



To: THE PARENTS OF ALL GENESIS STUDENTS & WAIT LIST PARENTS
From: KIM CARL, GENERAL MANAGER
Subject: OUR 2020-2021 WINTER PLAN
Date: NOVEMBER, 17 2020

Mission Statement

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.”

Our Junior Vision

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](#).

Value Statement

Genesis Golf as an entire company’s vision and role is to glorify God through the game of golf through Genesis Golf, Genesis Golf4Kids and Genesis Golf Trips.

Let’s Get “Golf Ready” this Winter!

We Will Be Open. Thanks to feedback from some of our customers, we plan on being a sanctuary this winter for golfers and the community.

We know that this year has been difficult on everyone, even if its been in different ways. Genesis Golf will strive to live up to its name and value statement. We will operate with precautions in place and sanitizing procedures to reduce transmission of Covid19 through touching equipment. We will also continue to stagger tee times, junior class walk-in and departure times and do our best to keep everyone socially distanced.

But rest assured, we believe our facility needs to remain open and to welcome golfers to stay active this winter and benefit from a much needed distraction from daily life.

Class or Lesson Expectations. Classes may be running up front in our classroom area, in the “twin,” simulators or a tandem or individual lesson in the Foresight simulator room.

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

- ♣ All Introductory golf classes will be in the classroom area with no more than a 4:1 student to teacher ratio using our SNAG equipment to ensure proper golf form
- ♣ Winter Academy Level 1 classes will rotate, both to the front classroom area and to the side-by-side simulators, with more time in the twin simulators 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.
- ♣ All Winter Academies run for 12 weeks now, not 16

The Power of Mentors



Empathy

High Positive Expectations

Advocacy

Improved Mentor
Relationship

84% TEENS
87% ALUMNI

Both teens and alumni said their relationship with their coaches were meaningful and grew stronger over time. These relationships were based on empathy, high positive expectations and advocacy (open doors and eyes to new experiences).

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>

Included in Level 2 Winter Academy Classes Genesis believes in building **Golf Game Knowledge**, using various handouts tools and providing the various tools for our kids to reference on the course. Packaged within the Level 2 Winter Academy Classes are the following:

Know Your Rules Tags



Know Your Etiquette Tags



Know Your Yardage Tags



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

General Guidelines on the Learning Pace & the Genesis Philosophy Genesis believes in building **Golf Game Knowledge, Golf Skills & 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.