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“Flagstick spent considerable time searching for the right opportunity to give back to the game. After getting to know the founder of Future Stars Golf Club, Ms. Grace Yin, and Sunshine Golf Club’s PGA Professional, Mr. Jerry Chang, we knew we had found partners who shared our devotion to ensuring golf’s future in China.”





# A GREAT INITIATIVE TO FOLLOW!

By Adam Bozeman

*As dozens of golf courses are built each year in China, it is becoming more and more important to consider the game's future in this country. In response to calls from top industry thinkers for support of junior golf initiatives, Flagstick has proudly taken up the challenge through our recent sponsorship of the Future Stars Golf Club in Kunming. This organization, founded and hosted at Sunshine Golf Club, is dedicated to popularizing the game of golf among Chinese youth. Since it was established in June 2012, Future Stars Golf Club has already introduced the game to 200 juniors in Kunming. This rapidly-growing city of seven million in southwestern China has made a name for itself as one of the country's top golf destinations, and is also Flagstick's home base in Asia.*



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Jerry, a native of Taiwan, spent much of his youth in South Africa, where he competed with the likes of Louis Oosthuizen and Charl Schwartzel. He has been coaching the game for 20 years, and since 2010 has directed his focus to China. Jerry now calls Kunming home, where he has established the South Africa International Golf Academy of Sunshine Golf Club (SAIGA). "Working with a well-known industry brand like Flagstick can really help us gain exposure for what we are doing out here," said Jerry. "These three organizations – Future Stars, SAIGA and Flagstick – are the first that I know of in Yunnan province to make a concerted effort to grow the game at the junior level."

One of Grace's associates at Future Stars Golf Club echoed Jerry's enthusiasm for this partnership by saying that "with Flagstick's sponsorship, we firmly believe that even more children in Yunnan province will be able to experience the wonderful game of golf for free." She added that by working together we can expand the horizons

for these local youth and increase their awareness of golf's values and etiquette.

On September 24th, Future Stars Golf Club held its first Flagstick-sponsored lesson. With ten energetic youngsters in attendance, Jerry led a fun-filled and educational afternoon of golf.

To start with, Flagstick's team gave a short, youth-oriented talk about our company's work, which was followed by classroom and driving range instruction from Jerry. Asked if he liked playing golf one of the juniors replied, "Yes, I like it. No, I don't like it. ...I love it!" He explained that his favorite part was getting to meet new friends. What better reason than that – camaraderie – to take up this great game?

On the heels of some remarkable achievements by young Chinese golfers in 2012 – 14-year old Andy Zhang qualifying for the U.S. Open and 16-year old Jing Yan qualifying for the Women's British Open – it is clear how much potential China's junior golfers have.

Flagstick is very proud to be a supporter of the game's future, and we encourage our industry peers and colleagues to join us in the effort to make golf more accessible and affordable for young people everywhere.

