Risk Management Center

John C. Patterson has more than 35 years of experience in the nonprofit and government sectors. He has written several risk management and child abuse prevention books and helped develop materials for the Boy Scouts of America's youth protection program. He is also a member of the Prevention Advisory Committee at the National Center for Missing and Exploited Children.



Tom Schoewe, executive vice president and chief financial officer for Wal-Mart Stores, Inc.

Tom Schoewe was appointed executive vice president and chief financial officer for Wal-Mart Stores, Inc. in 2000. He graduated from Loyola University of Chicago with a bachelor's of business administration degree in finance. He also attended the University of Chicago's executive MBA program and is a member of the Financial Executive Institute.



Fred Shoemaker, founder of Extraordinary Golf®

Fred Shoemaker is a coach, golf professional and founder of Extraordinary Golf, a renowned golf school that teaches students to coach themselves through the development of their awareness. He is the author of Extraordinary Golf: The Art of the Possible, and serves as an educational consultant to The First Tee.



Dean F. Weinhardt Sr., IntelliCorp Records Inc.

Dean Weinhardt Sr. has 10 years of extensive experience in background screening. He joined IntelliCorp, a premier nationwide provider of background checks for employment and volunteer screening, in 1999. He also served 18-years in the law enforcement field including five years as a detective for the Cleveland and Twinsburg, Ohio Police Departments.



Maureen R. Weiss, Ph.D., professor, University of Virginia

Maureen R. Weiss is a professor in the Curry School of Education at the University of Virginia. Her research is focused on the psychological and social development of children and adolescents through participation in sport and physical activity. She conducted The First Tee's 2005 Life Skills Education Research.

Class descriptions and Idea Center

■ Life Skills Education and the National School Program

The heart and soul of The First Tee. Opportunities for impacting youth.

A new course specifically designed to teach executive directors and board members how to fund-raise and flourish by understanding all of the extensive concepts, terminology, research, materials, as well as the coach philosophy, that comprise The First Tee Life Skills Education. Upon graduation, attendees will be capable of managing the growth, staffing needs, database maintenance and delivery of their Chapter program. The new National School Program curriculum and development strategy will also be covered in this class.

■ Revenue-generation and fund-raising

Sustaining your Chapter for the long run.

Perhaps the number one focus of all Chapters today is to sustain itself financially. This course will effectively teach the tried and true principles of fund-raising. Students will learn exactly how successful Chapters have mastered the necessary techniques leading to diversified revenue streams. Findings from the 2nd Edition of The First Tee Network Report will also be shared.

■ Programs and operations

The ABCs of Chapter operations.

This class will provide an in-depth look at all aspects of developing and delivering a customized Life Skills program. It also will teach students the methods for successful day-to-day operations. From scheduling, fee structures and partnerships; to transportation, volunteer opportunities and media relations, this class will instruct Chapters on how to impact participants by effectively marshaling their adult resources.

■ Chapter strategic and business planning

Your roadmap to success.

In order to succeed as a nonprofit business, detailed, effective plans must be in place. This course will deliver a concrete approach to Chapter planning including a review of dozens of well-written and fully executable goals, objectives and strategies. Students will engage in exercises that will result in the creation of functional planning documents.

■ **Capitalizing on The First Tee brand, benefits and opportunities**

This comprehensive class will help all Chapters to take full advantage of the benefits of the Chapter network and the home office. Do not miss this opportunity to learn how to maximize the exposure your Chapter receives, capitalize on existing revenue-sharing opportunities, and fully utilize the growing list of network resources. Learn how to provide your participants with the finest opportunities and benefits such as academies, scholarships, and the Wal-Mart First Tee Open at Pebble Beach.

■ **Board leadership (Board members only)**

An intensive course designed to maximize board success and Chapter prosperity through case studies. All aspects of board functionality from The First Tee perspective will be covered. The class will be highlighted by presentations from some of the most experienced Chapters in the network.

■ **The First Tee Chapter orientation**
A pilot program for invited Chapters only – participating Chapters have been pre-designated and notified by their Regional Manager.

Each invited Chapter will send their executive director and board president to participate in this eight-hour structured class.

■ **Idea Center**

In an order to provide a forum for discussion on all the ideas and topics that are covered in this year's course work, the annual meeting class agenda finishes at the Idea Center. The Idea Center is a forum to hear about other Chapter activities, present your own ideas, network with peers, ask questions to experts, and to share all the ideas that have popped into your head during the annual meeting. This is your opportunity to expand on the classes that you attended or to discuss other classes that you might not have enrolled in.

The Idea Center will be one hour in length on Thursday afternoon. Chapters that have more than one person at the annual meeting are encouraged to have representatives attend different meetings in order to capture more ideas. Rooms will be available for discussion on the following topics:

- The National School Program/Life Skills Education/The First Tee brand and benefits
- Fund-raising
- Strategic planning
- Programming, operations, and safety
- Board of Directors development, policy, and operations
- Stand-alone facilities (restricted to Chapters with golf course management responsibilities)
- Prospects and construction (with John Sapora and Brandon Johnson)