



LEAVE YOUR JUNIOR LEGACY IN NORTH FLORIDA

Word of mouth is our best marketing tool. Spread the word about the TOUR!

There's a great deal of junior golf opportunity out there! Decisions, decisions, decisions.

I'm willing to bet there are 100+ elite junior golfers within North Florida and another 500 working on their game to become elite players. Just think, what if all those players would play on the NFJG TOUR and in the 12 **North Florida Junior Players Tour** events? What a dynamic field we could have. Talk it up!

Do something for me, help me squash a myth which has been around for years. I've heard this myth ever since I took over as the Executive Director back in 2013. The myth is "that junior players should stop playing the NFJG TOUR when he or she becomes an elite player". **This simply put is NOT TRUE** as the NFJG TOUR and the Foundation have so much opportunity to offer all our members. This myth has been passed on for years and now is a time to put it to bed. Thanks for stepping up!

One of my points is that MANY of our top junior players have not left their junior legacy here in the Jacksonville area. Encourage others to remain on the NFJG TOUR while they play events on the Florida Junior Tour and American Junior Golf Association.

As you may know over the past seven years the NFJGTOUR has been transformed for the better player, while still providing great opportunity for our up-and-comers desiring competitive junior golf.

North Florida has countless top tier players and if all of the area's best players continued to play on the NFJG TOUR everyone would benefit by our success and more attention would be given to our kids because of it. Our fields would be BIGGER and the competition STRONGER and our parents would SAVE a lot of TIME traveling and a ton of MONEY if the kids played closer to home. The coaches would pay closer attention to us giving our kids a longer look and greater college opportunities. **Did you know the NFJG TOUR website has had 94,384 page views with the results page having 44,500 views since October 2019?** We've only had 11 events. I wonder whose watching? That's a lot of views!

Here's some history on the transformation.

Back in 2013, when I first took over as the Executive Director of the North Florida Junior Golf Foundation (NFJGF) and the NFJG TOUR I envisioned a great future and put plans together to embolden and broaden the junior competitive golf opportunities for our junior members along with the idea of saving our parents valuable dollars. I established goals and created avenues for fundraising to support the tour plan and goals while we increased funding for our scholarship support. I put together a great staff of PGA /LPGA Professionals and past NFJG TOUR players who continually grow the game for our kids. They all are still with us seven years later. We gave the TOUR a new image.

The President of the Foundation, Jim Houston - over the years has put together a Board of Directors which is second to none with eleven affluent business men and women from different walks of the



private sector. A lawyer, a CPA, an insurance specialist, PGATOURHQ members, and a handful of elite PGA Professionals.

Through Friends, business associates, PGA Professionals, the NFJGF Board of Directors and the support of our local communities we have accomplished our goals and so much more. For the past seven years we have collectively provided our juniors with great opportunity to grow in golf by playing on over 45 different golf courses year after year including TPC Sawgrass (Stadium and Dye's Valley). Sawgrass Country Club, Plantation at Ponte Vedra, Ponte Vedra Inn and Club, Glen Kernan, Marsh Landing, Amelia National, San Jose Country Club, The Golf Club of Amelia, Jacksonville Golf and Country Club and so many more outstanding Clubs.

In the first two years of reconstruction it was easy to see the trends and the adjustment needed to stay on track to achieve the established goals. One of the immediate major concerns was that top junior players in the area were headed out for only higher level golf like FJT and the AJGA and forgetting about the local NFJG TOUR, never to return again. Traveling the state spending countless dollars in an attempt to increase their opportunity to be noticed by coaches around the state or nation. I get that and becoming visible is needed, but it can be accomplished by playing on the NFJG TOUR as well. It's the NFJG Foundations goal to create higher level golf opportunity for our kids, but we'd like our players to stay in touch with the TOUR and continue to enrich local golf throughout their junior lives.

Realizing this, my NEW GOAL was to create events of value to re-attract and entice the better player who had moved on by providing incentive and opportunity here in Jacksonville while still playing away golf. The effort has slowly taken affect with some of the players returning and slowly we've gotten to the point where we've just about done what we can do and the only thing left is to continue to spread the word about *leaving your junior golf legacy here in Jacksonville* while you display your skills throughout the state and nation. So what have we done?

- We created the **NORTH FLORIDA JUNIOR PLAYERS TOUR** (2+Day events designed for the upper level golfer, but inviting to the intermediate player).
- We've established higher level golf opportunities for our elite players by providing over 130 annual Florida Junior Tour (FJT) exemptions so our kids could play STATE junior golf. In addition we've included American Junior Golf Opportunity (AJGA) to play nationally.
- We have partnered with the Jacksonville Area Golf Association and other municipalities to connect NFJG TOUR events to their higher level golf.
 - For example. The NFJG annually hosts the "First Coast Junior Amateur". Two players are fully exempt to play in the JAGA "First Coast Amateur" with 96 of the nation's elite collegiate and area players. Girls get exemptions to the "First Coast Women's Amateur". That gets serious attention.
 - The President's Day Match Play Championship leads to exemptions to the JAGA Match Play Championship.
 - Then the Palatka "Junior Azalea" leads to four juniors given full exemption into the "Azalea".
 - The St. Augustine Junior leads to exemptions to the "St. Augustine Amateur".



- The “Titleist Invitational” and several other NFJG TOUR events lead to 12 exemptions into the PGA NATIONAL Junior Championship
- Four perpetual trophies have been establish to create a history of junior golf with a plan for eight.

Each of these exemptions FULLY PAID for by the Foundation.

What I would really like to see is for all our junior players to TEE IT UP!

I realize many junior players and their parents are concerned with Junior Golf Scoreboard Rankings and watch the numbers. This in my view is overrated, valuable YES, but overrated and tends to scare away kids from playing on the NFJGTOUR in the fear they may lose a percentage point on the ranking. If all participated the strength of our fields would be STRONG. Here’s where I say “**Talk it up**” and invite a friend to two of our majors in the near future. The *Junior Azalea* and the *Titleist Invitational* are coming up soon. The *St. John’s Open* and *St. Augustine Junior* and the *Dr. Gordon Ira Classic* are right around the corner as well.

Tell me what you think. Invite a friend or two and let’s see how BIG we can make it. We’ve built it, now we need to get the players to the show.

Thanks for reading.

Jack Aschenbach, PGA