

**REPORT TO THE  
BOARD OF DIRECTORS  
OF THE  
OPTIMIST INTERNATIONAL YOUTH PROGRAM FOUNDATION  
BY THE  
2010-11 OPTIMIST JUNIOR GOLF COMMITTEE**

December 10-11, 2010  
St. Louis, Missouri

**SECTION I- REQUEST FOR BOARD ACTION**

**A. REQUEST FOR AN ADDITIONAL COMMITTEE MEETING**

Rationale: the Junior Golf Committee is charged with oversight of the largest budget in Optimist International and develops plans and policies for what could be four golf tournaments at the International level if this Board votes to allow us to add the Parent-Child Event in July, 2011. Although the committee members work diligently during our fall committee meeting, we do not have access to line item actuals for the previous year until almost December. Eighty percent of this budget is non-negotiable since it's the contract with PGA. That leaves twenty percent for the committee to utilize to increase marketing strategies that could grow District Qualifiers, find ways to support the costs of our volunteers who pay their own expenses, and impact costs for our junior golfers and their families. In order for us to complete our charged tasks in a responsible manner, we would like to meet a second time in January or February. Attaching a second meeting to the TOC is not realistic because we still do not have the budget at that time. Attaching it to the OIJGC would be a hardship on Committee members who work full time since we already spend 12 days at the event.

**Motion Requested:**

That the Board of Directors amend the 2010-2011 budget to approve a second Committee Meeting for the OIJGC Committee in January or February 2011 and every year thereafter.

**Budget Impact:**

\$4,000 to cover travel, lodging and per diem for 4 committee members and 2 staff

**B. PROMOTIONAL VIDEO**

Rationale: the last Optimist Junior Golf promotional video (produced in 2003) is outdated. The Committee would like to engage a filmmaker to produce an updated promotional video for the Optimist Junior Golf program. The video would be a short (2-4 minute) promotional documentary video with updated video footage (filmed at the 2011 OIJGC) interwoven with interviews, voiceovers and music. The video would be used to promote the program on the Optimist International website and social networking sites such as Facebook, Twitter and YouTube. The video could also be shown at various Optimist International meetings (i.e. Governor-Elect Conference, International Convention) and will be available for Junior Golf Chairs and other Optimists to show at District meetings, Club meetings and other functions. Per Optimist policy, a minimum of three bids will be solicited.

**Motion Requested:**

That the Board of Directors approves the creation of an updated promotional video for the Optimist Junior Golf Program.

**Budget Impact:**

Up to \$8,000 for a 2-4 minute promotional documentary which includes travel, lodging, production, filming and editing.

**C. PARENT-CHILD TOURNAMENT AT 2011 OIJGC**

Rationale: the Junior Golf Committee revisited the idea of holding an Optimist Golf parent-child event. Instead of holding a separate event at a different location and on a different date, the Committee would like to incorporate a parent-child event into the current framework of the summer Optimist International Junior Golf Championships. The event would be held on the arrival day for phase one (Thursday, July 21, 2011), which would allow for families to arrive one day early to play in the event. A significant number of families arrive one or more days early each year and the Committee believes the event will appeal to the families of the younger golfers.

The event will be a one day, 18-hole tournament that will include an awards luncheon following completion of play. Eligibility will be for junior golfers and their parent/legal guardian, grandparent, or aunt/uncle. Multiple gender and age-group flights will be established based on registrations received. Multiple sets of tees will be used based on gender and age.

A budget will be established for the Parent-Child event. Budgeted revenue (entry fees) will be equal to or greater than budgeted expenses. Based on the contract with PGA National, this would be an add-on event to the current championships, so there would be no risk of achieving contractual minimums or guarantees.

**Motion Requested:**

That the Board of Directors approves the addition of a one-day Parent-Child event at the 2011 Optimist International Junior Golf Championships.

**Budget Impact:**

Based on an event with 50 teams (100 total players)

Revenue: \$9,500 (50 teams @ \$190 per team)

Expenses: \$9,100 (greens fees, cart fees, awards, lunch , player giveaways)

**D. CONSULTANT RENEWAL AND EVALUATION**

Rationale: The Board passed a motion (September 2009 Teleconference) that “the Board of Directors indefinitely approve \$1500 within the OIJGC Budget for a consultant.” The Junior Golf Committee would like an annual review based on budget and services rendered.

**Motion Requested:**

That the Board of Directors approve an annual review of the consultant dependent on the Junior Golf Budget and a Committee review of services rendered.

**Budget Impact:** None

## **SECTION II- FOR BOARD INFORMATION**

### **AA. JOB DESCRIPTION FOR JUNIOR GOLF CONSULTANT**

Per previous Board action, the Committee has engaged the services of a Junior Golf Consultant for the 2010-11 year. In order to further specify the role of the Junior Golf Consultant, the Committee has developed a detailed job description. Please refer to Exhibit "AA" for details.

### **BB. CHANGE IN GIRLS AGE DIVISIONS**

The Committee has adjusted the age groups for all girls divisions in order to keep current with junior golf trends and to shift a number of golfers and guests from phase 1 to phase 2 of the international championships. The new age groups for girls divisions will be: Girls 10-12, Girls 13-14 and Girls 15-18. The District qualifying target scores for the girls age divisions have also been adjusted accordingly to: Girls 10-12 (24-over par); Girls 13-14 (20-over par); Girls 15-18 (13-over par). These expanded age division breakdowns should also result in Districts having more female golfers per age division. It will also reduce a District's expense for sending the winners of all age divisions to the international championships (for those Districts who pay for the winners of all age divisions).

### **CC. EXEMPTIONS**

The Committee has revised the current list of exemptions offered and has refined the process by which exempt golfers are eligible for consideration for entry into the international championships. Please refer to Exhibit "CC" for details.

### **DD. SPONSORSHIPS**

The Committee gave staff direction to develop a new sponsorship packet with a menu of sponsorship and partnership options for the 2011 OIJGC. This packet will be utilized by staff and the Committee to attempt to recruit new sponsors/partners for the international championships. A new sponsorship option will allow the parents and family members of junior golfers, Optimist Clubs & Districts, businesses and individual supporters to purchase an ad in the Tournament Program booklet for \$200 which will also include a Friend of Optimists membership.

### **EE. HUGH CRANFORD ALL-SCHOLASTIC TEAM**

The Committee agreed to continue the Hugh Cranford All-Scholastic Team. A subcommittee was appointed to review the program, application process and applications received. The subcommittee consists of Mike Woodward (Chair), Dan Neer, Steve Feinstein and Russ Hightower. Applications will be accepted beginning in February and the deadline to apply will be April 9, 2011. Applications are open to junior golfers who are past participants of Optimist Junior Golf championship events or District qualifiers. The subcommittee will accept up to five junior golfers for this exemption and complimentary entry into the international championships. The topic for the essay portion of the application will be: "Optimism, Golf and Me."

### **FF. WAYS TO PROMOTE OPTIMIST MEMBERSHIP AT OIJGC**

The Committee will spearhead an increased effort to promote the Friend of Optimists program at the international championships by having an increased presence and by handing Friend of Optimists brochures directly to parents and other spectators. The

Committee will also encourage the President and President-Elect to mention the Friend of Optimists program at the Opening Ceremonies at the international championships.

**GG. JUNIOR GOLF PRESENCE AT THE INTERNATIONAL CONVENTION**

The Committee agreed to send Tournament Director Bob Patterson to the 2011 International Convention in Baltimore. A high visibility/high impact booth promoting the junior golf program will be placed in the House of Optimism. A Back to School Workshop will also be offered and it will be encouraged to show the new Optimist Golf promotional video during one of the General Sessions.

**HH. NATIONAL QUALIFIER(S)**

The Committee agreed to table the idea of a national qualifier series until future meetings. However, Ken Garner has volunteered to designate the North Texas District as a test District for this new national qualifier series concept. Philbrick asked Patterson to begin working with Garner on his 2011 District qualifier.

Respectfully Submitted By,

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Members:

Lawson Headley

Dan Neer

Mike Woodward

Hugh Cranford, Member Emeritus

Mechanicsville, VA

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## **EXHIBIT “AA” – JOB DESCRIPTION FOR JUNIOR GOLF CONSULTANT**

**GOAL:** To promote the overall growth, exposure and direction of Optimist Junior Golf on an annual basis.

### **QUALIFICATIONS:**

- A. Current and/or past experience directly involved in other regional, national or international junior golf events
- B. Broad knowledge of all **major** junior golf events including strength of field (tournament ranking), eligibility, qualifications process and size of field.
- C. An informed understanding of what junior golfers and their parents look for as they target which regional, national and international events to play.

### **JOB RESPONSIBILITIES:**

- Report directly to the Chairperson of the OIJGC Committee
- Attend annual Optimist Junior Golf Committee meeting and other meetings as requested.
- Provide input and advice to OIJGC Committee and Staff as Optimist golf events are planned and policy issues discussed including but not limited to current trends (pull carts, DMD, etc.) and any new events for the future.
- Consult with the Tournament Director as requested regarding adoption of certain local rules.
- Be required to work OIJGC junior golf events, specifically the OIJGC Summer Event and the TOC, as a volunteer assigned by the Tournament Director
- Promote Optimist Junior Golf events to top players for exemption and participation in Optimist golf events.
- Evaluate our OIJGC events and provide objective written or verbal comparisons to other junior golf tournaments.

### **COMPENSATION:**

- Compensation not to exceed \$1500 per fiscal year for housing reimbursement per motion for a Consultant to the Junior Golf Program approved by the Board of Directors, 12/5-6/2008.

Approved in Executive Session, 9-25-2010.

## **EXHIBIT “CC” – EXEMPTIONS**

The Junior Golf Committee has adopted the following new “Entrance Criteria” for determining golfers who are eligible for the Optimist International Junior Golf Championships via an exemption. This new method will go into effect beginning in 2011.

### **Entrance Criteria**

#### Category #1 (Exempt golfers)

Golfers who fit into the following categories will be “exempt” into the Optimist International Junior Golf Championships. Exempt golfers will be guaranteed a spot into the Optimist International Junior Golf Championships provided they register no later than May 31, 2011 (note that this registration deadline is one month earlier than previous years).

- a) The top finishers in each age division from the 2010 Optimist International Junior Golf Championships as follows: Boys and Girls 10-11 (top 4); Boys and Girls 12-13 (top 6); Boys and Girls 14-15 (top 8); Boys and Girls 16-18 (top 10).
- b) Any previous age division champion of the Optimist International Junior Golf Championships (international championships only).
- c) The top finishers from the 2010 Optimist International Tournament of Champions as follows: Boys 14-15 and Girls 14-18 (top 5); Boys 16-18 (top 10).
- d) Golfers who are selected to the Hugh Cranford All-Scholastic Team.

#### Category #2

Golfers who fit into the following categories must submit an application to Optimist International no later than June 2, 2011. A limited number of golfers in each age division will be offered a spot into the Optimist International Junior Golf Championships through this application method. Golfers’ applications will be considered in priority order starting with sub-category “a”, then “b”, then “c”, etc.

The number of spots offered will be based on the anticipated number of golfers to register via an exemption (per the 2011 Qualifying Spots chart) less the number of golfers to register via a Category #1 exemption as listed above. For example: we anticipate 10 golfers to register via an exemption for the Boys 16-18 category. If we receive 6 registrations from golfers in Category #1, we will only offer spots to 4 golfers from Category #2.

- a) Junior golfers who are ranked in the top 100 overall rankings of the *Golfweek* junior rankings as of May 31, 2011.
- b) Junior golfers who are ranked in the top 100 overall rankings of the *Junior Golf Scoreboard* rankings as of May 31, 2011.
- c) Age division champions of the following junior golf events (most recent tournament happening prior to May 31, 2011).

AJGA Junior All-Star Invitational  
AJGA Rolex Tournament of Champions  
Ballantyne Junior Open  
Bobby Chapman Junior Invitational  
Bubba Conlee National Junior  
Callaway Junior World Golf Championships  
Canadian Optimist Junior National Championships  
Carolinas/Georgia Junior Championship  
Donald Ross Junior Championship  
Doral Publix Junior Classic  
FCWT National Championship  
Golfweek Junior Invitational  
Hudson Junior Invitational  
IJGT Tournament of Champions  
Innisbrook Christmas Classic  
Innisbrook Easter Classic  
International Junior Masters  
Joe Cheves Junior Invitational  
Jones Cup Junior Invitational  
Junior America's Cup  
Junior Orange Bowl International  
Junior PGA Championship  
Mizuno CJGA National Championship  
North and South Junior Championship  
Pepsi Little People's Championship  
Press Thornton Future Masters  
San Diego Junior Masters  
Scott Robertson Memorial  
Texas-Oklahoma Junior  
Trusted Choice Big "T" Junior Classic  
US Girls Junior  
US Junior Amateur  
US Kids World Championship  
Verizon Junior Heritage  
Western Junior Championship  
Women's Western Junior Championship

- d) **GIRLS ONLY:** the overall winners (oldest age division only) of all *Golfweek* ranked tournaments taking place between June 1, 2010, and May 31, 2011.
- e) **GIRLS ONLY:** winners of any 2010 or 2011 AJGA Junior All-Star Series event prior to May 31, 2011.