

To: THE PARENTS OF ALL GENESIS STUDENTS & WAIT LIST PARENTS
From: KIM CARL, GENERAL MANAGER
Subject: OUR 2019-2020 WINTER PLAN & YES, MORE CAPACITY!
Date: OCTOBER 15, 2019

Company Mission

Genesis Golf is a game changer in growing the game of golf. We do this by focusing on the whole family and all of its members, no matter the age or skill. We create a variety of programs for all of our customers with FUN at the forefront in an easy-going atmosphere. Our full-service spin on indoor golf allows us to hold introductory events for youth and families to introduce golf. Our goal is to plant a “golf seed, interest and provide an easy way to get involved no matter your demographic.”

Vision Statement

Genesis aims to get families playing golf together, so that families invest time together instead of time apart. Genesis strives to set into motion families building stronger future memories.

Our Junior Mission

Genesis Golf strives to promote golf to younger kids to feed more youth into the game of golf. Our approach and programs plant seeds with both juniors at a critical time of development. We advise and connect our students to various regional golf resources to aid in the success of our juniors. Our goal is to impart on the whole child, within three areas: [game knowledge](#), [game skill](#) and [game character](#).

Let’s Get “Golf Ready” this Winter!

We are Doubling our Capacity. Since opening our doors in 2016, we have been adding junior programs and capacity a little bit at a time. This coming winter, it’s time to take it full scale at our current location. That means, there will be 2 more side-by-side simulators, with tons of courses to play and an additional software program ideal for juniors! This additional program combines golf with other games such as bowling, hitting of a naval ship, hitting out windows on a haunted house, carnival targets (right side) and the best – killing zombies with flaming golf balls!

The indoor range is also now up in the front classroom area, making transitioning into the pitch and full swings logistically easier and safer.



Zombie golf



Carnival golf

New Position & Curriculum Oversight. Barb Sanborn, “Coach Barb,” as you know her is coming on as our *Director of Instruction*. In addition to setting curriculum for the classes, she will be ensuring there is consistency in our programs each evening and with each instructor.

Class or Lesson Expectations. So, at any given time, classes may be running up front in our classroom area, in the “twin,” simulators and a tandem or individual lesson in the Foresight simulator room for more experienced and serious players.

To be clear, we want to outline where the kinds of classes will be held:

- ♣ All Introductory golf classes will be in the upfront classroom with no more than a 4:1 student to teacher ratio
- ♣ All Pee Wee golf classes will be in the upfront classroom area, with no more than a 4:1 student to teacher ratio

- ♣ Winter Academy Level 1 classes will rotate, both to the front classroom area and to the side-by-side simulators, with more time at the twins as they progress. The ratio is the same, 4:1 student to teacher.
- ♣ Winter Academy Level 2 classes will spend all of their time (except for an occasional putting drill) on the simulators. The ratio is the same, 4:1 student to teacher.
- ♣ Tandem or Individual lessons will occur in the private Foresight Simulator room or one of the simulators. This is either a 2:1 or 1:1 ratio, depending upon Tandem or Individual.

Roster of Instructors. Our roster of instructors is also growing for the winter season, but will be somewhat limited again by the spring when courses are back to operations. This is a win for our students, having a variety of teaching backgrounds and personalities, to match up with your child for lessons. Our goal is to have all girl classes taught if by women instructors if and when possible. Note however, as their skill levels improve over time, there may need to be a transition to some of our male affiliate instructors. Barb will be here Tue – Saturdays for continuity. Coach Tyler and Coach Jordan will be on Tuesday nights. Coach Blake is coming back for Wednesday nights and several PGA instructors will also be available. And Coach Kim will be available one week night (tbd – to cover the non-covered night) and Saturday mornings.

The Power of Mentors



¹ An independent, four-year, longitudinal research study led by University of Minnesota’s Maureen R. Weiss, Ph.D. Flip through the [online version](#) or download it as a PDF.

² “A Lasting Impact: The First Tee’s Role in Fostering Positive Youth Development,” 2015, Springfield College Center for Youth Development and Research

³ 2014 survey, U.S. Dept. of Labor: <http://www.bls.gov/news.release/volun.nr0.htm>

November						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Classes Begin & Classes End. We’re making some changes to our Winter Academy to coincide better with the golf industry’s start. It’s the only way to grow our roster of instructors for kids, while understanding the start of their in-season is critically important. All classes begin the week of November 11th (starting on Tuesday the 12th). Anyone scheduled on a Thursday night class, will have a make-up class for Monday, November 25th that week. The two weeks of Christmas and New Year’s Eve, there will be no classes.

January						
S	M	T	W	T	F	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March						
S	M	T	W	T	F	S
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29	30	31				

All Winter Academies run for 16 weeks now, not 18 nor 20! This seems to be a better fit for our students that balance other sports and our instructors, whom need to return to their respective courses for in-season kick-off. Unless we have severe snow this winter, and make-up issues, we will run through Saturday, March 14th. The Introductory and Pee Wee 8-week classes will run back-to-back and continue throughout the year.

As winter ends we want to encourage our students to get out playing golf in the spring before the summer York County Junior Golf Association program begins mid-June. We intend to offer two kinds of spring junior leagues: a 9-hole par three league and an 18-hole league. Each will last for six weeks with Genesis beginning the week of March 16th, just in time for Saint Patrick's Day.

Included in Winter Academy Classes. Genesis believes in building **Golf Game Knowledge**, using various tools out there such as referencing First Tee books and literature, and providing the various tools for our kids to reference on the course. Packaged within each winter semester are the following:

Know Your Rules Tags



Know Your Etiquette Tags



Know Your Yardage Tags



Along with these supplied tools for the Winter Academy 1 & 2, we will provide periodic book work, and testing to ensure your junior is progressing. It will very closely follow the steps offered through the First Tee.

General Guidelines on the Learning Pace & the Genesis Philosophy. Genesis believes in building **Golf Game Knowledge**, **Golf Skills** and **Golf Character**. A child can have the most awesome skill using his or her driver, but can your child navigate the course independently, equipped to make split second decisions? We generally feel starting kids in a class setting is much better than throwing him or her into an individual lesson setting. Individual or Tandem lessons tend to focus more on skill. You will find that we closely model the First Tee teaching pace. Those various levels include: PLAYer, Par, Birdie and Eagle. So, we build the whole child, ready to face new and growing golf challenges.

The Nine Core Value Integrated with Teaching

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.

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.

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.

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.

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.

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.

PERSISTENCE

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.

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.

JUDGEMENT

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.