

**United States Golf Association**  
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March 22, 2012

Dear State/Regional Golf Association Official:

At the USGA, we remain committed to working with and supporting state and regional golf associations in removing barriers to the game and promoting its long-term health and sustainability. To that end, we are seeking your continued help in promoting *TEE IT FORWARD*, a year-round initiative that encourages golfers to play from the tees best suited to their abilities.

Thanks to your support, *TEE IT FORWARD* has gained initial interest and approval from golfers. Player survey results from late 2011 indicate that more than 70 percent of those who “teed it forward” had more fun; more than 90 percent would encourage a friend to *TEE IT FORWARD*; and 52 percent would play more often knowing that they could *TEE IT FORWARD*. With your continued support, we can expand the reach of the program so that “teeing it forward” becomes the norm rather than a novelty among golfers throughout the country.

To help you promote *TEE IT FORWARD*, we have developed a complimentary set of promotional materials that are available for download at the USGA’S InfoPortal News Share site: <http://infoportal.usga.org>. These print and digital materials are for use in your day-to-day communication activities with your members and member clubs. These materials include:

- Artwork of varying sizes for website banner ads
- A full-size poster featuring *TEE IT FORWARD* endorsements from Jack Nicklaus, Paula Creamer and Dustin Johnson
- A brochure for display in literature racks or on table tops
- A small flyer that can be inserted into scorecards or clipped to a golf-cart steering wheel

We would also like to suggest some additional ways that your association and your member clubs can spread awareness of *TEE IT FORWARD*:

- Add a *TEE IT FORWARD* promotional message to your handicap-revision emails
- Schedule an event or series of events in which participants *TEE IT FORWARD*
- Designate a contact person within your association who can answer questions and receive updates and other materials from the USGA and The PGA of America



For more information, please visit [PlayGolfAmerica.com](http://PlayGolfAmerica.com), the official website of *TEE IT FORWARD*. If you have any feedback or suggestions about the program, please contact Beth Major of the USGA Public Services Department, as we are eager to work closely with you to expand this initiative. She can be reached at [bmajor@usga.org](mailto:bmajor@usga.org).

While it has enjoyed early success, *TEE IT FORWARD* is a work in progress. We greatly appreciate the efforts of state and regional golf associations in issuing Course Ratings for forward tees, and we will continue to rely on your valuable contributions as *TEE IT FORWARD* grows around the country.

Thank you in advance for your assistance. We hope you find the resources that we have developed helpful in your efforts. With the support of you and others, there is every reason to believe that millions of golfers will embrace *TEE IT FORWARD* as a fun, welcoming approach to the game.

Sincerely,

A handwritten signature in black ink that reads "Glen D. Nager". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Glen D. Nager  
President

A handwritten signature in black ink that reads "Mike Davis". The signature is cursive and somewhat stylized, with a large, sweeping "M" and "D".

Mike Davis  
Executive Director