

2020 PGA WORKS VIRTUAL CAREER EXPO

NOVEMBER 17, 2020

PRESENTED BY AIG



#PGAWORKS

PGA WORKS VIRTUAL CAREER EXPO

Learn first-hand from esteemed industry executives about subject matters that are so relevant to your post graduation journey. Session topics include: Starting your Career with Healthy Financial Habits, Career Planning Guidance from PGA Career Services, and our Golf Industry Awareness Plenary Sessions will provide a snapshot into the varied career paths of Industry-wide Employment, Golf Media Broadcasting and Executive Management, and what it takes to get there. Hear the stories and unique perspectives of industry-leading executives. These discussions are designed to build awareness and understanding about a variety of golf industry career paths, how to pursue them, and potential challenges you may encounter along the way. You will leave with resources that better prepare you for life after college and help position you for success as you pursue employment in the golf industry.

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SCHEDULE OF EVENTS

PGA WORKS VIRTUAL CAREER EXPO | TUESDAY, NOVEMBER 17

- | | |
|----------|--|
| 11:00 AM | STARTING YOUR CAREER WITH HEALTHY FINANCIAL HABITS
Jonathan Coachman, Golf Channel Moderator
Yarmon Kennedy, AIG Retirement Services
Freda Lee, AIG Retirement Services
James Davidson, AIG Retirement Services |
| 11:35 AM | CAREER PLANNING GUIDANCE
Scott Kmiec, PGA of America Moderator
John Easterbrook, PGA, PGA of America
Keith Soriano, PGA, PGA of America
Carol Pence, PGA/LPGA, PGA of America
Chris Kulinski, PGA, PGA of America |
| 12:05 PM | INDUSTRY-WIDE EMPLOYMENT
Dan Baker, PGA, PGA of America Moderator
Mackenzie Mack, PGA/LPGA, Callaway Golf
Ann Broholm, AHEAD
Jose Mirafior, Cobra/Puma Golf
Alicia Mutrie Madden, Titleist |
| 12:45 PM | LEADERS IN GOLF MEDIA & BROADCASTING
Jonathan Coachman, Golf Channel Moderator
Molly Solomon, NBC Olympics Production
Hally Leadbetter, Golf Digest
Jerry Tarde, Golf Digest
Harold Bryant, CBS Sports |
| 1:25 PM | LEADERS IN EXECUTIVE MANAGEMENT
Rachel Melendez Mabee, PGA of America Moderator
Sandy Cross, PGA of America
Jim Richerson, PGA, PGA of America & Troon Golf
Joe Assell, PGA, GOLFTec
Renee Powell, PGA/LPGA, Clearview Golf Course |
| 2:00 PM | CAREER EXPO EXHIBIT HALL |



JONATHAN COACHMAN
HOST & MODERATOR

National Sportscaster
Golf Channel

11:00 AM - 11:30 AM

START YOUR CAREER WITH HEALTHY FINANCIAL HABITS

Jonathan Coachman, or as he is widely known as The Coach, is a national sportscaster who has a very unique background in sports and sports entertainment. The Coach began his career with the WWE in many different roles including on air, producing, and branding. He also spent almost 10 years at ESPN hosting popular shows like Sportscenter, First Take, and Mike and Mike in the Morning. Coach also was the voice for digital highlights at The Masters for 2016 and 2017. He is also one of the voices for the popular NFL game Madden.

Coach's passion in addition to sports is providing guidance and mentorship for young people trying to navigate their lives through high school, college, and eventually the real world. We are excited to have Coach as an ambassador for the PGA WORKS program as he connects with young people very well and also understands the different incredible ways that the game of Golf can turn into a terrific career. He is driven to help us spread the message worldwide as we grow the game and grow the number of young people who work within the game.



YARMON KENNEDY
PANELIST

Vice President Strategic Planning & Analysis
AIG Retirement Services

11:00 AM - 11:30 AM

START YOUR CAREER WITH HEALTHY FINANCIAL HABITS

Yarmon Kennedy serves as Vice President, Planning and Analysis for AIG Retirement Services. In this role, he works in partnership with senior leadership to develop, deploy and measure the impact of strategic organizational initiatives.

Mr. Kennedy is also responsible for Customer Experience-related initiatives within AIG Retirement Services. He also serves as the Executive Sponsor for the Houston Black Professional Employee Resource Group at AIG.

He is dedicated to improving the livelihoods of those in his local community, particularly youth, as he is an active volunteer with organizations such as Big Brothers Big Sisters of America, Junior Achievement and the Yellowstone Academy.



FREDA LEE
PANELIST

Senior Vice President, Head of Relationship Management
AIG Retirement Services

11:00 AM - 11:30 AM

START YOUR CAREER WITH HEALTHY FINANCIAL HABITS

Freda Lee serves as Senior Vice President, Head of Relationship Management for AIG Retirement Services. As the head of the national practice, she leads a team of Relationship Managers across the U.S., who are responsible for managing defined contribution client relationships with an emphasis on developing retention and growth strategies for the firm's institutional clients.

She has more than 20 years of experience in the financial services industry, with an extensive background in organizational strategy and the administration and implementation of defined contribution plans for clients in the healthcare, government, higher education, K-12, and religious charitable markets. Prior to joining AIG, she worked as a management consultant with Arthur Andersen and KPMG Consulting (BearingPoint, Inc.) As an outgoing member of the Texas Diversity Council Board of Directors, Ms. Lee is dedicated to helping women and men reach their highest potential through mentoring and career development programs.



JAMES DAVIDSON JR.
PANELIST

Senior Communications Consultant
AIG Retirement Services

11:00 AM - 11:30 AM

START YOUR CAREER WITH HEALTHY FINANCIAL HABITS

As a Senior Communication Consultant, James is responsible for providing marketing expertise to, & creating employee engagement strategies for, top tier Institutional plan stakeholders in AIG Retirement Services' core markets.

Recognized as a 2019 LIMRA Rising Star in Marketing & Communications, His work also includes promoting financial wellness & literacy campaigns, data analytics and effectively communicating the employee experience to prospective clients.

James has been with AIG the past seven years and holds a Bachelor of Science in Communications from the University of Kentucky. He also holds a Master of Arts degree in Public Administration from the University of Houston.



SCOTT KMEC
MODERATOR

Senior Director, Career Services
PGA of America

11:35 AM - 12:00 AM
CAREER PLANNING GUIDANCE

Scott Kmiec serves as the PGA of America's Senior Director of Career Services, the organization's largest membership facing department. Kmiec and two Regional Directors oversee a field staff of 18 Career Consultants providing resources and support to golf industry employers and professionals. He has been a PGA of America employee since 2013, starting as the Association's first PGA REACH, Senior Director responsible for supervision of the PGA's charitable foundation. Kmiec oversaw the programming, funding and strategic direction of the Foundation and its three key pillars; YOUTH, MILITARY, and DIVERSITY/INCLUSION until taking on his current role in Career Services in September of 2016.

Kmiec is a PGA of America "lifer" having spent 19 years with the PGA of America's New Jersey Section prior to transitioning into his current role. The Rutgers graduate and former baseball team captain began his career as a collegiate intern with the New Jersey PGA in January of 1995. He quickly ascended to the role of Executive Director and was responsible for the operations of the Section activities including the NJPGA's successful Tournament program-Junior Tour-and Employment/Club Relations activities. During his tenure, the New Jersey Section enjoyed significant growth in membership, sponsorship, and community engagement, the highlight being the creation of the NJPGA's charitable arm, the NJ Golf Foundation.



JOHN EASTERBROOK JR., PGA
PANELIST

Chief Membership Officer
PGA of America

11:35 AM - 12:00 AM
CAREER PLANNING GUIDANCE

John Easterbrook Jr., PGA, joined the PGA of America in 2017, as the Association's first Chief Membership Officer. He directs the core PGA Member-focused areas of the Association—including PGA Career Services, Education, Member Services and Section Business Operations. In addition, he oversees PGA Golf Properties, which includes PGA Golf Club in Port St. Lucie, Florida; and Valhalla Golf Club in Louisville, Kentucky. He also briefly served as Interim CEO before Seth Waugh was named CEO of the PGA of America in 2018.

A more than 35-year member of the PGA, Easterbrook delivers a critically important perspective to the PGA of America's leadership team, focused on creating enhanced career opportunities for the PGA's Membership and to develop PGA Professionals worldwide. For 20 years, he served as Executive Vice President and Chief Operating Officer at Troon, the largest third-party management company in the world.



KEITH SORIANO, PGA
PANELIST

Career Consultant
PGA of America

11:35 AM - 12:00 AM
CAREER PLANNING GUIDANCE

Keith serves as one of the 19 PGA of America's Career Consultants. He serves more than 1,600 PGA Members and 1,200 facilities covering Colorado, Wyoming, Utah, Nebraska, as well as parts of South Dakota, Nevada, Arizona, and Iowa providing career development and planning as well as talent acquisition and operational consulting. Keith has more than 20 years of experience in the golf industry serving in every position from Assistant Professional, Director of Sales, Head Professional & Director of Golf, to Assistant Executive Director at a variety of facilities throughout the Colorado Section. A graduate of the Leeds School of Business at the University of Colorado, he is currently an MBA candidate at Louisiana State University.



CAROL PENCE, PGA/LPGA
PANELIST

Career Consultant
PGA of America

11:35 AM - 12:00 AM
CAREER PLANNING GUIDANCE

Carol Pence is a 30-year PGA of America member and certified in Advanced Resume Writing. She joined the Career Services team in 2008 and had previously worked for four years for the Northern California PGA in the roles of Director of Professional Development, Foundation Director and Growth of the Game Director. Her efforts led to the section receiving the PGA of America's inaugural Herb Graffis Award, an honor awarded for efforts in growing the game.

Pence came to her current position as Career Consultant after over twenty-five years in the business. Her work experience includes a fourteen-year stint as Head Golf Professional at a private club, six years for two municipal golf operations, Director of Instruction for a par-3 and standalone practice range as well as Executive Director of a non-profit for an inner-city kids' golf program. She is a past winner of the section's Merchandiser of the Year award. In addition to being a Class A Member with the PGA of America, she is also a Class A Member with the LPGA. A native of Iowa, Carol got hooked on the game at age 5, played collegiate golf and competed in mini tour events on the west coast.



CHRIS KULINSKI, PGA
PANELIST

Career Consultant
PGA of America

11:00 AM - 11:30 AM
CAREER PLANNING GUIDANCE

PGA Professional Chris Kulinski is the PGA of America's Employment Consultant proudly serving Western, Central and Northeast New York PGA sections. Part of a team of employment service professionals placed throughout the country, Chris' efforts are a key component to PGA Professional career enhancement and employer relationships in the New York sections. Previously, he served as the Head Golf Professional at Orchard Park CC outside of Buffalo NY. While at Orchard Park CC, Chris developed multiple growth of the game programs and was the WNYPGA Youth Player Development Award recipient in 2015, 2017 & 2018. Chris most recently was honored by the WNYPGA as the 2020 Bill Strausbaugh Award for his mentorship to fellow PGA Professionals daily.

Chris' passion is working with kids and adults and showing them all the doors golf can open in this world along with mentoring and helping his peers on their career journey. He has been tasked with providing professionals with the necessary tools, strategies and education to implement at the facility level, along with recruiting men and women into the business of golf. In addition, he is excited about the potential programs that can benefit PGA Professionals and help driven, customer service orientated men and women break into the golf industry. Chris has conducted growth of the game, youth and family, and women's clinics that have introduced the game of golf to so many people.



DAN BAKER, PGA
MODERATOR

Senior Director, Partnerships
PGA of America

12:05 PM - 12:40 PM
INDUSTRY-WIDE EMPLOYMENT

PGA Professional Dan Baker is the Senior Director of Partnership Development for the PGA of America. Dan leads the PGA's sponsorships team and manages the PGA's relationships with golf industry partners. Additionally, he oversees the sponsorships of PGA Member events and programs, strategic partnerships to benefit the Association and its Membership, the Orlando and Las Vegas PGA Merchandise Shows, and the PGA's Golf Retirement Plus program.

Throughout his career, Dan has accumulated experience as a PGA Professional at two country clubs, a Tournament Director for Ryder Cups, Walker Cups, and a PGA TOUR tournament. Dan achieved his PGA of America Class A Membership in 1992 and is the only person in modern history to be the Tournament Director of a significant USGA, PGA of America, and PGA TOUR event. He also previously worked as a Senior Director at Octagon Sports Marketing where he created the World Series of Golf.



MACKENZIE MACK, PGA/LPGA
PANELIST

Leadership & Vocational Programs Business Specialist
Callaway Golf

12:05 PM - 12:40 PM
INDUSTRY-WIDE EMPLOYMENT

As a student of the game, Mackenzie has perfected her craft by becoming a teaching professional member of the LPGA Professionals and PGA of America. Mackenzie is TPI Certified, US Kids Certified, First Tee Certified, and PGA Hope Certified. Mackenzie has also held status on both the Suncoast Ladies and LPGA Symetra Tours.

After achieving a stellar junior golf career, Mackenzie was awarded a full golf scholarship to Indiana State University (ISU) where Mackenzie was the first black woman to compete as a member of the Women's Golf Team. During her time at Indiana State, Mackenzie spent one season as the ISU Women's Golf Team Assistant Coach and co-founded a non-profit organization called Tee it Up, Inc. Tee it Up was a means of growing the game of golf and sharing her passion with underserved communities.

Mackenzie was recently the FIRST selected to Callaway Golf Company's Leadership Rotational Program at their worldwide headquarters in Carlsbad, California. The program is designed to provide exceptional industry leaders with hands-on manufacturing/retail experience across various Callaway business units as well as one-on-one coaching/mentorship with the goal of cultivating the next generation of leadership at Callaway Golf Company.



ANNE BROHOLM
PANELIST

CEO
AHEAD, LLC

12:05 PM - 12:40 PM
INDUSTRY-WIDE EMPLOYMENT

Anne Broholm is the CEO of AHEAD, LLC, a Massachusetts based headwear and apparel company providing merchandise to green grass golf shops, resorts, and professional golf tournaments nationwide. In this role, Ms. Broholm is one of the only female senior executives in the golf industry. The company is also active in the corporate and collegiate markets. Ms. Broholm came to AHEAD with over 25 years of progressive management experience in the apparel industry with companies including Ocean Pacific, Liz Claiborne, and Imperial Headwear. Prior to being named CEO of AHEAD in 2012, Ms. Broholm was Vice President of the Golf Division of Cutter & Buck, a Seattle based apparel company. Ms. Broholm currently serves on several golf industry boards including the Board of Directors for the Association of Golf Merchandisers and the Annika Foundation Board of Directors and she also is a trustee for the Colorado PGA REACH foundation. Active in the New Bedford Region, Ms. Broholm serves on the Board of the Immigrants Assistance Center, is a member of the President's Council for Southcoast Health, and serves on the New Bedford Regeneration Committee. In 2014 under Ms. Broholm's leadership, AHEAD, LLC was honored by The Commonwealth Institute and the Boston Globe as one of Massachusetts' Top 100 Women-Led businesses.



JOSE MIRAFLOR
PANELIST

Vice President
Marketing for COBRA-PUMA Golf

12:05 PM - 12:40 PM
INDUSTRY-WIDE EMPLOYMENT

Jose Miraflor is currently the Vice President, Marketing for COBRA-PUMA Golf.

Golf and the business of golf is his passion. He is passionate about growing the game and COBRA-PUMA's brand through product and communication innovation. Jose is driven by empowering and mentoring others around him.

At COBRA-PUMA Golf Jose leads a team of marketeers on a quest to be the best storytellers for both brands in the golf industry. He also gets the opportunity to lead the company in architecture for the COBRA brand. In doing so, he has the opportunity to work with some of the smartest engineers in their Innovation and R&D teams to create and bring to market some of the most innovative and game changing products.

Jose has been named in over 25 United States patents and is part of PUMA Global's International Leadership Group.



ALICIA MUTRIE MADDEN
PANELIST

Director of Media
Titleist

12:05 PM - 12:40 PM
INDUSTRY-WIDE EMPLOYMENT

Alicia Madden, Director of Media, leads media strategy, brand partnerships and women's golf initiatives for Titleist. Throughout her 15 years with the brand, she's been involved in creative development and production, global team connections, and business planning. Prior to joining Titleist in 2005, Alicia worked in Communications at Northeastern University while completing her MBA and as an Advertising Account Manager at Arnold Worldwide. She currently lives in North Easton, MA with her two children, Dylan and Kendall.



JONATHAN COACHMAN
HOST & MODERATOR

National Sportscaster
Golf Channel

12:45 PM - 1:20 PM
LEADERS IN GOLF MEDIA & BROADCASTING

Jonathan Coachman, or as he is widely known as The Coach, is a national sportscaster who has a very unique background in sports and sports entertainment. The Coach began his career with the WWE in many different roles including on air, producing, and branding. He also spent almost 10 years at ESPN hosting popular shows like Sportscenter, First Take, and Mike and Mike in the Morning. Coach also was the voice for digital highlights at The Masters for 2016 and 2017. He is also one of the voices for the popular NFL game Madden.

Coach's passion in addition to sports is providing guidance and mentorship for young people trying to navigate their lives through high school, college, and eventually the real world. We are excited to have Coach as an ambassador for the PGA WORKS program as he connects with young people very well and also understands the different incredible ways that the game of Golf can turn into a terrific career. He is driven to help us spread the message worldwide as we grow the game and grow the number of young people who work within the game.



MOLLY SOLOMON
PANELIST

Executive Producer & President
NBC Olympics Production

12:45 PM - 1:20 PM
LEADERS IN GOLF MEDIA & BROADCASTING

Molly Solomon was named Executive Producer & President, NBC Olympics Production, & Executive Producer, Golf Channel, in November 2019. She is responsible for all day-to-day editorial production of NBC Olympics' coverage of the Games, as well as Olympic Channel: Home of Team USA. In addition, she serves as Executive Producer of GOLF Channel, a position she has held since 2012. She began her NBC career in 1990 as one of two Olympic researchers for NBC's Emmy Award-winning coverage of the Barcelona Games in 1992.

Solomon became the first woman to serve as executive producer for a national sports network with her appointment at GOLF Channel. Previously, she served as Executive Vice President of Content and Executive Producer, GOLF Channel, and oversaw all aspects of production and programming, including tournament coverage, news, original productions, and operations. Solomon worked closely with media rights partners to elevate prestigious golf championships, including THE PLAYERS, The Open, KPMG Women's PGA Championship, and the new FedExCup Playoffs, as well as launching new events, such as the Drive, Chip and Putt National Finals and the Augusta National Women's Amateur. She also oversaw the network's production of golf's return to the Olympic Games in Rio in 2016.



HALLY LEADBETTER
PANELIST

Senior Producer Digital Content
Golf Digest

12:45 PM - 1:20 PM
LEADERS IN GOLF MEDIA & BROADCASTING

Hally Leadbetter is Golf Digest's Host and Senior Producer of Digital Content. As a former NCAA DII golf champion (Rollins College, 2016) and the daughter of famed teaching pro David Leadbetter, she combines a deep knowledge of the game with quick wit and creativity to create compelling content. Her social media audience is rapidly growing, and she's become known as one of golf's most entertaining and inspiring follows.



JERRY TARDE
PANELIST

Editor in Chief
Golf Digest

12:45 PM - 1:20 PM
LEADERS IN GOLF MEDIA & BROADCASTING

Jerry Tarde is the Editor-in-Chief of Golf Digest and the Global Head of Strategy & Content for Discovery Golf, a division of Discovery Communications. Tarde also oversees content for GolfTV, an international streaming service that distributes PGA Tour media rights everywhere in the world outside the U.S. His 36-year tenure as the chief editor of Golf Digest is the longest run in consumer publishing. Since Tarde joined the magazine in 1977, Golf Digest has expanded to 1.65 million print circulation, and GolfDigest.com has become the largest golf website with an audience of 7 million monthly unique visitors. A national trustee of the First Tee, Tarde has received a Silver Gavel from the American Bar Association (1991), six first-place awards from the Golf Writers Association of America, and Lifetime Achievement Awards in Journalism from the PGA of America (2011), the Memorial (2017) and the Masters Tournament (2019).



HAROLD BRYANT

PANELIST

Executive Vice President Productions
CBS Sports

12:45 PM - 1:20 PM

LEADERS IN GOLF MEDIA & BROADCASTING

Harold Bryant was named Executive Producer & Senior Vice President, Production in June 2014 after having been Executive Producer & Vice President, Production since August 2011. He oversees all creative aspects of production and editorial content for all sports programming at CBS Sports and CBS Sports Network, including Super Bowl LV, Super Bowl LIII, Super Bowl 50, the most-watched single broadcast in television history on an all-or-part basis; Super Bowl XLIV in 2010, the most-watched program in television history at the time, and Super Bowl XLVII. Bryant also oversees production for the NCAA Division I Men's Basketball Championship, the Masters, PGA Championship and PGA TOUR golf, as well as the Emmy Award-winning show INSIDE THE NFL on Showtime.

Bryant, a 28-time Emmy Award-winner, joined CBS Sports as a Feature Producer/Associate Producer in June 1997. He was promoted to coordinating producer in March 1999 where his responsibilities included overseeing production elements involving THE NFL ON CBS, including Super Bowls XXXV, XXXVIII and XLI, NCAA college basketball, including the NCAA Division I Men's Basketball Championship, college football, PGA TOUR golf, including the Masters® and PGA Championship, the U.S. Open Tennis Championships, as well as all additional programming, including CBS SPORTS SPECTACULAR.

In addition to his duties at CBS Sports, Bryant works closely with production efforts at Showtime, CBSSports.com and CBS Sports HQ.



RACHEL MELENDEZ MABEE

MODERATOR

PGA Works Specialist
PGA of America

1:25 PM - 2:05 PM

LEADERS IN EXECUTIVE MANAGEMENT

Rachel Melendez Mabee is the PGA WORKS Program Specialist for PGA REACH, the 501(c)(3) charitable foundation of the PGA of America. Mabee is responsible for oversight and overall execution of PGA REACH's diversity and inclusion program, PGA WORKS. In addition to serving as an integral part of internal and external communication efforts for all PGA REACH activities, Mabee's main role is to help lead the charge for PGA WORKS. The program's mission is to establish a deep bench of diverse talent prepared to ascend to key employment industries in the game and business of golf.

Mabee was born and raised in Puerto Rico, and her early love and skill for golf was instilled in her by her one and only teacher: her late father. Mabee was an accomplished junior golfer and went on to play at the collegiate level at Penn State and the University of Georgia. During her time at the First Tee, Mabee and her colleague qualified for Golf Channel's Big Break, a reality TV competition against other aspiring golf professionals. Following her appearance on the Big Break, Mabee continued to try her hand at playing professionally at a variety of local events.

In 2010, Mabee made a career switch from the First Tee of East to working on the 2011 and 2013 PGA Championships and in August 2017, she found her true calling working for PGA REACH serving as an ambassador to drive diversity and inclusion within the industry and grow the game.



SANDY CROSS

PANELIST

Chief People Officer
PGA of America

1:25 PM - 2:05 PM

LEADERS IN EXECUTIVE MANAGEMENT

Sandy Cross, the Chief People Officer of the PGA of America and a member of the PGA of America staff since 1996, focuses on creating opportunities to stretch, lead, grow and have fun, by supporting learning and development, coaching, recognition and reward, and making a positive social impact in the communities where the PGA team works and lives. Cross has served as an Officer and Director of the Executive Women's Golf Association's (EWGA) Board of Directors for nine years and the EWGA Foundation Board for two years.



JIM RICHERSON, PGA
PANELIST

President, PGA of America
Senior Vice President of Operations, Troon Golf

1:25 PM - 2:05 PM
LEADERS IN EXECUTIVE MANAGEMENT

PGA President Jim Richerson is the Senior Vice President of Operations for Troon. The industry leader in golf course management, development and marketing. Richerson is part of a team responsible for helping oversee the day-to-day management of Troon's expanding portfolio. Serving 435+ locations and 470+ golf courses with properties located in over 40 states and 30 countries.

Richerson was elected President at the 104th PGA Annual Meeting in October 2020. Previously, he was elected as Vice President in 2018. When Richerson was elected Secretary as a member of the Wisconsin PGA Section in 2016, he became the first Wisconsin PGA Member to be elected as a National Officer of the Association.

A member of the PGA Board of Directors from 2013-15, representing District 6, Richerson also served on the Wisconsin PGA Section as an Officer & Board Member. In addition, he was chair of the Wisconsin Education Committee and a Board Member of the Wisconsin State Golf Association. During his term as District 6 Director, Richerson served as chair of the National Properties Committee, as a member of the National Budget and National Investment Committees, and continues as a PGA.com Advisory Board member. He was the recipient of the 2013 and 2016 Wisconsin PGA Golf Professional of the Year Award, the Section's 2011 Horton Smith Award and the 2012 Bill Strausbaugh Award.



JOSEPH ASSELL, PGA
PANELIST

President & CEO
GOLFTEC

1:25 PM - 2:05 PM
LEADERS IN EXECUTIVE MANAGEMENT

Joseph Assell, CEO & Co-Founder of GOLFTEC. Since the company's inception, Joe Assell has provided the leadership to grow GOLFTEC into the largest provider of golf lessons in the world. His guidance has helped take the company from a one employee operation in 1995 to employing more than 900 individuals globally, including over 500 PGA Members and Apprentices across 220 locations in six countries. GOLFTEC recently celebrated its 25-Year anniversary and gave it's 10 Millionth golf lesson. As CEO, Assell oversees strategy as well as multiple divisions within the company including finance, legal, sales, technology, and marketing. Assell is a PGA Member and serves on the National PGA of America Employment Committee and locally, he is on the Finance Committee of the Colorado PGA. Assell was recognized as the 2018 Colorado PGA Golf Professional of the Year. He is a cum laude graduate with a B.B.A. in Marketing from the PGA Golf Management program at Mississippi State University and was recently named to the 100 for 100 list of the top 100 graduates of the MSU business school in the last 100 years.



RENEE POWELL, PGA/LPGA
PANELIST

Owner/Operator
Clearview Golf Course

1:25 PM - 2:05 PM
LEADERS IN EXECUTIVE MANAGEMENT

Professional golfer and educator Renee Powell is the second Black woman to play on the Ladies Professional Golf Association (LPGA) Tour. Powell made her professional debut on the LPGA Tour in 1967, and her first tournament was the U.S. Women's Open. She competed in 250 professional golf tournaments and won the 1973 Kelly Springfield Open in Brisbane, Australia, posting a final-round 67 to set a course record.

Powell is the only daughter of William Powell, the only African-American to design, build, own, and operate a golf course in the United States. She is the first Black woman elected to membership in the PGA of America (1996), the first female golfer to receive an honorary doctor of laws degree (2008) in the 600-year history of the University of St. Andrews, Scotland, and in 2015 was named one of seven women as Honorary Members of the 260-year-old Royal & Ancient Golf Club in St. Andrews, Scotland. In April 2019, Powell was elected the first At-Large Director of the PGA of America Board of Directors. In 1979, Powell made history by becoming the first woman to be named Head Professional at a golf course in the United Kingdom - Silvermere, an hour southwest of London. At that same time, she wrote another piece of history in England by competing with men in a professional event from the same set of tees.