

PGA FOUNDATION
CHAMPIONS FOR DIVERSITY
TOURNAMENT



PGA™

Foundation



MAY 31 – JUNE 2, 2012
PGA Village, Port St. Lucie, Florida

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IMPROVING LIVES THROUGH GOLF



Welcome to the Inaugural PGA Foundation Champions for Diversity Tournament!



I join my fellow PGA of America Officers in thanking you for committing your time and your resources to what promises to be a special event that will help to further our collective efforts to make the game and business of golf more inclusive of all Americans.

Both the PGA Foundation, which is the philanthropic arm of The PGA of America, and The PGA itself, continue to explore ways by which we can improve lives through golf. At the same time, we understand the importance of showcasing those businesses in our industry that are owned by minorities and women.

So, we gather here at PGA Village in Port St. Lucie, Fla., to enjoy the competition of a Ryder Cup-style format over two days. But we are also together to listen and learn, to engage one another in discussion and, hopefully, to begin to blaze a new trail that can lead to enhanced business relationships and greater opportunities.

All the while, we are benefitting many worthy individuals and organizations. What better way to help grow our game and our businesses!

I look forward to being with you for this first PGA Foundation Champions for Diversity Tournament, as our teams vie for the Joe Louis Trophy, named in memory of the legendary world heavyweight champion who was also a leading advocate for minorities in golf. I think that The Brown Bomber, who is also one of only 11 Honorary PGA Members, would be pleased to have his name on this trophy and would be thrilled with the advent of this tournament.

I hope you enjoy your experience here. Have fun, play well and, thank you again!

Allen Wronowski, PGA
President
The PGA of America

A 501(c)(3) charitable organization, the PGA Foundation serves to improve the lives of individuals through golf by supporting three goals – introducing and developing youth interest in golf, enhancing diversity in the game and business of golf, and military family services.

Directly associated with golf programs that the PGA Foundation supports are core values such as honesty, integrity, respect, self-assurance, courtesy and perseverance. Regardless of gender, age, social and economic background, ability or disability, every golfer can experience these values through their involvement in the game.

The PGA of America, with more than 2,000 women and professionals of color, is an industry leader in increasing the diversity of the game and business of golf and making the game more inclusive and accessible than ever before. The PGA is committed to increasing the numbers of women and people of color, both as members of our Association and as avid golfers.

To help achieve those goals, this Tournament will raise funds for the PGA Foundation Diversity Scholarship Program, which will aid deserving ethnic minorities and young women in attaining a college degree in PGA Golf Management at one of the 19 PGA Golf Management Universities.

These young men and women can perhaps serve as the next generation of leaders within the golf industry.

The PGA Foundation Champions for Diversity Tournament also benefits youth golf development programs that include the Lorena Ochoa Golf Foundation and the United South and Eastern Tribes (USET). Furthermore, your partnership will help fund a variety of programs including the Julius Chambers and the NAACP Legal Defense and Education Fund; the LPGA-USGA Girls Golf Program; the Bill Dickey Scholarship Association and the Boys and Girls Clubs of America.

*Thank you for your commitment to the PGA Foundation
Champions for Diversity Tournament and to enriching lives
through the great game of golf.*

PGA FOUNDATION CHAMPIONS FOR DIVERSITY TOURNAMENT

THURSDAY, MAY 31

- Noon – 5:00 PM** **REGISTRATION**
Hilton Garden Inn, PGA Village
Persimmon I Room
- 5:00 PM – 6:30 PM** **PANEL DISCUSSION**
“Multicultural Economy”
PGA Education Center
- 6:30 PM – 9:00 PM** **WELCOME RECEPTION/PAIRING PARTY**
PGA Education Center

FRIDAY, JUNE 1

- 6:30 AM – 9:00 AM** **BREAKFAST**
PGA Golf Club, *Wanamaker Room*
- 7:30 AM – 1:00 PM** **FIRST ROUND OF CHAMPIONS FOR DIVERSITY TOURNAMENT**
Tee Time Start
- Noon – 2:30 PM** **LUNCH**
PGA Golf Club, *Wanamaker Room*
- 5:00 PM – 6:30 PM** **PANEL DISCUSSION**
“Supplier Diversity Best Practices”
PGA Education Center
- 6:30 PM – 9:30 PM** **JAZZ ON THE GREEN RECEPTION/DINNER**
Marcus Robinson Quintet, Benton Harbor, Mich.
PGA Education Center & Patio

SATURDAY, JUNE 2

- 6:30 AM – 9:00 AM** **BREAKFAST**
PGA Golf Club, *Wanamaker Room*
- 7:30 AM – 1:00 PM** **FINAL ROUND OF CHAMPIONS FOR DIVERSITY TOURNAMENT**
Tee Time Start
- 1:30 PM – 3:30 PM** **CHAMPIONS FOR DIVERSITY TROPHY AWARDS AND LUNCH**
PGA Education Center
- 6:30 PM – 9:30 PM** **CLOSING RECEPTION**
PGA Museum of Golf

SUNDAY, JUNE 3 DEPARTURES

Note: The PGA Foundation Champions for Diversity Tournament will officially end at the conclusion of the Trophy Awards and Lunch Saturday afternoon, thus allowing guests to depart early. The Closing Reception will be for guests who wish to stay over Saturday night.

The two Panel Discussions will provide attendees with a greater understanding and awareness of The PGA's goal to increase inclusion among minorities in the golf industry. They also will provide opportunities to learn about proven best practices in the efforts toward greater business inclusion.



“THE MULTICULTURAL ECONOMY”

Moderated by César M. Melgoza,
Founder and Chief Executive Officer, Geoscape

MAY 31, 5 p.m. to 6:30 p.m. in the PGA Education Center

César M. Melgoza is a leading innovator and thought-leader in business strategy, cultural insights and the development of marketing systems and analytics. Having worked at two Silicon

Valley firms — Apple and Strategic Mapping — Melgoza founded Geoscape to deepen insights and analytics in an increasingly diverse American and international marketplace.

Significant growth at Geoscape led to an investment partnership in 2007 with Goldman Sachs, which along with Melgoza owns Geoscape. Melgoza also is Chairman of Geoscape Europe BV, based in Amsterdam; the initial investor and board member of EcoNET Ventures/Latinum Networks; a board member of Florida State University's Center for Hispanic Marketing Communication; and a member of the prestigious New America Alliance.



PANELIST: JAMIE CRUMP, Director of Strategic Sourcing & Supplier Diversity for United Rentals, Inc., the world's largest equipment rental company

Jamie Crump has worked in diversity and sourcing for more than 20 years in a number of industries including technology, banking, telecommunications and pharmaceutical. She also worked in the software development and support arena for

several years with her own company and later for IBM. Crump holds a Bachelor of Science in Management from Regis University in Denver, Colo., and is currently working on her Masters Degree in Organizational Leadership.



“SUPPLIER DIVERSITY BEST PRACTICES”

Moderated by Oris Stuart,
Chief Executive Officer and Managing Partner, Global Novations

JUNE 1, 5 p.m. to 6:30 p.m. in the PGA Education Center

Oris Stuart is recognized as a skilled leader, creative strategist and dynamic and effective facilitator. He is an organizational, strategic and technology consulting veteran who has helped grow Global Novations into one of the world's leading talent management organizations.

Hired as Chief Operating Officer in 2001, Stuart led the expansion of the firm's consulting and e-learning platforms. Since then he has helped board members, chief executives and senior leaders address a wide range of global talent, diversity and inclusion challenges. Stuart's industry experience includes work with financial service, utility, quick service restaurant, retail, professional service and health care organizations.



PANELIST: GREGG ONTIVEROS, CEO, Group O

Turning Group O from a startup business into the \$600 million diversified services firm it is today is due in large part to Gregg Ontiveros' entrepreneurial spirit and can-do philosophy. As principal owner and CEO of Group O, he has provided the vision necessary to attract marquis clients that represent a veritable “Who's Who” of America's most respected brands, including AT&T, Microsoft, PepsiCo, Best Buy, CAT, John Deere, Staples and Michelin. By creating innovative marketing, packaging and supply chain solutions, Ontiveros and Group O have helped these and many other Fortune 500 companies turn their most complex business challenges into centers of profitability and efficiency.



PANELIST: SHARON PATTERSON, President and CEO, Billion Dollar Roundtable

Sharon Patterson is President and CEO of Billion Dollar Roundtable, an organization whose member companies purchase more than \$1 billion annually from minority- and women-owned companies. She also provides supplier diversity support to BP. Previously, she was director of supplier diversity for Kraft Foods where she developed and implemented policy and strategy, led teams and communicated with all levels of management.

Among her awards, Patterson was honored as “Women Who Mean Business in Supplier Diversity” and as a “First Lady of Supplier Diversity,” and in 2010 she was recognized by *Minority Business News USA* in its selection of “100 Influential People of Minority Economic Development.”

BENEFICIARIES



PGA FOUNDATION DIVERSITY SCHOLARSHIP PROGRAM

Annual scholarships will be awarded to eligible ethnic minorities and young women to attend one of the 19 PGA Golf Management Universities, to obtain a Bachelor's Degree in Golf Management. Your support will help fund these scholarships, with the goal of producing more women and minority PGA members. Please visit pgafoundation.org.

JULIUS CHAMBERS AND THE NAACP LEGAL DEFENSE AND EDUCATION FUND

Over the past five years, the Julius Chambers Golf Invitational has been held at PGA Village in Port St. Lucie.



BENEFICIARIES



This event provided support to the NAACP Legal Defense and Education Fund (LDF). To honor Julius L. Chambers, Esq., former LDF Director Counsel, a veteran civil rights lawyer, activist and educator, the PGA Foundation Champions for Diversity Tournament will donate a \$10,000 scholarship, in his name, to a deserving ethnic minority. Please visit naacpldf.org.

ALLIED YOUTH GOLF DEVELOPMENT PROGRAMS: THE LORENA OCHOA GOLF FOUNDATION

The goal of the Lorena Ochoa Golf Foundation is to grow diversity in golf, by providing underrepresented demographics, which include the Hispanic community, with opportunities to learn, play and pursue careers in golf. Ochoa, who retired from competitive professional golf in 2010, at age 28, won 27 LPGA events, including two major championships. She was the No. 1-ranked player in the world for three consecutive years and was listed by *Forbes* and *TIME* in 2008 as among the “*Top 100 Most Important People on Earth*.”

The Lorena Ochoa Golf Foundation (LOGF) introduces golf instruction in schools and partners with golf facilities, allowing youngsters to make the transition from the playground to the fairway. Please visit lorenaslinks.org.

BENEFICIARIES

UNITED SOUTH AND EASTERN TRIBES (USET)

United South and Eastern Tribes (USET) is an intertribal organization of 25 federally recognized Tribes that have formed an alliance with The PGA of America to provide golf programs for Native American youth.

The goal of this alliance is to improve the health, wellness, academic performance, education and employment opportunities for America's 2.4 million Native Americans through the PGA's junior and family golf programs. Please visit usetinc.org.

LPGA-USGA GIRLS GOLF PROGRAM

The LPGA-USGA Girls Golf Program provides an opportunity for girls, ages 7 to 17, to play the game of golf in a fun and supportive environment. The program currently serves more than 6,000 girls at approximately 200 sites across the country. Since its inception, the program has reached more than 60,000 girls nationwide, as it continues its objective of increasing the number and diversity of young women involved in the game. The USGA has supported the program since 1996, and has dedicated more than \$1.4 million to assist in the development of new and established sites nationwide. Please visit girlsgolfonline.org.

BILL DICKEY SCHOLARSHIP ASSOCIATION

The mission of the Bill Dickey Scholarship Association is to increase the participation of minority youngsters in the sport of golf, as well as provide financial assistance in support of their efforts to experience the extraordinary advantage of education and opportunity.



BENEFICIARIES

One of the greatest challenges facing America today is preparing our youth for the future – reaching them, empowering them and inspiring them to make goals and realize their potential to achieve. This challenge has never been greater. Thus, the opportunity has never been brighter for the Bill Dickey Scholarship Association to impact the lives of young men and women throughout the United States. Please visit billdickeyscholarship.org.

BOYS AND GIRLS CLUBS OF AMERICA

In 2012, the PGA Foundation and the United States Golf Association welcomed Boys & Girls Clubs of America (BGCA), as their Official Youth Development Partner.

Beginning in 46 selected cities, golf training equipment and instructional support from PGA Professionals will be provided through this partnership to help youth build character, develop healthy lifestyles, and learn the game of golf.

The golf training clubs and equipment provided by The PGA to each Boys & Girls Club allows for safe golf activity in limited space, and is designed for multiple users. The PGA Foundation and BGCA will extend the range of golf opportunities to members and their families, including special golf fun days at local Boys & Girls Clubs, family days at local courses, invitations to golf clinics and tournaments, and the development of league play. Please visit bgca.org.

It is only fitting that the trophy awarded to the winning team in the PGA Foundation Champions for Diversity Tournament be named for Joe Louis Barrow, known for most of his remarkable life as Joe Louis.



For not only was “The Brown Bomber” one of the greatest boxing champions in history, he successfully leveraged his celebrity to raise awareness of the racial inequities of professional golf and quietly provided financial and moral support for many African-American professionals of his era.

After retiring from an extraordinary boxing career during which he held the world heavyweight title for more than 11 years, recording 25 successful title defenses, Louis became a major supporter of the United Golf Association (UGA), the black organization that conducted tournaments across the country. He competed in UGA events as an amateur, and in 1941, at Rackham, a public course in Detroit, he sponsored his own tournament, the Joe Louis Open. He donated the \$1,000 purse, and also paid the entry fees and transportation costs for golfers who otherwise might not have been able to play.

Louis became an accomplished amateur player, winning the amateur division of the National, or “Negro National,” the centerpiece of the UGA schedule, in 1951.

In 1952, Louis was invited by sponsors to play in the San Diego Open, a PGA of America-sanctioned event, but was denied entry. The PGA eventually permitted Louis to play in the San Diego Open as an exempt amateur.

Ultimately, the attention gained from Louis’ cause, led to the eventual removal in 1961 of the “Caucasian-only” clause that The PGA of America had written into its Constitution in 1934.

In 2009, Louis was named an honorary member of The PGA of America, joining U.S. Presidents Dwight D. Eisenhower, Gerald R. Ford and George H. W. Bush among an elite list of 11 PGA honorary members.

Today, the golfing legacy of Joe Louis, is carried on by his son, Joe Louis Barrow Jr., the chief executive officer of The First Tee, whose mission is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf. The PGA of America is proud to be one of golf’s major organizations that supports The First Tee.

The Joe Louis Trophy will be permanently housed at the PGA Museum of Golf in Port St. Lucie, Fla., and the members of the winning team each year in the PGA Foundation Champions for Diversity Tournament will receive a replica of the trophy.





PGA Village is a community built around learning and playing the game of golf.

The first golf facility owned and operated by The PGA of America, PGA Village also serves as the winter home to PGA Professionals. PGA Golf Club exists to be one of the premier golf facilities in America.

PGA GOLF CLUB

Often ranked among America's top golf resorts, PGA Golf Club offers the Ultimate Golf Experience to Stay, Play, Live and Learn the game, with 54 holes of pure Championship golf by legendary golf architects Tom Fazio and Pete Dye, in addition to a six-hole short course designed for families and beginners.

RYDER COURSE

A showcase of rolling hills, majestic pine trees and challenging water hazards, the Tom Fazio-designed Ryder Course presents a distinct Carolina feel. Formerly the North Course, the Ryder Course name was unveiled at the completion of renovations in 2006, in honor of Ryder Cup founder Samuel Ryder. After making its 1996 debut, the Course was honored as the "No. 7 Best New Course" by *Golf Digest*—and one of the "Top 10 Places You Can Play" by *GOLF Magazine*.

WANAMAKER COURSE

A traditional Florida layout designed by Tom Fazio, the Wanamaker Course features native vegetation, wetlands, palm trees and palmettos. Formerly the South Course, the Wanamaker Course name was unveiled at the completion of renovations in 2006, in honor of Rodman Wanamaker, who organized a meeting of top golf professionals and amateurs that led to the founding of The PGA of America in 1916. The Course debuted in 1996, and was named the "No. 1 Best New Course" by *Golf Digest*, and one of the "Top 10 Places You Can Play" by *GOLF Magazine*. The Ryder and Wanamaker Courses were the first Florida courses to participate in the Audubon Society's Signature Cooperative Sanctuary Program, a conservation effort to protect surrounding wildlife and the environment.

PGA CENTER FOR GOLF LEARNING AND PERFORMANCE

The PGA Center for Golf Learning and Performance provides the Ultimate Learning Experience for golfers of all levels. This 35-acre, state-of-the-art golf park offers practice areas for every type of conceivable golf shot. The prototype facility is listed among the Top 10 in the world by *Golf Digest* and has been ranked among the "Top 100 Golf Ranges" by *Golf Range Magazine* each year since the Center's inception in 2000. There are putting greens, chipping areas, a variety of bunker styles that simulate play worldwide and more than 100 practice stations, providing visitors an opportunity to learn the game under the expert guidance of PGA Professionals.

Home to PGA of America Golf Schools, the facility features world-class technology, including the LinxTracker/PGA PAR System and TrackMan Shot Performance game-analysis programs, as well as an innovative golf fitness and training facility at the PGA Center for Fitness and Performance. Known as one of the top training facilities in the world, several national and junior national golf teams, including teams representing Canada, Germany and Denmark, train at the PGA Center for Golf Learning and Performance throughout the year.



To celebrate the notable achievements of many of the individuals who have helped bring diversity to the game of golf, the PGA Foundation Champions for Diversity Tournament has named each of the nine teams competing here in Port St. Lucie, for some of those men and women.

The winning team will receive the Joe Louis Trophy, named for yet another great Champion for Diversity.

TEAM BEGAY

Named for PGA member Notah Begay III, the only full-blooded Native American on the PGA Tour. Begay was a three-time All-American at Stanford University and has won four times on the PGA Tour. In 2005, he launched The Notah Begay III Foundation, which works to battle obesity and diabetes among Native American youth. Begay also owns a golf course development firm and works exclusively with Native America communities to develop world-class golf properties.

TEAM ELDER

Named for PGA member Lee Elder, who became the first African-American to compete in the Masters Tournament, in 1975. While playing in the United Golf Association for black players in the early '60s, Elder won 18 of 22 tournaments. He won four times on the PGA Tour and in 1979, he became the first African American to play in the Ryder Cup. Elder has actively promoted Summer Youth Golf Development Programs, and raised money for the Negro College Fund.

TEAM LOPEZ

A Mexican-American girl named Nancy Lopez literally changed the face of women's golf. She finished second in the 1975 U.S. Women's Open at age 18, won nine LPGA tournaments in 1978 and eight more in 1979. Lopez won 48 LPGA events in all, including three major championships, and was inducted into the World Golf Hall of Fame in 1987. Lopez was the 2002 PGA First Lady of Golf.

TEAM RHODES

Named for Ted Rhodes, the first African American touring professional golfer. Between 1946 and 1947, Rhodes won six consecutive tournaments in the United Golf Association (UGA). The following year, Rhodes won the first of three consecutive titles in the Negro National Open, the UGA's biggest championship. But it was his challenge to The PGA's "Caucasian-only" clause beginning in 1948 which launched a series of legal and social challenges that ultimately led to the dismissal of the exclusionary clause. In 2009, Rhodes was posthumously elected to PGA of America membership.

TEAM SHIPPEN

John Shippen is believed to be the first American-born golf professional. He trained for his profession at Shinnecock Hills on Long Island, N.Y., and became an accomplished player, finishing fifth in the second U.S. Open, conducted in 1896 at Shinnecock. He competed in six U.S. Opens and served as a golf professional at several clubs, including Aronimink Golf Club in Newtown Square, Pa. In 2009, Shippen was posthumously elected to PGA membership.

TEAM SIFFORD

Named for Charlie Sifford, the first African-American to play the PGA Tour and the first to be inducted into the World Golf Hall of Fame (2004). He won the National Negro Open five straight times from 1952-1956, but it wasn't until 1960, when he was 39, that he earned a PGA player card. A year later, under pressure from the California attorney general, The PGA dropped its "Caucasian-only" membership clause. Sifford won twice on the PGA Tour and captured the 1975 Senior PGA Championship.

TEAM SPILLER

By the mid-1940s, Bill Spiller had won several black amateur tournaments in Southern California. In 1947, he turned professional and toured the United Golf Association. Seeking to play the PGA circuit, Spiller competed in the 1948 Los Angeles Open, one of two PGA events open to African Americans. He finished in the top 60, making him eligible for the next PGA tournament. Spiller, along with Ted Rhodes, were turned away by PGA officials at the Richmond (Calif.) Open. He subsequently joined Rhodes in an effort to overturn the PGA's "Caucasian-only" requirement. In 2009, Spiller was posthumously elected to PGA membership.

TEAM TREVINO

The "Merry Mex," Lee Trevino won the 1968 U.S. Open with a record-tying score of 275. Three years later, he won his second U.S. Open, and within 20 days he added the Canadian Open and the British Open, completing an unprecedented international sweep. The next year Trevino won the British Open again, and his final two major championships would come in the PGA Championship, in 1974 and '84. He won 29 times on the PGA Tour and was inducted into the World Golf Hall of Fame in 1981.

TEAM WOODS

Named for Earl and Tiger Woods, who together changed golf. Earl, who served two tours of duty in Vietnam, started his son in golf at a very early age, and coached him exclusively for his first years. Tiger learned quickly and as he grew, he won at every level. The child of a black man and a Thai woman, Tiger's ethnicity was unique and has contributed to the millions of fans who have followed golf and Tiger since he turned professional in 1996.

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Mike Summey | Flex Alexander | Kelly Tilghman | Holly Sonders | Michelle McGann



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