

2nd World Conference on Junior Golf



Programme



BACKGROUND · PRESENTATION OF SPEAKERS

PROGRAMME

Welcome

Dear participants

For more than thirty years I have been hooked on golf - and for many reasons. One reason is that golfers can compete against each other regardless of age, ability, sex, strength, talent etc. It really is quite unique.



wonderful game of golf if we are able to fulfil their hopes and wishes. One thing is to make golf appear so attractive that the youngsters decide to give it a try. Quite another matter is to make them stay with the game. It is a huge market place out there, and the tendency to try-and-throw-away seems to be growing.

Throughout the world a great number of fathers, mothers and grandparents enjoy playing with younger family members. And it makes a lot of sense due to the handicap system. However, it has not always been this way. Neither the handicap system nor very young players - juniors - were part of the game at the beginning. However, today we take pride in stating that golf is for the entire family. We have seen tremendous growth in junior golf, and junior golf is what this conference is all about.

We therefore have to offer a better alternative, if we want juniors to join and stay at our golf clubs.

During this conference I am sure that all of you will get much inspiration, many new ideas and much knowledge. And I hope you will all go back home with loads of enthusiasm. I sincerely hope that you will enjoy your stay in Denmark, and continue your hard work within the field of junior golf.

However, we have to be careful and make an effort to do things right. Young people have lots of choices and we can only make them play the

Søren Clemmensen
Danish Golf Union, President

The R&A is delighted to be providing financial support towards the hosting of this 2nd World Conference on Junior Golf. We are represented here by Keith Hodgkinson, Chairman of our Training Panel and myself and we look forward to meeting as many delegates as possible during our time in Copenhagen.



benefit the game in their home environments.

Junior golf is the very essence of the game's future and we hope all visiting delegates take something away from this weekend which will

I cannot close without congratulating the Danish Golf Union for organising this conference - an enormous but surely worthwhile task.

DUNCAN WEIR
Director of Golf Development , The R&A

Background

The World Conference on Junior Golf in Copenhagen is the 2nd of it's kind. The first conference was held in Rome in 2002 and this weekend the golf world will be meeting in Denmark to focus on one of the most important elements of the world of golf; the junior golf player. The Danish Golf Union believes in the importance of introducing young players to the game on their own terms and in safe social settings. We believe golf offers a very positive set of values worth introducing to young people.

The theme of the 2nd World Conference on Junior Golf is "Understanding the golfers of tomorrow". A better understanding and insights into the world of junior golfers are essential elements if we are to develop and maintain this group of golf players. This conference is aimed at national associations, teaching professionals as well as vo-

lunteers and staff in golf clubs working with junior golf players. With 220 participants from more than 30 different countries we expect the conference in Copenhagen to represent a milestone in the international development of junior golf.

Guest speakers are experts from all over the world presenting their knowledge obtained through working with young people. Aspects of technical, tactical, mental and physical development will be topics of the conference, as well as the organisation of junior golf, national and international junior programmes, social responsibility and junior democracy. Sharing experiences and methods with colleagues from all over the world will provide inspiration and tools for future work within this field.



Opening reception and ceremony

Friday the 29th September at 20:00, in the Reykjavik room

The 2nd World Conference on Junior Golf will begin with an opening reception on Friday the 29th September at Radisson SAS Scandinavia Hotel. Duncan Weir, Director of Golf Development from The Royal and Ancient and Søren Clemmensen, President of The Danish Golf Union will speak at the opening reception reassuring the conference a good start and also former European Tour player Steen Tinning and his son Nicolai will be present.

The Danish Golf Union is hosting the reception and would like to invite people working with junior golf. Our goal is to welcome you to the city

of Copenhagen and offer you an opportunity to renew old friendships and make new acquaintances.

The official opening ceremony will be held at the foyer at the first floor and we will be serving a light buffet and a glass of wine.

Golf tournament at Simons Golf Club

No golf conference without a golf tournament. In 2003 Simons Golf Club hosted Nordic Open the first European Tour tournament in Den-



mark. This year the delegates of The 2nd World Conference on Junior Golf will conquer the fairways (or rough) of this world class golf course.

Monday morning there will be transportation from the Radisson SAS Scandinavia Hotel to Humlebæk, a 50 minutes drive from Copenhagen. The tournament will be an excellent possibility to strengthen your network and continue discussions from the conference. The price ceremony will take place during lunch at Simons Golf Club before returning to the Radisson SAS Scandinavia Hotel.



Programme

All presentations will take place on the first floor

Friday September 29th

20.00 - 22.00: Opening ceremony and reception in the Reykavik room on the first floor

Saturday September 30th

- 09.00 - 09.15: Welcome by the Danish Golf Union
- 09.15 - 10.45: Charlotta Sörenstam
- 10.45 - 11.30: Coffee break in the Scandinavian Foyer
- 11.30 - 12.45: **Sylvan & Brobeck**
Michael Rasmussen
Dr. Stephen Russo
Ove Ellemark
- 12.45 - 13.45: Lunch at the Mamas & Papas
- 13.45 - 15.00: **Sylvan & Brobeck**
Michael Rasmussen
Dr. Stephen Russo
Ove Ellemark
- 15.00 - 15.30: Coffee break in the Scandinavian Foyer
- 15.30 - 17.00: **Paul Chek**
- 17.00 - 17.15: Conclusion by the Danish Golf Union
- 18.30 - 24.00: Drinks and dinner party on the first floor

Sunday October 1st

- 09.30 - 11.00: **Joe Louis Barrow**
- 11.00 - 11.30: Coffee break in the Scandinavian Foyer
- 11.30 - 12.45: **Morten Bertelsen**
Peter Coleman
Magnus Landström & Stig Eiberg
Bruce Weller
- 12.45 - 13.45: Lunch at the Mamas & Papas
- 13.45 - 15.00: **Morten Bertelsen**
Peter Coleman
Magnus Landström & Stig Eiberg
Bruce Weller
- 15.00 - 15.30: Coffee break in the Scandinavian Foyer
- 15.30 - 17.00: **Gary Gilchrist**
- 17.00 - 17.15: Conclusion by the Danish Golf Union

Presentation of the speakers

Gary Gilchrist,

Coach at The International Junior Golf Academy

SUNDAY 15.30

Profile: Gary Gilchrist was appointed Director of Golf at the David Leadbetter Junior Golf Academy in 1995 and has been working with some of the world's best junior golf players – such as Michelle Wie. At the International Junior Golf Academy Gary Gilchrist has developed an intensive system of training and development for junior golfers including the technical, physical and mental aspects of the game. He has coached top tour players like Nick Price, David Frost, Nick Faldo, Mark O'Meara, Ernie Els and Andy Bean.

Presentation: Train like a champion! Gary Gilchrist will talk about The Systematic Training Program, how to build a swing, how to develop the short game and how to be a great coach.

Joe Louis Barrow

Jr. executive director The First Tee

SUNDAY 09.30

Profile: The First Tee utilizes the game of golf to impact the lives of young people. The First Tee is a youth development organization that introduces the game of golf and the inherent values to young people, who previously did not have access to the game. Developing a network of Chapters that have opened over 250 golf learning facilities in 44 states The First Tee has reached over 670,000 young people since 2001. The First Tee has partnerships and a presence in Canada, Australia, New Zealand, Singapore and Ireland. Unique to The First Tee is the Life Skills Education curriculum that has had a lasting and meaningful impact on the lives of the participants.

Presentation: Mr. Barrow will share the history and development of The First Tee and how The First Tee is growing the game and impacting communities throughout the world.



Joe Louis Barrow



Charlotta Sörenstam

Professional player on the American LPGA Tour

SATURDAY 09.15

Profile: In 2000, she became the first of seven Rolex First-Time Winners of the season with her win over Karrie Webb and sister Annika at the Standard Register PING, where she recorded her career-low score of 64 during the second round; crossed the \$1 million mark in career earnings following the Arch Wireless Championship; Charlotta and Annika Sorenstam are the only two sisters on the LPGA Tour to have both crossed the \$1 million mark in career earnings.

Presentation: Charlotta will talk to us about the key events in her junior career, the importance of a supporting family and why her family constellation is so special.



Charlotta Sörenstam



Paul Chek

Founder and President of C.H.E.K. Institute

SATURDAY 15.30

Profile: Paul Chek is one of the world's leading experts in physical training and biomechanics

Presentation: Physical conditioning and development in relation to junior golf players. You will learn the stages that each human infant must pass through to develop optimal sensory motor skills. By learning simple assessments for the four key stages of infant development (fish, reptile, mammal and ape) that support optimal address posture and swing patterning, you will be able to develop highly effective stretching and exercise programs that effectively and efficiently remove any "weak link" in a player's biomechanics. All that is needed to correct and optimize physical performance and durability with this essential developmental approach is an exercise mat, a Swiss ball and a wooden dowel rod. Without making the necessary assessments and corrections demonstrated by Paul Chek, the juniorgolfer often hits a premature plateau and/or is plagued by a long string of unwanted, nagging injuries.



Peter Coleman

Professional caddie

SUNDAY 11.30 & 13.45

Profile: Coleman has carried the bags of more winning players than anyone. He's had 59 wins with nine players such as Bernhard Langer, Severiano Ballesteros, Greg Norman, Colin Montgomerie, Darren Clarke, Lee Westwood and Nancy Lopez.

Presentation: Peter Coleman will address the questions how to teach kids about course management and when to start practicing the tactical aspects of the game. How do we teach juniors to progress from the "grip it and rip it type" to the "Bernhard Langer type". Let's help the juniors to performer their best on the golf course and teach them the consistency to become a professional golf player.

Dr. Stephen Russo

Director of Sport Psychology at the IJGA

SATURDAY 11.30 & 13.45

Profile: Stephen Russo has worked extensively with elite athletes and teams at high school, collegiate, and professional level. Served as Director of Sport Psychology at the University of Pittsburgh Medical Center where he worked with the University of Pittsburgh Athletic Department as well as numerous athletes, coaches and teams at the Division I level. Dr. Russo coordinates the sport psychology services at the IJGA and helps young golfers transform the technical instruction they received into quality performances on the course.

Presentation: Stephen Russo will talk about the mental aspects of the game in relation to the junior golf player. Topics such as coaching, child development through sports, and creating a championship "mindset" in the young athletes.





Magnus Landström

Magnus Landström & Stig Eiberg

National coach & teacher on Institute of Sports, Copenhagen

SUNDAY 11.30 & 13.45

Profiles: Magnus Landström, the Danish national coach since 2001. Stig Eiberg has been working at the Institute of Exercise and Sport Sciences since 1995.

Presentation: From youngster to golf athlete. What different abilities and skills do young athletes have to possess and develop to succeed in sports and golf in particular? What is age related training and how do we apply it to the young athletes? How can we as coaches and volunteers support them?

Helena Brobeck and Bengt Sylvan

Representing the Swedish Golf Federation

SATURDAY 11.30 & 13.45

Profile: Brobeck and Sylvan are working at the Sports Development Department at the Swedish Golf Federation

Presentation: Start, stay, success! Brobeck and Sylvan will talk about how Sweden actively works on recruiting new, young golfing kids from schools, how sports teachers are trained and supported in teaching golf basics to their pupils, and finally how the country manages to secure future access to well-trained, competent and inspiring coaches and leaders for junior golfers in Sweden.



Stig Eiberg



Helena Brobeck and Bengt Sylvan

Morten Bertelsen

Sports psychologist

SUNDAY 11.30 & 13.45

Profile: Morten Bertelsen is a registered psychologist from Copenhagen University. He also received a master degree in sports science from University of Southern Denmark, Odense. Currently, he teaches at Copenhagen University in coaching, teambuilding and the practice of sport psychology service delivery. He is editor of the book TEAM-development and learning.

Presentation: You will learn about the different stages of personal development of young athletes. How to motivate through these different stages, set goals and reflect on those goals. United we stand, divided we fall. - Team building and team development is highly important in individual sports such as golf. Morten Bertelsen will be sharing with us, coaching as a tool to make young people stay committed to golf. This commitment is dependent on the coach's ability to relate to the different ages of the junior golfer. Asking the right questions has consequences for the way young people learn. You will receive hands-on practice with examples of questions and their intentions which will help develop and inspire your behavior as a coach.



Morten Bertelsen



Bruce Weller

Bruce Weller
Member of the European Institute of Golf Course Architects
SUNDAY 11.30 & 13.45

Profile: Bruce Weller is a Council Member of the European Institute of Golf Course Architects and runs his own practice, Weller Designs, based in the UK. The EIGCA is the professional body for golf course architects in Europe. The Institute is very keen to promote junior golf development and are pleased to support and contribute to the 2nd World Conference on Junior Golf.

Presentation: Bruce's presentation will include some of the innovative projects which EIGCA members are involved with across Europe, in addition to his own experience in Junior Development. Such junior related schemes include the highly innovative Northwick Park Golf Academy (London) and "The Young Masters of Golf" programme supported by Crown Golf (Europe's largest golf course operator) with which Bruce has been closely involved with.



Michael Rasmussen

Michael Rasmussen
Manager and founder of "backspin & self-confidence"
SATURDAY 11.30 & 13.45

Profile: Michael Rasmussen is manager and founder of "backspin & self-confidence". The vision of "backspin & self-confidence" is to take the values from golf and give children and young kids with behaviour difficulties the opportunity to perform at their best. It is our goal to help the young kids to create personal strength to develop and take responsibility of their own role in society. Golf has proven to be an excellent mediator to reach our goal. Simply by presenting the child to the world of golf, which is entirely different from what they are used to creates the foundation for reflection and development. At the same time, golf contains basic values that are directly applicable to the rest of the world.

Presentation: You will hear about the history and experiences of "backspin & self-confidence", their achievements and why golf is the sport in focus.



Ove Ellemark (bottom right) and his fellow speakers from "RUFF"

Ove Ellemark
Swedish Golf Federation
SATURDAY 11.30 & 13.45

Profile: Representing Youth for the Future (RUFF), Swedish Golf Federation

Presentation: The youngsters of today, the leaders of tomorrow. It's about the future, it's about the game. It's not just about golf, this effects society. Today's young people are the leaders of tomorrow, not just in the game of golf. How do we make sure that the youth will carry the game of golf into the future and how do we all work together? Why is this important? This is all for the good of the game and the effect goes way outside the course. It's simply a matter of success!



SPONSORS AND PARTNERS:

Sparinvest
Investering med omtanke...

