

26th National Women's Collegiate Golf Championship

*Hosted by the
Women In Golf Foundation, Inc.*



Women In Golf Foundation Inc.
Growing the Game of Golf for Women and Youth

April 12-14, 2021
Callaway Resort & Gardens
Pine Mountain, GA



Thank you to the Women in Golf Foundation, Inc. for your contributions and continued dedication towards building a strong community to support women student-athletes. We share your commitment to advancing opportunities for young women professionals. Congratulations on another successful year educating, connecting, and improving lives!

AEIO congratulates each of the participants in this year's Virtual Professional Development Session and Golf Tournament. Thank you for all of your hard work and contributions!



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Schedule of Events

Callaway Resort & Gardens

MONDAY - APRIL 12, 2021

- 6:30 — 8:00 am Buffet Breakfast To Go – Longleaf Pre-Function Area—The Lodge
- 9:00 — 11:50 am Virtual Professional Development Seminars for Collegiate Participants
- “Adapting to Change – There is Power in the Pivot!”
- 12:00 — 1:00 pm Chick-fil-A Box Lunch *sponsor* – **PRIME Strategy, Inc.**
- 1:00 — 2:30 pm PRACTICE ROUNDS —Book directly with the course.
Beverage and snack sponsor – **PepsiCo and Frito-Lay**
- 6:30 — 7:45 pm Dinner Buffet To Go – Longleaf Pre-Function Area—The Lodge
- 7:30 — 8:00 pm **VIRTUAL MANDATORY** Rules Meeting — Players and Coaches— Zoom
- 8:00 — 8:45 pm Virtual Coaches Meeting— Zoom

TUESDAY - APRIL 13, 2021

- 6:00 — 8:00 am Buffet Breakfast To Go – Longleaf Pre-Function Area—The Lodge
- 7:05 am Driving Range— See the Range Schedule
- 8:20 am NATIONAL WOMEN’S COLLEGIATE CHAMPIONSHIP
First Round Tee Off
Beverage and snack sponsor – **PepsiCo and Frito-Lay**
- 12:00 — 1:00 pm *Lunch sponsor* – **Publix Super Market**
- 6:30 — 7:45 pm Dinner Buffet To Go – Longleaf Pre-Function Area—The Lodge

WEDNESDAY - APRIL 14, 2021

- 6:00 — 8:00 am Buffet Breakfast To Go – Longleaf Pre-Function Area—The Lodge
- 7:05 am Driving Range—See the Range Schedule
- 8:20 am NATIONAL WOMEN’S COLLEGIATE CHAMPIONSHIP
Final Round Tee Off
Beverage and snack sponsor – **PepsiCo and Frito-Lay**
- 1:30 pm Lunch Buffet To Go – Longleaf Pre-Function Area—The Lodge
- 2:00 pm AWARDS CEREMONY— The Lodge— Longleaf Lawn

Welcome



The Women In Golf Foundation, Inc. (WIGF) is pleased to host the 2021 *National Women's Collegiate Golf Championship (WCGC)*. This is our 26th year of hosting the National Women's Collegiate Golf Championship! It is our mission and passion to encourage Leadership and Excellence among young women athletics.

WIGF's mission here is to provide stellar programs for young women that are devoted to personal and professional development as they play the game of golf. This year we've had to modify and re-invent much of what we do in response to the COVID19 pandemic. However, we remain focused on our goal

to keep everyone safe and provide a program of excellence.

Our theme this year is: **"Adapting to Change – There is Power in the Pivot!"**.

WIGF has had to pivot too. This year we are having our first virtual professional development session as well as a **virtual career fair**. AEIO our Platinum Sponsor is hosting our events on their innovative virtual platform, SWERVE. As a result, we are now **connected** to all of you electronically.

Our presenters and sponsors include industry professionals and role models that bring a wealth of knowledge to assist you with your career decisions. You will hear how the best in the industry are successfully adapting to change, making commitments and executing their pivots.

All of our Platinum, Gold and Silver sponsors **have created virtual corporate booths** that have information about their companies and the ability for the players to set up times to meet with them on Thursday and Friday of this week from 10:00 – 1:00 EST.

We are excited to announce that the top minority medalist will receive a **players exemption to the Symetra Tour Event** in North Carolina, and the LPGA will once again sanction our first round as an equivalent **PAT** if your score qualifies.

This Championship event happens because of the commitment of so many people. Thank you to our partners, sponsors, contributors, business and community leaders and volunteers. They are supportive of you and your success. Your participation is a part of your legacy, your contribution to the game of golf, and your opportunity to represent your collegiate institution.

Give the game the best that you have and enjoy the 26th National Women's Collegiate Golf Championship!

LaJean

LaJean W. Gould

Founder/President - Women In Golf Foundation, Inc.

*Creating new pathways for Women & Youth
via the Game of Golf*

History

An idea in one's head, conceived and developed, can change lives. Supporting collegiate golf was an idea in Klenton Sparks' and Lenora Bryant's minds in 1994. They wanted to impact the development of women's golf at Historically Black Colleges and Universities (HBCUs). At the same time, LaJean Gould wanted to learn the game of golf. While seeking an instructor, she met Klenton and Lenora who shared their vision with her and asked for assistance. Enthusiastic about the idea, LaJean brought in The National Coalition of 100 Black Women of Decatur, GA to support an event identified as the Women's Collegiate Golf Classic for the first 2 years.

As the idea evolved, the event sought the support of the golf industry and consulted with leading industry insiders Bill Dickey, Gerald Davis, Barbara Douglas and Lew Horne. All of these golf legends have passed and left us with big shoes to fill. Their work laid the foundation for relationships with the National Minority Scholarship Association and The National Minority Golf Foundation. In addition, Nathaniel Goldston, Valerie Montague Goldston and Marvy Moore provided support and direction. Together, these leaders helped to build alliances with the LPGA, The PGA of America, and the USGA, enabling the creation of the Women in Golf Foundation and bringing national visibility and credibility to the event and its work.

In 1999, the Women In Golf Foundation, Inc. (WIGF) was established to enable the Women's Collegiate Golf Classic to stand on its own as a championship event with an important mission—To enhance the lives of females in golf programs at HBCUs through the development of programs and activities that enhance the skills and career awareness of the team members. The vision was and continues to be to enable HBCU female golf teams to increase their visibility, improve competitive skills, and ensure full participation in all aspects of the game, the business of golf, and the corporate world. Golf develops discipline, self-control, decision-making skills, and is a significant tool used to consummate business transactions. Through this work lives have been impacted.

History

Clear goals were established:

- ◆ A season ending competitive opportunity for female collegiate golfers.
- ◆ A vehicle for career awareness and networking opportunities for female collegiate golfers.
- ◆ Personal development and life skill enhancement seminars.
- ◆ To promote golf as a vehicle for educational opportunities including scholarships, internships and career positions.

The first schools to participate in the event were Alabama State University, Talladega College, Grambling State University, Jackson State University, Southern University and Texas Southern University. We also congratulate Alabama State University and Texas Southern universities for their consistent support – neither program has missed a year of participation since joining the competition!

Now here we are, 27 years later, the event is the 26th National Women's Collegiate Championship: an event that is destined to expand its participation to support more collegiate golfers throughout the United States. This is a significant milestone for any organization, but especially for WIGF. Women's golf still has a long way to go in the industry. Over the years, we have touched somewhere between 800 – 1000 young women through this event and our junior program. We look to the participants of today to take the mantel of giving back and impacting lives through golf so we can continue to pay this work forward.

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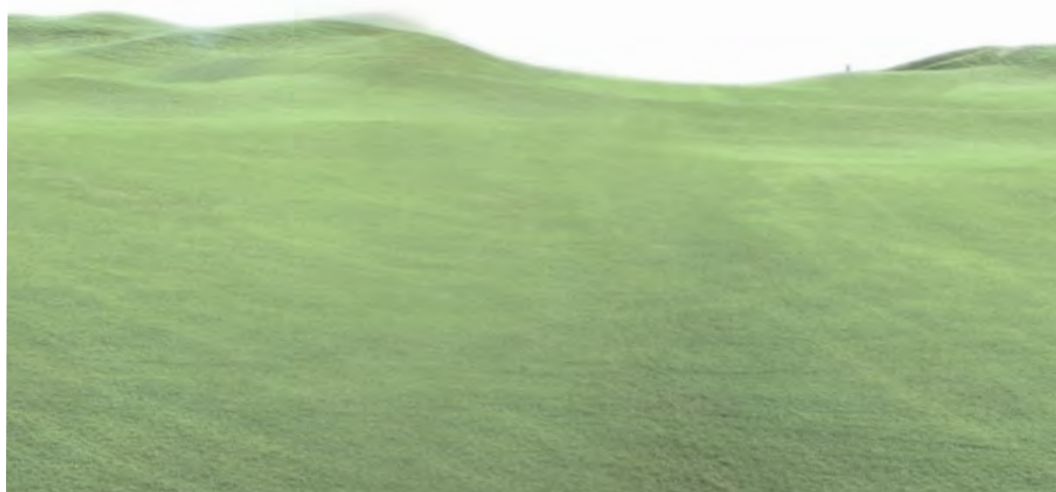
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2019 Winners



North Carolina A&T University
2019 Champions



Chicago State University
2nd Place

Texas Southern University
3rd Place



2019 Top Five Medalists



1st Place – Darinka Velazquez – Chicago State University

2nd place – Christyn Carr – North Carolina A&T State University

3rd Place – Felicia Davenport – Chicago State University

4th Place – Amber Kuykendall – Texas Southern University

5th Place – Madison Harriman – North Carolina A&T State University

2019 Participants



University of Maryland Eastern Shore



Delaware State University



Hampton University



Savannah State University



Prairie View University

Virtual Professional Development Session

Callaway Resort & Gardens

April 12, 2021

9:00 – 11:50 am

“Adapting to Change – There is Power in the Pivot!”

9:00 am—Introduction.....Shasta Averyhardt
LPGA Symetra Tour Professional Golfer

9:05 am—Welcome.....LaJean Gould
Founder/President, Women in Golf Foundation, Inc.

9:15 am *The Entrepreneur and Change*

Moderator: Marvy Moore– AT&T (Retired)
Hank Johnson–AEIO, LLC

9:30 am *The Marketplace is Changing!
How do we embrace this change?*

Moderator: Marvy Moore – AT&T (Retired)
Celeste Boyd-Spear – AT&T
Betty Lauro – Farmers Insurance

10:00 am – **Q & A**

10:10 am – “TWEET BREAK”

10:20 am *The Power of the Pivot – Committing to embracing change?
What is the market looking for?*

Moderator: Angela Moody– EDJ Associates, Inc.
Nancy Henderson – LPGA
Lauren Shelly – AJGA
Steven Schloss – USGA

10:55 am – **Q & A**

11:00 am *Real Talk – What is it like in the market today?
Everything is changing!*

Moderator: Jessi Mitchell– CBS News
Jamie Taylor – J T Mobile Training
Rachel Melendez Mabee – PGA Works

11:35 am – **Q & A**

11:40 am— Protocol Review and Wrap Up

All golfers get ready to tee up and “Hit the Links!”

Professional Development Session Bios



Shasta Averyhardt
Professional Golfer
LPGA Symetra Tour

Facilitator

Shasta is a professional golfer hailing from Flint, Michigan. Currently, she is competing on the LPGA Symetra Tour for the 2021 season. A graduate of Jackson State University where she won 9 collegiate golf tournaments including 4 individual SWAC conference championships setting the conference record of six under par. In 2018 she was inducted in the JSU Sports Hall of Fame.

Shasta earned her LPGA Tour card in 2011 becoming the 4th African American Woman to earn LPGA Tour Status. During her professional career, she's won four mini tour events along with qualifying for the US Women's Open. She spent some time competing on the LPGA Symetra Tour, where she won the 2012 LPGA Symetra Tour Rising Star Award.

In 2020, she put her distance off the tee to use when she competed in the Capital Long Drive Classic hosted by the Golf Channel.

Off the golf course, Shasta enjoys traveling, visiting local coffee shops, playing other sports, reading, assisting with animal welfare and enjoying the journey of life!



Marvy Moore
Vice President, Retired
AT&T

Moderator:

*The Entrepreneur and Change
and
The Marketplace is Changing!
How do we embrace this change?*

Marvy Moore recently retired from a decades long career with AT&T that included leadership roles in Sales, Marketing and Operations with both the Business and Retail functional areas.

In 2015, she was awarded the Black Engineer of the Year Award which celebrated her accomplishments in Technology. In July 2016 Marvy was named Vice President and General Manager for AT&T's Georgia and South Carolina market, with responsibility for a two billion dollar plus portfolio serving millions of businesses and consumers.

Community involvement is important to Marvy and she has represented AT&T on multiple boards including: Morehouse College, Atlanta Technical College, Ault Inc. and Women In Golf Foundation.

Marvy and her high-school-sweetheart husband, James, have been married for 13 years and enjoy spending time with their children and grandchild.

Professional Development Session Bios



Hank Johnson

***President
AEIO, LLC***

Speaker: *The Entrepreneur and Change*

As President of AEIO, LLC (AEIO), Hank Johnson provides an unparalleled level of leadership. With more than 25 years of business development and operations experience, his efforts have been very diverse in the areas of management consulting, internet commerce, and software development.

He began his entrepreneurial career by co-founding Thinking Capital, Inc. shortly after earning his B.A. in Business Administration (Finance) from Morehouse College. Thinking Capital was a pioneer in the internet marketing industry. Hank then served as an international e-business consultant for the United Nations (UN) and Lucent Technologies' European division. His success in the European market led to him developing trade and investment opportunities in the Caribbean for the Jamaica Trade and Investment Organization (JAMPRO).

Although Hank is an advocate of technology, Hank firmly believes that people are the strength behind any successful organization. Hank is devoted to increasing professional and educational opportunities for young people of color and furthering their pursuit of higher education. He is also a passionate supporter of environmental sustainability to fight the impacts of climate change.



Celeste Boyd-Spear

***Vice President & General Manager, Southeast States
At&T***

Panelist: *The Marketplace is Changing!
How do we embrace this change?*

Celeste Boyd-Spear is the Vice President and General Manager for AT&T's Southeast States Retail organization for four states— Georgia, South Carolina, Tennessee, and Kentucky.

She is responsible for the customer experience, sales performance, and market share growth for over 2,000 employees, while managing a multi-billion dollar revenue portfolio of AT&T Entertainment and Wireless products.

Celeste has a strong commitment to volunteerism, volunteering at local community food banks and a teen mentoring circle comprised of female high school students. She holds a Bachelor of Science degree in Management from the University of Phoenix and an Executive Certification in Leadership from the University of Notre Dame.

Celeste loves spending time with her family, upholstering furniture, and watching sports.

Professional Development Session Bios



Betty Lauro
Florida Market Leader
Farmers Insurance

Panelist: *The Marketplace is Changing!*
How do we embrace this change?

Betty Lauro is the Farmers Market Leader for the Florida Territory. She is accountable for the development and deployment of agency owners and their teams.

She migrated with her family to the United States from Cuba, at the age of 18. After completing a B.S. degree in Finance from the University of South Florida, she joined Allstate as a field underwriter.

Along the way, a mentor saw something special in Betty and encouraged her to go into sales. She eventually became the Territory Sales Leader for Allstate in West Coast Florida. Betty came to Farmers in June of 2018. She is the true American success story, proving that you can make things happen if you work hard and build sponsorship and support along the way.



Angela Y. Moody
President and CEO
EDJ Associates, Inc.

Moderator: *The Power of the Pivot –*
Committing to embracing change?
What is the market looking for?

Angela Y. Moody, is President and CEO of EDJ Associates, Inc. where she is an accomplished leader and the chief strategist. With over 25 years of experience, Angela has developed the company into a strong provider of conference management, clinical trials administrative support, and grants management.

Angela serves on the board of the Women in Golf Foundation as well as Chair of the George Mason University Life Advisory Board, for the advancement of youth through education and access.

She is a former recipient of the SMARTCEO Brava! award for philanthropy and mentorship and last year was an African American Golfers Hall of Fame inductee. Angela is a graduate of Grambling State University. In her leisure time, Angela enjoys traveling, gourmet dining, and golf.

Professional Development Session Bios



Nancy Henderson
*Chief Teaching Officer and
LPGA Foundation President*

**Panelist: *The Power of the Pivot –
Committing to embracing change?
What is the market looking for?***

Nancy Henderson is both President of The LPGA Foundation and Chief Teaching Officer for the LPGA Professionals Membership. She provides strategic vision and supervises the day-to-day operations. One of her team's greatest success stories is the impact of the LPGA-USGA Girls Golf initiative, which has grown from 5,000 to a large entity of 90,000 girls. There are now over 500 Girls Golf sites scattered across the world, with 50 new programs added in 2020.

Henderson is a Class A member of both the LPGA and PGA. A native of Clearwater, Florida and a graduate of Southern Methodist University in Dallas, Henderson earned a four-year golf scholarship.

A two-time US Open participant, her playing accomplishments include more than 300 tournament victories and 14 holes-in-one.



Lauren Shelly
*Director of Training and Development
American Junior Golf Association*

**Panelist: *The Power of the Pivot –
Committing to embracing change?
What is the market looking for?***

Lauren Shelly joined the American Junior Golf Association in 2008. A non-golfer, she started her career in golf through the AJGA's internship program.

Initially she was hired to be a Tournament Coordinator, running and assisting a total of 13 events in her first eight months. She was promoted to the Director of Recruiting and Special Events in the fall of 2008. Over the last decade, she has exponentially grown the intern pool and improved the recruiting and hiring of the next generation of staff for the AJGA and golf industry.

Professional Development Session Bios



Steven Schloss
Chief People Officer
USGA

Panelist: *The Power of the Pivot – Committing to embracing change? What is the market looking for?*

Steven Schloss was hired as the United States Golf Association's chief people officer in January 2014, to oversee human resources, diversity and inclusion and internal communications. He also serves as an industry change leader focused on developing the next generation of golf leaders and volunteers.

Steve is a volunteer advisor and coach for Ashoka, a global organization that identifies and invests in social entrepreneurship and he is a certified executive coach.

A native of Teaneck, N.J., he has a Bachelor's degree in Personnel and Industrial Relations from Ithaca College and a Master's degree in Human Resources Management from The New School. He and his wife Barbara reside in Northern New Jersey. They have two grown children.



Jessi Mitchell
Digital Journalist
CBS News

Moderator: *Real Talk – What is it like in the market today? Everything is changing!*

Jessi Mitchell was born to tell stories. The daughter of a network photojournalist, television technical director and college professor, Jessi spent her childhood on sets, in control rooms and in college classrooms, learning how to edit and conduct interviews.

Jessi joined CBS News as a digital journalist in 2019 after spending seven years as a multimedia journalist and anchor—telling the stories of homeless populations and domestic violence survivors. Jessi propelled herself from behind the camera to reporting breaking news stories within six months of arriving at CBS. She now reports regularly on major breaking news as well as enterprise features from her home base of Atlanta.

Jessi was born in Los Angeles and grew up in Atlanta. She attended Hampton University, where she became captain of the golf team and graduated Magna Cum Laude.

Professional Development Session Bios



Jamie Taylor
Entrepreneur and Diversity Consultant

Panelist: *Real Talk – What is it like in the market today? Everything is changing!*

Jamie Taylor is a diversity consultant to the LPGA Professionals and LPGA Amateurs, its Foundation initiatives, and the Symetra Tour. Jamie helps golf professionals and organizations change the landscape and culture of golf.

She was the first female hired as the Clubhouse Manager/Golf Professional for Cleveland Metroparks Golf courses where she started the facilities' first junior programs, including chapters of the First Tee and LPGA*USGA Girls Golf.

As a Class A LPGA Professional with an MBA from Gannon University and a certificate in Customer Driven Marketing from Cornell University, Jamie has developed curriculum for PGA and LPGA professionals aimed at attracting and retaining diverse participants in the game of golf. In 2019, she developed an app to put technology in the hands of families and program directors for LPGA*USGA Girls Golf – providing accessible registration options.



Rachel Melendez Mabee
PGA WORKS Program Specialist
PGA REACH

Panelist: *Real Talk – What is it like in the market today? Everything is changing!*

Rachel Melendez Mabee is the PGA WORKS Program Specialist for PGA REACH. Mabee is responsible for oversight and overall execution of PGA WORKS, the inclusion and diversity program of PGA Reach. The program's mission is to establish a deep bench of diverse talent who are prepared to ascend to key employment industries in the game and business of golf.

Golf has long been a part of Rachel Melendez Mabee's life. An accomplished junior golfer, Mabee went on to play collegiate golf for Penn State University, before graduating from the University of Georgia.

Rachel spent the majority of her professional career in marketing and communications before finding her niche by returning to golf—first, working for the First Tee of East Lake and, then, for the 2011 and 2013 PGA Championships.

Women In Golf Foundation

26TH NATIONAL

WOMEN'S COLLEGIATE GOLF CHAMPIONSHIP



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WIGF 26th National Women's
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Honoring your work
with HBCUs
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Golf!

Craig Bowen,
Golf Industry Consultant



EDJ Associates, Inc.
Salutes
Women In Golf Foundation

26th National Women's Collegiate
Golf Championship



Angela Y. Moody
President and CEO



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The LPGA is Changing the Face of Golf





PGA of America is proud to partner with the Women in Golf Foundation

Congratulations on your 26th Women's Collegiate Championship and competing for the Renee Powell Cup!

PGA OF AMERICA is committed to inclusion and diversity, in pursuit of a game, a workforce and a golf industry supply chain that reflects America.



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WIGF 26th National Women's
Collegiate Tournament

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The Women in Golf
Foundation

*Michelle and Rodney
Adkins*

Congratulations
LaJean Gould
and
Women In Golf Foundation
for
Celebrating 27 Years Of
Keeping It In The Short Grass
"Be The Change"



All The Best
Evern & Elze Epps



WIGF 26th National Women's
Collegiate Tournament

*Congratulations
Women in Golf
Foundation!*

RAY ROBINSON





WIGF 26th National Women's
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William and Pam Donan



WIGF 26th National Women's
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*Proudly Support the
Women in Golf Foundation!*



WIGF 26th National Women's
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Lena Tice



*CONGRATULATIONS SOROR LAJEAN
FOR
26 SUCCESSFUL YEARS
OF*

THE WOMEN'S COLLEGIATE GOLF CHAMPIONSHIP

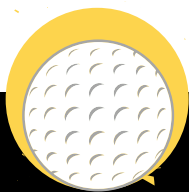


ALL THE BEST

STEPHANIE WILLIAMS

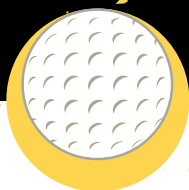
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African American
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Congratulates

The Women in
Golf Foundation



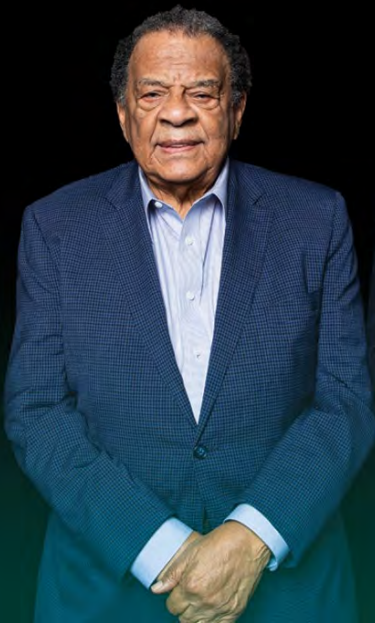
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Growing the Game of Golf for Women and Youth





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GOLF CHAMPIONSHIP 2021**



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WIGF 26th National Women's
Collegiate Tournament

Best wishes

The Women in Golf Foundation

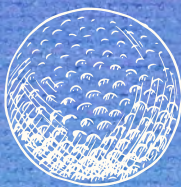
Ron Gibbs

WIGF 26th National Women's Collegiate
Tournament

*Congratulations Women in
Golf Foundation!*

Pat Lottier

WIGF 26th National Women's Collegiate Tournament



Best wishes

The Women in Golf Foundation

*Darrell and Daryer
Washington*

WIGF 26th National Women's
Collegiate Tournament

*Congratulations Women in
Golf Foundation!*

Valerie Adams

**WIGF 26th National
Women's Collegiate Tournament**

*Honoring the
Women in Golf Foundation!*

Addie and Al Cobb

WIGF 26th National Women's
Collegiate Tournament

**Saluting the Women in
Golf Foundation!**

Danny Lanier

WIGF 26th National
Woman Collegiate Tournament

*Congratulations Women in
Golf Foundation!*

Mimi Starr

Social Media #Hashtags

Please be sure to post using any of the following Hashtags to support the Tournament and your favorite team.

Women in Golf Foundation

#WIGF

#Womenworthwatching

#WomensGolf

#HBCUwomen

#HBCUgolf

#golflife

#stateofmind

#driveon

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#myasu

#womensgolf



Chicago State University

#gocougars

#ChicagoStateAthletics



Delaware State University

#DSU

#Hornets

#golf

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#ladyaggie

Texas Southern University

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#TxSUGolf

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Growing Our Game of Golf for Women and Youth

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