

15TH ANNIVERSARY



**first tee**

greater pasadena

## 2021 Annual Review



## First Tee Nine Core Values

Respect  
Courtesy  
Responsibility  
Honesty  
Sportsmanship  
Confidence  
Judgment  
Integrity  
Perseverance

## First Tee Nine Healthy Habits

### **Physical:**

Safety  
Energy  
Play

### **Emotional:**

Family  
Mind  
Vision

### **Social:**

Community  
School  
Friends

## **A message from First Tee – Greater Pasadena Board Chair**

I had hoped that “unprecedented”<sup>☒</sup> would take a break in 2021 after working overtime in 2020. Unfortunately, that was not the case as challenges persisted through 2021. Despite the tough environment, our team had one of the best fundraising years in our history.

On behalf of the board of directors of First Tee - Greater Pasadena, I would like to acknowledge the tremendous efforts of our staff, coaches, volunteers, supporters, parents and especially our young men and women, all who have made 2021 a very successful year.

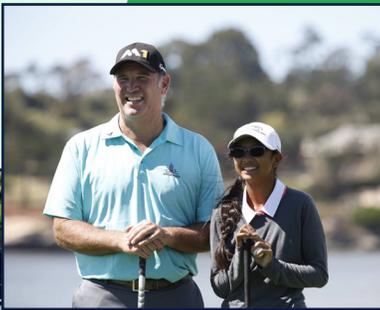
Our mission is to positively impact the lives of the young people of the Greater Pasadena area by providing educational programs that build character, instill life-enhancing values, and promote healthy choices through the game of golf. 2021 marks another year of incredible accomplishments. Over the past 12 months, we have dramatically increased our enrollment, added several new Board Members, achieved the highest standards on our operational goals and achieved record fundraising targets, just to name a few accomplishments!

As we embark into 2022 and beyond, we look forward to growing the success we have had with our outstanding and unique programs and to continuing our important mission to provide opportunities to the youth we serve so that they may succeed now and into the future. Thank you for your support.

Sincerely,

Mark Holdsworth  
Chairman





2006

2021

15 years and counting serving Pasadena area youth. Thank you!



# By the numbers



15TH ANNIVERSARY  
greater pasadena  
**first tee**

## 2020 vs. 2021 Participants by season



Total Youth Served:	
2020	2021
<b>787</b>	<b>1645</b>

## First Tee - Greater Pasadena Program Locations

Altadena Golf Course  
Arroyo Seco Golf Club  
Brookside Golf Club  
Eaton Canyon Golf Course  
Marshall Canyon Golf Course



## Featured Course



### Eaton Canyon Golf Course

Nestled at the base of the San Gabriel Mountains, the character of the golf course is evident from the time you pull into the golf course. Playing to a par of 35 at just under 3000 yards, the course design will challenge the most skilled of golfers. First Tee - Greater Pasadena especially enjoys hosting all levels of our Life-Skills Education Golf Classes and competitive Tournament League matches all year long.

We want to thank you our wonderful program partners at Eaton Canyon Golf Course for your support.



# Programs



## Life Skills Programs

First Tee - Greater Pasadena Life Skills Experience is divided into four certification levels, starting with PLAYer for new participants and progressing through PLAYer, Par, Birdie, and Eagle. Each level is taught seamlessly with a variety of golf skills. First Tee - Greater Pasadena offers TARGET as an introduction to the Life Skills Experience, as well as an advanced level known as Ace.

**What is the difference between an Introduction/Intermediate Level Class and Advanced Level Classes?** Introduction and Intermediate Level Classes introduce youth to the game of golf. Lessons are held on the practice areas and sometimes on the course. The average participant to coach ratio is 8:1.

Advanced Level Classes are designed for current members who passed certification requirements from the PLAYer and Par levels of the First Tee Life Skills Curriculum.

## Tournament League

Open to all members of First Tee - Greater Pasadena from ages 8 to 17. This is a high school/college golf type of experience for participants to compete in team play. Each team consists of up to 12 members who have qualified after participating in our season tryouts. Matches are played weekly at a participating golf courses and team members additionally participate in team practices held three times over a course of a season. Seasons are seven consecutive weeks long which consist of six regular season matches and one championship match. Tournament League seasons are during spring, summer and fall.



## Girls' Golf Classes

Beginner Girls is for girls ages 5-7. The Beginner Girls Class is equivalent to the TARGET level. There is no certification in this level. All Girls classes are instructed by female coaches. PLAYer Girls Class is for girls ages 8 and above and is equivalent to the PLAYer level. Female participants are eligible for certification testing after completing at least (3) full sessions and the PLAYer Yardage Book.

## My Parent and Me

For children ages 4-7 and a parent. The child and (1) parent will be in the class together and be provided basic and introductory instruction.

## A/B Honor Roll

First Tee A/B Honor Roll program encourages all participants to excel academically and to stay on track for eligibility in First Tee Scholars Program. Participants of all ages who earn As and Bs (or equivalent) on their report cards will receive signed certificates. Honor Roll certificates are distributed twice per year by a chapter representative.

We are proud to say that we awarded 330 A/B Honor Roll certificates to participants for the 2021 year!



## Golf Camps

First Tee - Greater Pasadena's 6-day camps are the perfect way to improve your golf skills and take your playing abilities to the "next level." Camps are offered during summer and the holiday season.





## 2021 Champion Golfers

**Spring '21  
Team Champions  
Purple  
Team**

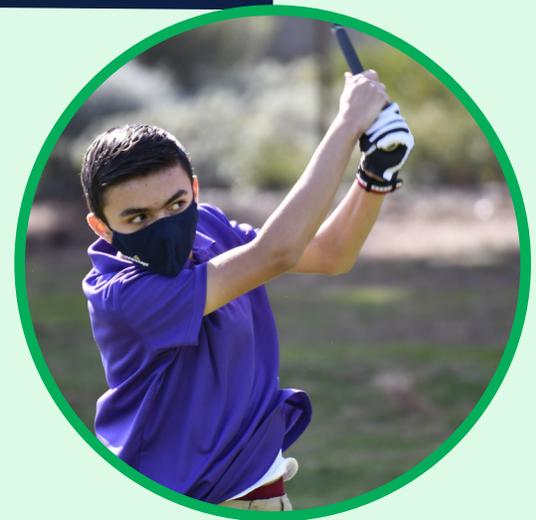
Individual Champions  
Gold - Ali Abu Rayyan  
Silver - Elizabeth Clark  
Bronze - Natalie Kim

**Summer '21  
Team Champions  
Sky Blue  
Team**

Individual Champions  
Gold - Elizabeth Clark  
Silver - Russell Sze  
Bronze - Troy Seto

**Fall '21  
Team Champions  
Royal Blue  
Team**

Individual Champions  
Gold - Ali Abu Rayyan  
Silver - Natalie Kim  
Bronze - Elizabeth Clark



# My First Tee Experience

## A collection of shared experiences from members of First Tee - Greater Pasadena



I like all of the First Tee nine core values but one of my favorites is confidence. I learned to look people in the eye when I introduce myself and take my cap off and shake hands before we tee off and at the end of a

round. I am still growing and got a lot to learn about life and myself and I know I'm going to make some more mistakes as I grow up. But I am glad I have my Mom, my coaches and all the people in The First Tee who believe in those core values.

Jonah Rouse, 13 years old  
Birdie Level Member

This is my first year at First Tee and I'm really enjoying it. My coaches are very nice and informative. My class time consists of bookwork, chipping, putting, and hitting balls at the range.

In my opinion bookwork is my favorite because I learn new things. The first tee core values are good sportsmanship, honesty, confidence, responsibility, and respect.

Jonathan Liem, 9 years old  
Par Level Member



The things I like the most about First Tee is that when I learn about golf more and more, I get better and know more. I also like that it makes me feel confident when I play. It helps me make friends and teaches me to try again and never give up. I learned to have good sportsmanship and be happy for someone even if I lose. Because what is really important is that you enjoy playing and spending time with your friends and family. To me, First Tee is about friendship and learning. That is everything I really love about First Tee.

Serena Lee, 7 years old  
Par Level Member



# My First Tee Experience

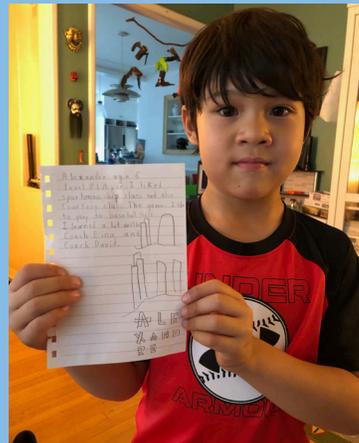


**My experience at First Tee has not only made me a better golfer, but a better person. They have taught me core values, such as respect, and that is only one reason why they are a good program. I would highly recommend First Tee to other kids who want to play golf, because it is a great program. It isn't super competitive, and it really helps make**

**you a better golfer.**

**Every Sunday, I go to Altadena Golf Course to have a class. Once there is another Tournament League season, I will try out for that as well. My classes always have something new to learn, such as a way to hit farther or more accurately, or to set goals and to have proper etiquette.**

**Oliver Chew, 12 years old  
Birdie Level Member**



**I liked sportsmanship class and courtesy class. The game I like to play is golf baseball. I learned a lot with Coach Eyna and Coach David.**

**Alexandre Bocciarelli,  
6 years old**

**Target Level Member**

**This is my first year at the First Tee - Greater Pasadena and I am in the Target level.**

**I really like the games we play in golf class. I really enjoyed the game we played today called "Zombie."**

**Alison Liem, 6 years old  
Girls Target Level Member**



**I learned that the more I practice golf, the better I get. But the less I practice, the less I don't play very well. So, I will practice and get better at it. I look forward to playing golf every week. I love my coach, Eyna, because she is nice and plays golf very well. I hope she teaches me next year too.**

**Kara Lee, 8 years old  
Par Level Member**

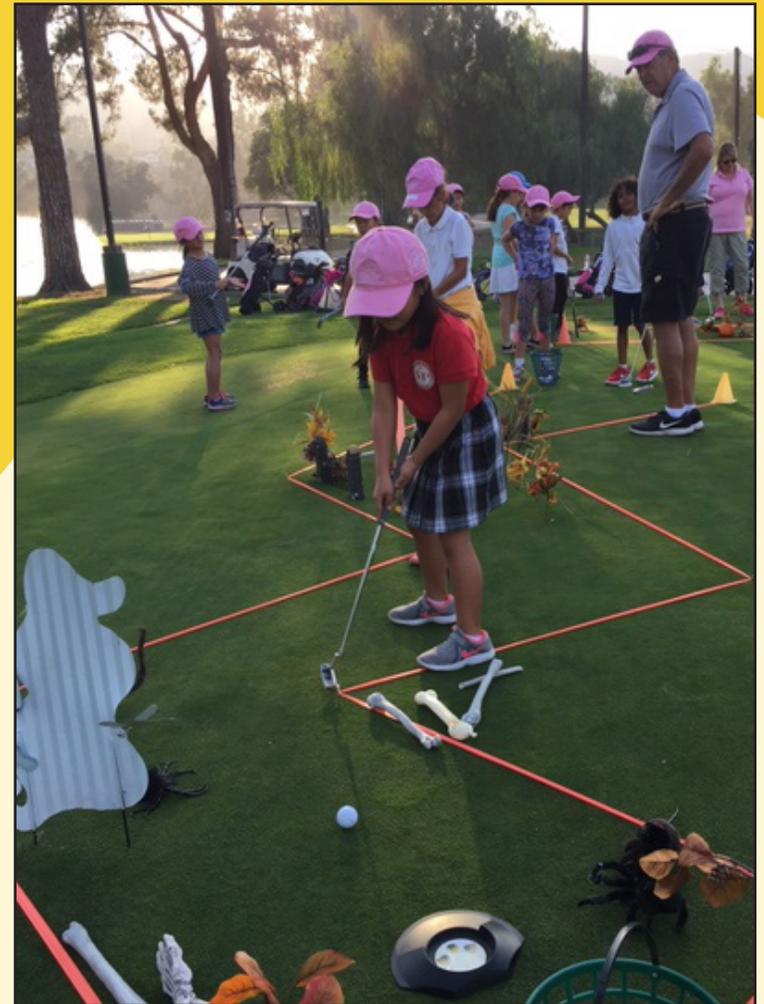
**What I love so much about First Tee is that it is really open and friendly and everyone is very supportive. They really understand how to improve your game. I can tell them what I think I'm doing wrong, so they can give me feedback that I can use. They've experienced the same thing so they can teach you what you're doing. First Tee is good for your body, for your mind, and for your concentration.**

**Landon Bailey Tavi Pollard, 9 years old  
Player Level Member**

# Our Year



# In Photos



# Outreach Programs

In 2008 First Tee - Greater Pasadena created the Mulligan Program to allow youth who normally would not have the opportunity to not only experience the game of golf, but more importantly learn about the First Tee Nine Core Values. In golf, the term "Mulligan" means a re-do. Our Mulligan Program offers cost-free Life Skills Education and golf skills classes for agencies that serve at-risk, disabled, and special needs youth. Since the youth in these

programs are frequently transient, there is a small window of opportunity to positively impact their lives. Utilizing the game of golf, the goal is to introduce them to life skills that can enable them to better deal with life situations they are and will be encountering, including gangs and dropping out of school. We provide a set of life skills that they can use for the rest of their lives. We encourage them to use the skills they have learned to improve their lives, to stay out of gangs and stay in school. We encourage them to perform better in school, to stay in school and to graduate.

The LSE program is a progressive and developmentally appropriate curriculum using golf as the teaching vehicle. As participants progress, they develop life skills such as interpersonal skills, self-management, leadership training, team-building, goal-setting and resilience which help them become their own best coach in golf and life. The youth who are mentally or physically challenged are taught using special adaptive equipment in a stable learning environment in which they can experience that learning can be fun and to look at it from a positive standpoint. The goal is to encourage them to try and to show them they can succeed. They are taught in a safe atmosphere by caring adults who encourage them to improve their lives utilizing the life skills lessons.

First Tee - Greater Pasadena focuses on various schools and organizations that serve these at-risk and disabled youth. We believe that giving these youth a re-do in the game of golf can hopefully provide tools and skills that will enable them to succeed in life. First Tee - Greater Pasadena currently offers programming to the Optimist Youth Homes- both male and female homes (Eagle Rock, CA), Hathaway Sycamore (Pasadena, CA), Pasadena PAL (Pasadena, CA), LeRoy Haynes Center (La Verne, CA), Ability First (Pasadena, CA), Pasadena Unified School District (PUSD) Visually Impaired Students (Pasadena, CA), Villa Esperanza (Pasadena), John Muir HS Special Ed (Pasadena, CA) and Special Olympics. All participants in the Mulligan Program are 100% scholarshiped.

The year of 2020 was challenging for all of our programs. We recognized that in order to keep the safety of everyone involved it was necessary to temporarily halt our physical presence at our locations. Many of our groups were able to continue programming internally while taking advantage of our SNAG equipment. We were excited to have some of our outreach programs started back up for in person lessons at the end of 2021.

## Special Olympics

First Tee - Greater Pasadena has taken on the coaching of the Special Olympic golf program for the San Gabriel Valley chapter. All of the teams compete as "The Ducks". Our goal is to provide a safe environment for the athletes to learn the great game of golf and to compete in the Special Olympics tournaments. In addition, we had two of the athletes participated in our annual golf tournament and spoke at the reception about their experiences with First Tee - Greater Pasadena.

## Optimist Youth Home

First Tee - Greater Pasadena continues to serve the young men from the Optimist Youth Home. Optimist had their programming every Monday at Brookside. Optimist Youth Home continues to be one of our most rewarding classes and we are proud to help support them in giving them every year.

## Wounded Warrior Project

First Tee - Greater Pasadena provided golf clinics for veterans from the Wounded Warriors Project™ and their families. California Pizza Kitchen provided pizzas and SCNS Foods provided 10th Tee bars. Veterans received donated golf clubs and equipment.

## LeRoy Haynes: Youth Home

Since its founding, LeRoy Haynes Center has grown from a small operation serving just a handful of children into one of the largest and most comprehensive non-profit organizations of its kind dedicated to helping children with special needs relating to emotional development, autism, Asperger's Disorder, learning disabilities, abuse, neglect and abandonment.

## Boys & Girls Club: Pasadena

The Boys & Girls Club of Pasadena has been dedicated to helping youth in the Pasadena area. This year we added two additional locations at Odyssey North and Odyssey South. They are happy to bring enrichment to their program every Thursday for the youth who attend the club.

## Stars

In 2019 we reconnected with Stars after school program in Pasadena, bringing them golf class twice a week with SNAG equipment for grades k-8th. We are excited to continue with great relationship with another Pasadena based youth organization.

## La Cañada All Stars Camp

This summer camp was new in 2019. With a major impact in the area we were pleased to serve over 500 kids with our SNAG equipment and expand our reach into La Canada.

## PAL

PAL is a youth crime prevention program that relies on educational, athletic, and other recreational activities to develop and maintain a bond between police officers and youth of the community. The Pasadena PAL youth that are involved in The Mulligan Program are members from the PAL Center in Pasadena.

## Latina Womens Golf

Beginning in 2017, First Tee - Greater Pasadena and the Latina Womens Golf Association joined together to provide annual clinics to promote Latina women.



**2021**  
**Chapter**  
**Cup**  
**Challenge**

hosted by:  
first tee  
greater pasadena

Coachella Valley  
Greater Pasadena  
Inland Empire  
Orange County  
San Diego



On July 26, 2021 five teams from five chapters of the First Tee network descended to Brookside Golf Club in Pasadena for the 2021 SoCal Chapter Cup Challenge. Coachella Valley, Inland Empire, Greater Pasadena, Orange County and first-time participants San Diego were represented by 20 of their finest participants in four different age divisions for boys and girls. **When all rounds were complete, First Tee - Greater Pasadena earned the most points and earned the right to keep the Chapter Challenge Cup after winning the event in 2019.**

These boys and girls put on an incredible display of what being a First Tee participant is: They compete with respect; showcased a positive attitude; developed new friendships; and exemplified good sportsmanship. Congratulations to each of this year's competitors and we look forward to hosting the event again in 2022.



# Coach Spotlight

## Jeffrey Crawford, Nationally Recognized First Tee Coach

Each week, in the minutes leading up to the start of golf class, Coach Jeffrey Crawford is ready and waiting for the arrival of First Tee members. He's quick to engage with each student and pick up the conversation you last had with him. Whether it's about a recent golf tournament you played in or your practice objectives. He may even ask if you watched the most recent episode of a popular Marvel show. Regardless of the topic, these meaningful moments in the limited time coaches have with their students is what elevates a coach into being a great coach.

Though it's only been a little more than a year since Jeff, who is now known as 'Coach Crawford', joined the Greater Pasadena chapter, it's no surprise when you see him in action that he has extensive experience in coaching. As a matter of fact, Jeff has been involved with First Tee for more than 20 years. A native and long-time resident of Los Angeles, Jeff's First Tee journey began with First Tee South Los Angeles while seeking an opportunity to get his son into something that could help structure him with positive influences. And where better than the First Tee where students are exposed to core values and life-skills which are naturally embedded in the game of golf.

Not long thereafter, Jeff was asked to become a volunteer coach and within one year he completed the first level of the First Tee Coaches Program. And to the delight of his First Tee Los Angeles Program Director Teresa Thornton, Jeff continued his First Tee coach training and became one of only a few First Tee Nationally Recognized Coaches in Los Angeles.



Wanting to serve as a better instructor, Jeff began taking golf lessons 15 years ago and while he encountered the normal ups and downs of learning the game, he was faced with a new challenge after suffering an accident that forced him to learn how to play left-handed.

"My favorite part of the game is taking a right-handed putter and putting left-handed and making putts, which is fantastic for the kids to see," Crawford said.

"Like all golfers my struggle is swinging too hard. I use myself as an example to teach the kids that we are not perfect and have something we can learn."

Jeff certainly lives by his own words when it comes to learning. He studied fashion design at Los Angeles Trade Technical College. He's currently studying for the Titleist Performance Institute (TPI) level one coach certification and is also working to become a licensed fitness trainer with the National Academics of Sports Medicine where he has already earned a license in sports nutrition. In addition to his drive for education, Jeff is skilled in both sports and wildlife photography. You can see his work as it is often on display in many of our First Tee Greater Pasadena media releases.

With all the classes Coach Crawford teaches, including PLAYer, Teen, Par, Birdie, and Eagle classes, it won't be long before you get to know him. You might even have him as your Tournament League coach! Coach Crawford will challenge you to be the best version of yourself. As he always says, "Whatever you do, own it. It's yours!"

Thank you, Coach Crawford, for your service to your community!



# Participant Spotlight

**Kyla Coaxum,** Birdie Level Member

**J**ohn Burroughs High School senior, Kyla Coaxum, has the next ten years of her life planned out. It begins with graduating high school in June 2022, followed by attending either Howard University in Washington D.C. or Tulane University in New Orleans. After double-majoring in Communications and Public Health Administration, Kyla has her eyes set on a master's degree in Public Health which will guide her into the Tulane School of Medicine. Ultimately, Kyla's dream is to be a double-board certified surgeon in Obstetrics/Gynecology and Fetal/Maternal medicine.



Kyla's involvement with First Tee dates back to her former First Tee chapter days in Los Angeles. Since transitioning to First Tee Greater Pasadena, there isn't a time that Kyla's not smiling, bringing an incredible positive energy to class, and setting an example for her Birdie peers on Sundays at Altadena Golf Course.

Kyla's First Tee journey took a big leap when she was selected to attend the 2021 Joe Louis Barrow, Jr. Game Changers Academy honoring the First Tee founder. The five-day event addressed the challenges and experiences teens face in their daily lives. With the goal being to better equip them to build the strength of character to be game changers in their communities. Participants that attended this learning and empowerment academy participated in conversations around issues of identity, racism, diversity, equity and inclusion.

Upon arrival in Philadelphia, Kyla shared how she gravitated to the social aspect of this national opportunity.

"Manny, Dion and Maddie. Those are my really good friends, and it's crazy to say that because I just met them, but we talked every day. And a lot of us are applying to the same colleges."



For Kyla, one of the more memorable activities conducted at the Game Changers Academy was the Privilege Walk. An activity that emphasizes understanding diversity between people including financial backgrounds, the neighborhood you grow up in, learning abilities and so on. This activity served as a tool that provided Kyla perspective for the people around her.

"It was really eye opening. You should never just assume that somebody has something. I knew what equity was, but never had a full understanding," Kyla said.

When Kyla returned from Philadelphia, she shared her experience with her fellow Birdie peers. Recalling memories of living on a college campus, playing golf every day, meeting new friends, exploring a new city, and most important, learning life lessons. Her testament hopefully generated inspiration for her younger counterparts.

**Congratulations, Kyla, on your accomplishments thus far. You have an incredibly bright future ahead!**

benefiting



Tim Hogarth of Northridge, CA claimed his fourth consecutive Pasadena City Championship title, his eight overall at this prestigious event.

More than 380 competitors took part in this year's event held on March 26-28 at the challenging courses at Brookside Golf Club in Pasadena.

Once one of the largest golf championships in the country, it has come back with a force to be reckoned with, selling out and seeing an increased interest during the pandemic by golfers who found comfort in the game.

## Thank you to this year's sponsors!

The Holdsworth Group



BOARD OF DIRECTORS



American Golf.



AMATEURGOLF.COM





A look at a few of our groups before hitting the first tee box.

# 15TH ANNIVERSARY first tee greater pasadena 2021 Golf Invitational

Presented by:



Golf Cart Sponsor 	Registration Sponsor 	Golf Invitational Sponsors The Holdsworth Group, LLC Principal Executive, Principal Advisor <b>MICKEY &amp; LEE SEGAL</b>	Reception Sponsor 
Players Package Sponsor 	Hole-in-One Sponsor <b>John Sinner</b>	WWP Foursome Sponsor 	Awards Sponsor 
WWP Foursome Sponsor <b>Bill Stewart</b>	Reception Sponsor 	WWP Foursome Sponsor 	Lunch Sponsor <b>Snell &amp; Wilmer</b>

**Total Revenue:  
\$93,452**

**Thank you for your continued support!**



Long Drive Specialist Pat Dempsey during his pre-round clinic for players.



Wounded Warrior Project members honored with golf equipment



First Tee - Greater Pasadena Co-Founder David Sams works the live auction.



First Tee - Greater Pasadena Eagle Member Precilla Tea shares her First Tee Experience



Plenty of good eats during and after the tournament round.

# Our Leadership

## Board of Directors:

**Chair** Mark K. Holdsworth, President, The Holdsworth Group, LLC

**Vice Chair** Andrew L. Ellis, Principal, KPMG

**Treasurer** Dennis Ayers, CPA, Principal, CliftonLarsonAllen LLP

**Secretary** Laura Morrison, Admin. Support, Marlborough School  
Lori Baker, Women's Southern California Golf Association

Dawn DeVroom, Corporate Controller, IDR Environmental Services

Chalvis Evans, Managing Director, CBRE LA North Region

Brandon Fox, Director of Golf Operations, Rose Bowl Operating Company

Kaleb Gleason, Director Finance & Treasury, Dine Brands Global, Inc.

Steve Haderlein, Board Member, Rose Bowl Operating Company

Patrick W. Kelly, Attorney, Snell & Wilmer Law Firm

Matt Kohorst, Asset Manager, Everest Properties

Ron Okum, President, Ron Okum Insurance Agency

Brandon O'Neill, General Manager Food & Beverage Operations, Levy Restaurants

Franklin E. Roach III, Vice President Relationship Manager, Citizens Business Bank

Scott Scozzola, General Manager, Brookside Golf Club

Blair Salisbury, General Partner, El Cholo Restaurants

John Sinner, Agent, State Farm Insurance

William E. Stewart, COO, SCNS Sports Foods

Kathleen Turknette, President, AmWINS, Specialty Programs & Facilities

## Staff:

Bob Baderian, Executive Director

Mark Fritz, Director of Programs and Development

Leslie DeLuco, Special Projects Coordinator

Dan Hufford, Program Coordinator

Derrick Williams, Outreach Coordinator

## Coaches:

Michelle Abel

Elise Alaan

Eyna Alaan

Ted Bartscherer

Gary Baker

Kathy Cho

Jeffrey Crawford

David Freedman

Rafael Gomez

Stephen Im

Michael McKinley

Allison Park

Giselle Ruiz

Wataru Tomita

James Tyler

# Thank you Partners and Sponsors!



American Golf Corporation.



MICKEY SEGAL



THE HOLDSWORTH GROUP, LLC

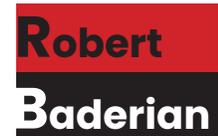
Everest



AmWINS



John Sinner



Kathryn Barger  
LA County Supervisor





Follow us on social media



FirstTeeGreaterPasadena



First Tee - Greater Pasadena

**First Tee - Greater Pasadena | 1133 Rosemont Avenue, Pasadena, CA 91103  
(626) 684-0024 | [www.firstteegreaterpasadena.org](http://www.firstteegreaterpasadena.org)**