



30th National Women's Collegiate Golf Championship

Presented by Arcis Golf and H-E-B

Hosted by the
Women in Golf Foundation, Inc

March 30 - April 2, 2025
The Golf Club at Cinco Ranch



ARCIS GOLF

ARCIS GOLF IS PROUD TO BE THE PRESENTING SPONSOR OF THE

30th Annual Women's Collegiate Golf Championship

AND THE

Women in Golf Foundation



With approximately 70 private and public golf clubs across the United States, Arcis has something for everyone. Arcis provides unrivaled amenities, complementing diverse playing experiences for everyone from beginners to pros. Enjoy a rich variety of experiences from outdoor fitness classes to pop up dining experiences to backyard concerts.

Visit our curated collection of lifestyle clubs at arcisgolf.com



OUR *Differences*
MAKE THE
DIFFERENCE



DIVERSITY

INCLUSION

As a born-and-bred Texas company, H-E-B is committed to fostering a culture of diversity & inclusion in Texas, both in our workplaces and the communities we serve. Celebrating the differences and similarities of all Texans is integral to everything H-E-B does, every day, from employee recruitment to supplier registration, store locations to in-store product selection.

Schedule of Events



2025 NATIONAL WOMEN'S COLLEGIATE GOLF CHAMPIONSHIP

PRESENTED BY

ARCIS GOLF and H-E-B

SCHEDULE OF EVENTS

SATURDAY MARCH 29, 2025

ARRIVAL – HOTEL CHECK IN

WELCOME RECEPTION – PGA Tour Superstore, Katy TX – 5:00 PM – 7:00 PM

SUNDAY MARCH 30, 2025

Practice Round - SHOTGUN - THE CLUB AT CINCO RANCH - 9:00 AM

6:30 PM - DINNER - 30TH ANNIVERSARY – THE GOLF CLUB AT CINCO RANCH

MONDAY MARCH 31, 2025

6:00 - 7:30 AM BREAKFAST - COLLEGIATE PARTICIPANTS – HOTEL

7:30 – 8:15 AM BREAKFAST – THE GOLF CLUB AT CINCO RANCH (STAFF AND SPONSORS)

7:30 - 8:15 TEAM REGISTRATION

8:30 - 11:30 PROFESSIONAL DEVELOPMENT SEMINAR FOR COLLEGIATE PARTICIPANTS
THE GOLF CLUB AT CINCO RANCH

11:30 BUSINESS/SCRAMBLE PLAYERS CHECK-IN

11:30 – 12:00 LUNCH –
PLAYER GROUP PHOTOSHOOT – ASHLEIGH GUERRA
LIVE/RECORDED INTERVIEWS WITH SPONSORS - ASHLEIGH GUERRA

11:45 – 12:45 THE CLUB AT CINCO RANCH – DRIVING RANGE – ALL PARTICIPANTS

1:00 SHOTGUN START - BUSINESS PROFESSIONALS AND COLLEGIATE PLAYERS SCRAMBLE

2:00 – 5:00 LADIES GOLF CLINIC – “GOLF A GREAT BUSINESS DECISION”

5:30 19TH HOLE RECEPTION – *THE GOLF CLUB AT CINCO RANCH*

Schedule of Events

DOOR PRIZES
* CLOSEST TO THE PIN * LONGEST DRIVE

6:30 – 7:30 COACHES MEETING – *THE GOLF CLUB AT CINCO RANCH*

TUESDAY APRIL 1, 2025

5:30 – 7:00 BREAKFAST – HOTEL

7:00 DRIVING RANGE OPEN

7:30 PLAYERS PREPARE FOR SHOTGUN/ ANNOUNCEMENTS

8:00 WOMEN'S COLLEGIATE CHAMPIONSHIP - ROUND 1 & 2 - SHOTGUN LUNCH –

5:30 DINNER - THE GOLF CLUB AT CINCO RANCH

WEDNESDAY APRIL 2, 2025

6:00 - 7:15 BREAKFAST – HOTEL

7:00 DRIVING RANGE OPEN

8:00 THE WOMEN'S COLLEGIATE CHAMPIONSHIP - ROUND 3 TEE OFF SHOTGUN

1:00 – 3:00 LUNCH AND AWARDS CEREMONY
RENEE POWELL CUP AND LAJEAN GOULD CUP PRESENTATIONS – ARCIS GOLF AND H-E-B



Women In Golf Foundation Inc.

Welcome



Welcome! To the 30th National Women's Collegiate Golf Championship! Presented by Arcis Golf and H-E-B

Dear Champions, Coaches, Sponsors, and Supporters,
On behalf of the **Women In Golf Foundation, Inc. (WIGF)** Board of Directors and staff, I am honored to welcome you to this milestone event—the **30th National Women's Collegiate Golf Championship!**

This year marks a truly special occasion—**30 years of impact, growth, and providing opportunity** through the Women In Golf Foundation. As we embark on this **year-long celebration**, we take time to reflect on our journey while looking ahead to an even brighter future. We are excited that you are here to **celebrate, compete, and continue shaping your path forward.**

Sankofa Swing: Honoring the Past, Driving the Future

This year's theme is inspired by the **Sankofa bird**, a powerful Ghanaian symbol that teaches us to **honor our past while building our future.** The Sankofa bird stands with its feet planted forward while looking back, carrying a precious egg—a **representation of wisdom, lessons, and the foundation that shapes what's to come.**

This embodies the very essence of the **Women In Golf Foundation.** Since our founding, we have been dedicated to **empowering the next generation of leaders—on and off the golf course.** What started as a **9-hole event with golf lessons and a small development session** has grown into a **prestigious 54-hole championship, enriched with mentorship, professional development, and networking opportunities.** Today, corporate, civic, and golf industry leaders stand beside you, investing in your success and celebrating your potential.

You Are the Next Generation of Leaders

You are not here by chance. I believe this work is in **divine order**, and you are part of the next generation that will take center stage. Throughout the year, we will **honor our alumni, share stories of impact, and invite our community to help secure the next 30 years of WIGF's legacy.**

Your efforts in this championship extend far beyond the golf course. You represent your institutions with excellence, integrity, and determination—**leaving a lasting legacy and contributing to the growth of the game.**

Welcome (cont.)

Let's Celebrate, Compete, and Build the Future Together

As you take on this championship, I encourage you to embrace the full experience—**compete with passion, learn from those around you, and most importantly, enjoy the moment.** You are part of something greater, and your journey to excellence continues here.

A heartfelt thank you to all our partners, sponsors, and supporters—your unwavering commitment makes this event possible.

Let's honor the past, embrace the present, and build a future filled with opportunity.

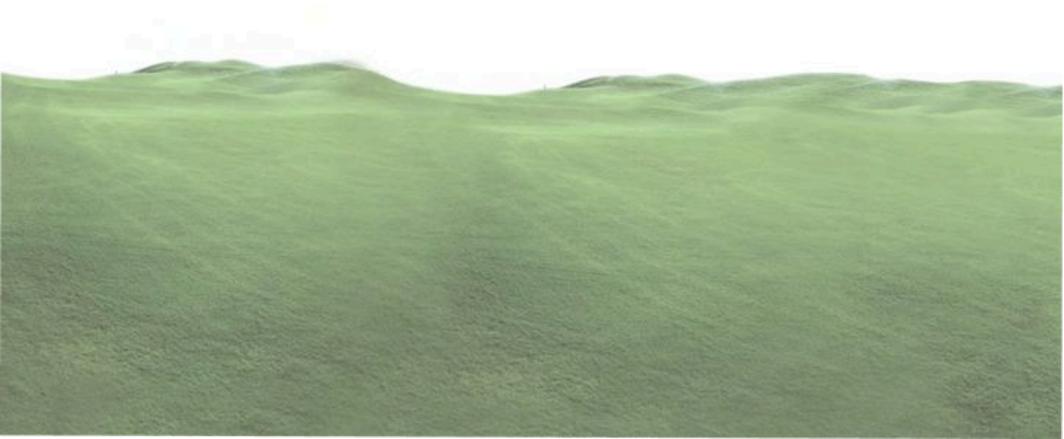
Wishing you all the best on your journey,

LaJean Gould

Founder and President, Women In Golf Foundation, Inc.

A handwritten signature in black ink that reads "LaJean". The letters are fluid and cursive, with a large, elegant "L" and "J".

LaJean W. Gould



History

A Legacy of Impact:

Celebrating 30 Years of the National Women's Collegiate Golf Championship

An idea, when nurtured and developed, has the power to change lives. That was the vision in **1994** when **Klenton Sparks and Lenora Bryant** sought to support the growth of **women's collegiate golf at Historically Black Colleges and Universities (HBCUs)**. Around the same time, **Lajeane Gould** set out to learn the game of golf to enhance her corporate career. Through this pursuit, she crossed paths with Klenton and Lenora, who shared their idea with her and asked for her help in making it a reality.

Lajeane, recognizing the profound impact golf could have on one's career, embraced the idea wholeheartedly. She brought in **The National Coalition of 100 Black Women of Decatur, GA**, which supported the event—called the **Women's Collegiate Golf Classic**—for its first two years. More than just a competition, the event aimed to expose young women to the benefits of golf and encourage them to seize its opportunities.

As the vision evolved, Lajeane sought guidance from golf industry leaders, including **Bill Dickey, Gerald Davis, Barbara Douglas, and Lew Horne**—icons whose legacies continue to inspire. Their expertise helped forge partnerships with organizations like the **National Minority Scholarship Association** and the **National Minority Golf Foundation**.

Corporate allies also played a crucial role, with **Nathaniel Goldston, Valerie Montague Goldston, and Marvy Moore** helping to establish relationships with the **LPGA, PGA of America, USGA, AT&T, Georgia Pacific**, and other key organizations. These alliances provided national visibility and credibility, ultimately leading to the creation of the **Women In Golf Foundation, Inc. (WIGF) in 1999**.

A Mission to Empower Women in Golf

With WIGF established, the Women's Collegiate Golf Classic transformed into a premier championship event with a clear mission:

- Provide a season-ending competitive opportunity for female collegiate golfers.
- Create career awareness and networking opportunities for student-athletes.
- Offer personal development and life skills enhancement seminars.
- Promote golf as a vehicle for educational and professional opportunities, including scholarships, internships, and career pathways.

History (con.)

From Humble Beginnings to a National Championship

The tournament's early participants included teams from **Alabama State University, Talladega College, Grambling State University, Jackson State University, Southern University, and Texas Southern University**. Special recognition goes to Alabama State University and Texas Southern University for their steadfast support through the years.

Today, three decades later, we proudly celebrate **the 30th National Women's Collegiate Golf Championship, presented by Arcis Golf and H-E-B**. This year's event, hosted at The Golf Club at Cinco Ranch in Katy, TX, marks only the second time in the tournament's history that it has been held outside of Georgia. With 13 teams and over **60 female student-athletes competing**, the championship continues to expand, creating opportunities for even more collegiate golfers across the country.

A Legacy of Impact—Looking Forward

Reaching this 30-year milestone is a testament to the dedication and perseverance of everyone involved with WIGF. Over the years, it has positively impacted more than 2,000 young women through this championship and our junior programs. Yet, the journey for women's golf is far from over. As we celebrate this historic moment, we look to today's participants to carry forward the spirit of Sankofa—honoring the past while driving the future. We encourage you to embrace the game, seize every opportunity it presents, and one day, give back to the next generation of young women following in your footsteps.

The legacy continues. The future is bright. Let's keep making history—together.



Women in Golf Foundation

Board of Directors

LaJean Gould Women In Golf Foundation	Founder/President
Marvy Moore AT&T (Retired) Managing Partner - Verticality Concepts	Secretary
Stephanie Johnson Founder/President - MiddleConnect, Inc.	Treasurer
Angela Moody CEO - EDJ Associates, Inc.	Event Management
Daphne Grissom Real Estate Sales	
Brittney Bryant Lott LPGA Teaching Professional Titleist	
Jeremie Peterkin CFO Orsa Technologies	
Lauren Shelly Vice President Human Resources AJGA	
Sharon Stackhouse CEO Anchor Hospital	
Charlene Fitzpatrick President H3C, LLC	Emeritus Board Member



Women in Golf Foundation

Advisory Board

Daryl Batey	PGA Professional
Lenora Bradley	Volunteer Support
Oneda Castillo	LPGA Professional
Lavern Chatman	Fundraising Advisor
Evern Cooper Epps	President, The Epps Group Strategic Advisor
Brenda Lankford	Medical Advisor
Rachel Mabee	Diversity, Equity & Inclusion Professional Strategist
Millicent "Nickey" Wright	Tournament Director
Dianne Whittman	Rules Advisor LPGA/PGA Professional

WIGF Staff

Ashleigh Guerra	Marketing Director
Destany Hall	Tournament Manager

Golf Championship Volunteers

Women In Golf Foundation would like to thank all of our Volunteers and Texas Golf Organizations for supporting the National Women's Collegiate Golf Championship! Volunteers make it happen!

A very special thank you to the staff at the Golf Club at Cinco Ranch. Your support has been phenomenal! You made us feel tremendously welcome.

"Guest" Starters:

- Ashanta Epps - LPGA - A Perfect Swing Golf
- Mark Lowry - CEO National Player Development Foundation

Rules Officials

- Terry Kildea - Head Rules Official

2025 Texas Golf Association Rules Officials:

- Dave Forkner
- Dana Laine
- Peter Haft

Maurice & Nena Jackson and Natasha Taylor for opening their homes to accept deliveries on our behalf.

Thanks to all who helped to make the National Women's Collegiate Golf Championship a success!



LaJean W. Gould
Founder/President - Women In Golf Foundation, Inc.

2024 Winners

1st Place Division I College/University



Howard University

1st Place Division II College/University (Tied)



Lincoln University



Paine College

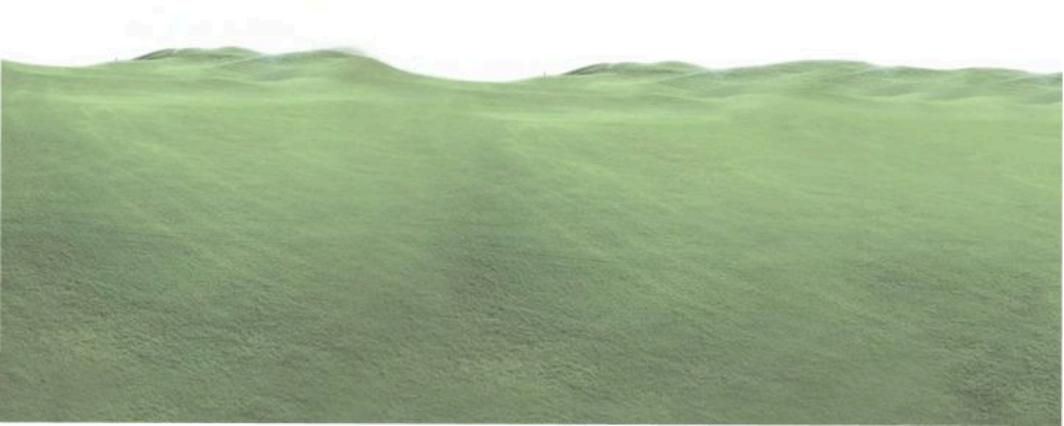
2024 Top 4 Medalists

Division I

- 1st Place – Emily Mayne – Howard University
- 2nd Place – Koranis Boonmadee – Chicago State
- 3rd Place – Morgan Horrell – Howard University
- 4th Place – Marley Franklin – Howard University

Division II

- 1st Place - Kaathiyayani Gunasegar - Lincoln University
- 2nd Place - Divyasheni Gunasegar - Lincoln University
- 3rd Place - Ja'Davia McCallum - Savannah State University
- 4th Place - Taya Buxton - Paine College



2024 Top Medalists



Emily Mayne
Division I Medalist
Howard University



Kaathiyayani Gunasegar
Division II Medalist
Lincoln University

2025 Participants

Alabama State University
Chicago State University
Delaware State University
Edward Waters College
Fisk University
Howard University
Johnson Wales University
Lincoln University
Paine College
Prairie View A&M University
Savannah State University
Southern University
Texas Southern University





*A Sankofa Experience:
Honoring the Past, Driving the Future*

Celebrating 30 Years of the National
Women's Collegiate Golf Championship
Sunday, March 30, 2025 - 6:30 PM - 8:30 PM

Opening Remarks & Introductions
LaJean Gould – WIGF Founder

Welcome from Presenting Sponsors
Linnet Carty – Arcis Golf
Representative on behalf of James Harris – H-E-B

Invocation
Otis Gould

Dinner & Special Video Presentations
Mike Whan – Commissioner– USGA
Don Rea – President PGA of America

Introduction of Emcees & Panel Moderators
Shasta Averyhardt – LPGA Touring Professional, Jackson State University Alumni
Alexis Belton – World Long Drive Champion

Sankofa Panel: Honoring Legacy
Jamila Johnson – Jackson State University
Sommer Woods – Talladega College
Sylvia Masango – Alabama State University

Next Generation Panel: The Future of Women in Golf
Jasmin Cunningham – University of Maryland Eastern Shore
Jalyn Kuykendal – Texas Southern University
Destany Hall – Texas Southern University

Video
Liz Moore – Interim Commissioner, LPGA

Closing Remarks
Special Thanks to Our Sponsors
Instructions for Monday



Presenting Sponsor



Ron Massey

**Chief Human Resources Officer
Arcis Golf**

Ron Massey is Chief Human Resources Officer for Arcis Golf. In this capacity, he is responsible for the development and deployment of human resources, including talent acquisition, talent management, employee engagement, acquisition integration, organizational design and human capital strategy. Prior to joining Arcis Golf, Ron delivered innovative HR solutions that positively impacted the employee proposition and business metrics for high-growth start-ups and large, global organizations in the software, financial services, and retail industries. Additionally, he previously led all human resource functions for British Telecom Americas, as well as spent time in the United Kingdom where he led strategic change at both BT Group and Capital One. Ron holds a BBA from James Madison University and completed the Advanced HR Executive Program at University of Michigan.



Presenting Sponsor



James Harris

H-E-B

James Harris serves as Sr. Director of Diversity & Inclusion and Supplier Diversity at H-E-B, where he develops policies, creates programming, and sets strategic direction for the company and its 14 regional diversity councils throughout Texas. His approach focuses on transforming transactions into meaningful change that positively impacts the bottom line while supporting the company's "Be the Change" initiative, which aims to make H-E-B a better employer, retailer, and community partner. Additionally, Harris connects local, small, minority, disabled, and veteran business owners to the company's procurement process.

A respected leader in his field, Harris serves on numerous boards, including the Texas Diversity Council, and chairs both the Food Marketing Institute's Supplier Diversity Committee and the Texas NAACP Corporate Advisory Council. His business acumen has earned him multiple recognitions, including the Diversity, Equity and Inclusion Champion Award from the National Diversity Conference and the Outstanding Head of Diversity Award from Houston Business Journal. Known as an approachable, strategic thinker and passionate negotiator, Harris has been married to his wife Shavonda for nearly 37 years and has two adult children working in the Supply Chain industry.

Dinner Speaker Bios



Linnet Carty

**Corporate Director of
Representation & HBCU Championship**

Arcis Golf

Linnet Carty is the Corporate Director of Representation and the HBCU Championship for Arcis Golf and has over 17 years of experience in access and inclusion. She heads up access programming for over 7,000 colleagues by creating and implementing access and inclusion strategies. Linnet is responsible for Professional Development, Workforce Diversification, Supplier Inclusion, the Arcis HBCU Championship and Corporate Social Responsibility. She has recently penned the 'The Arcis Inclusion Audit' that can be used by golf courses and businesses. Linnet has been an NBC – WVIT Television Talk Show Host & Producer, a Director of Inclusion for the PGA, the Vice President of Marketing and Development for xmlElite, an Equity Educator for the Connecticut State Department of Education – SERC, an Elementary School Teacher, an Arts & Entertainment Newspaper Columnist for the Hartford Courant, a Senior Director for the Village for Families and Children and an international language certified Flight Attendant for Delta Airlines. She is a first generation CuMaican who hails from a Cuban mother and Jamaican father and is a member of Alpha Kappa Alpha Sorority, Inc. Linnet earned her B.A. from the University of Connecticut and MBA from Western New England University. In her spare-time she enjoys Emceeding events, television production, the beach, and multicultural cuisine. Her absolute zest in life is in making others laugh.

Dinner Speaker Bios



Otis Gould

Percussionist

Emerald Ruby Productions

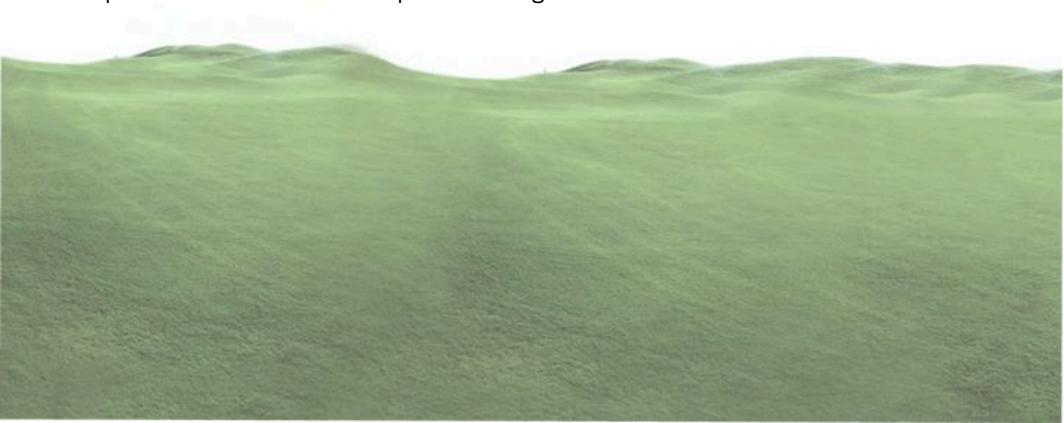
Otis Gould, born and raised in Chicago, graduated from DuSable High School before attending Wilberforce University and later Southern Illinois University, where he joined the band "The Tami People." His professional music career began after graduation, teaching in Chicago Public Schools while playing for Kelan Phil Cohran's Artistic Heritage Ensemble and later The Chi-Lites. His impressive musical résumé includes recording with The Dells, The Impressions, Eugene Record, The Next Movement, and The Dynamic Sounds Orchestra, while touring internationally with The Chi-Lites. After moving to Atlanta to be closer to LaJean Waller, whom he married in 1981, Gould became deeply involved in theater, performing for numerous Broadway productions including *Ain't Misbehavin'*, *Once On This Island*, *Eubie*, *Bubbling Brown Sugar*, *DreamGirls*, and *The Wiz*. His theatrical work included a two-year residency with the Oregon Shakespeare Festival and a European tour of *Ain't Misbehavin'*. Alongside his musical career, Gould worked as an educator in both Chicago and Atlanta public school systems, also serving as a counselor in Atlanta schools before retiring as an assistant principal in the Clayton County Public School System.

Dinner Speaker Bios



Shasta Averyhardt
LPGA Professional
LPGA

Shasta Averyhardt's journey in golf began in Flint, Michigan, at the age of seven, fueled by unwavering parental support. She excelled in junior and amateur competition before making her mark at Jackson State University, where she secured nine collegiate victories, including four SWAC championships, and set a conference scoring record. In 2011, Shasta earned her LPGA Tour card, becoming the 4th African American woman to achieve this milestone. Her professional career boasts seven tournament wins and a US Women's Open appearance, along with earning the LPGA Epson Tour's Rising Star Award in 2012. After briefly stepping away in 2014 to work as a tax associate at PwC, she returned to competitive golf in 2017, later earning induction into the JSU Sports Hall of Fame in 2018. Most recently, Shasta competed part-time on the Ladies European Tour (2023-2024) while expanding her influence through media, consulting, and junior golf initiatives. In 2025, she is focused on golf endeavors beyond tour life, advocating for women in sports, supporting HBCU programs, and promoting wellness. Off the course, she enjoys travel, coffee culture, and astrology, embodying a passion-driven life that inspires future generations.



Dinner Speaker Bios



Alexis Belton
Professional Golfer
Belton Drive

Alexis Belton is a professional golfer, World Long Drive competitor, and sports media personality. Known for her powerful swing and engaging on-air presence, Alexis seamlessly blends competition with commentary, bringing energy and insight to golf audiences worldwide. Beyond the course, she leads **Belton Drive**—linking communities, driving change, and teeing up opportunities. Alexis also consults with businesses on using golf to drive revenue and engagement and is deeply involved in sports diplomacy initiatives. Whether competing, broadcasting, or creating strategic golf programs, she is dedicated to growing the game and making an impact.



Jamila Johnson
Internship Coordinator
PGA Golf Management Program

Jamila Johnson serves as Internship Coordinator for the PGA Golf Management Program, bringing 40+ years of golf industry experience. As former Men's and Women's Golf Coach at University of Maryland Eastern Shore, she was one of only two African American women to start an NCAA Division I Men's Golf team.

Johnson's golf legacy runs deep as daughter of trailblazer Selina Johnson and mother to Elise Johnson. A former Jackson State University player, she helped win consecutive SWAC Championships and earned All-Conference honors.

Her academic credentials include degrees from American Intercontinental University and University of Maryland, where she's currently pursuing a Doctorate in Business Administration.

Johnson serves on the Black College Golf Coaches Association board, promoting opportunities for underrepresented populations in golf.

Dinner Speaker Bios



Sommer Woods
Chief Architect
Solution Architects

Sommer Woods brings over 20 years of experience as a community engagement strategist and communication solution architect. As owner of Solution Architects and partner at Woods & Watts Effect, she specializes in equity and inclusion consulting. Her diverse career includes leadership roles as VP of external relations for M-1 RAIL, film and special events director for Detroit under Mayor Dave Bing, and positions with the PGA TOUR and Super Bowl XL. In 2021, Woods co-founded THE JOHN SHIPPEN (TJS), a tournament showcasing Black collegiate and professional golfers competing for exemptions into professional events including the Rocket Mortgage Classic and LPGA tournaments. She serves on the Belle Isle Advisory Committee and gained recognition during the 2020 election for managing operations at Detroit's TCF Center. A Talladega College business graduate who attended Harvard Business School's Young Leaders Program, Woods actively mentors with the Midnight Golf Program and is a member of Alpha Kappa Alpha Sorority Inc.



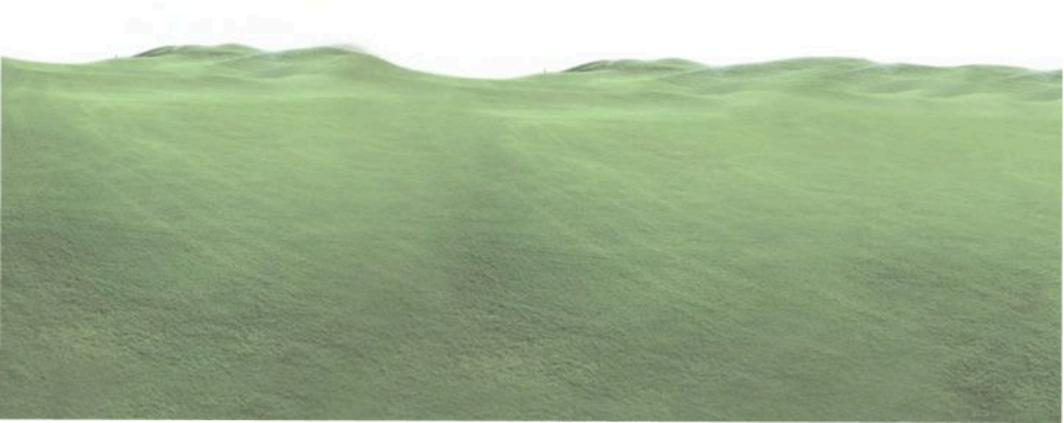
Dinner Speaker Bios



Sylvia Masango
Internship Coordinator
PGA Golf Management Program

Sylvia Masango is pursuing her Doctorate in Educational Administration & Foundations at Texas Southern University while serving as Assistant Coach for Men's & Women's Golf. Her responsibilities include team operations, practice coordination, athlete development, and media content creation. Her experience spans sports administration, marketing, higher education leadership, and media communications. Previously, she worked as a Graduate Assistant in TSU's Athletics Department and held various roles at Auburn University and Alabama State University. As a former NCAA Division I golfer at Alabama State, Masango was team captain with All-Conference honors. Her team won three consecutive SWAC Championships and competed in NCAA Regionals annually. She also contributed to victories at the WIGF National Women's Collegiate Golf Championship.

Masango earned her Master's in Communication from Auburn University, where she worked in communications, sports information, and diversity & inclusion. Her expertise includes content creation, social media management, and public relations.



Professional Development Session Bios



Jasmin D. Cunningham

PGA Professional

Talent and Cultural Program Specialist

Acushnet Company, Titleist, and Footjoy

Jasmin D. Cunningham, PGA, a native of Atlanta, Georgia, is a PGA Professional. Jasmin was the 8th African American woman elected to Class-A membership within the PGA of America in 2019 and graduated from the University of Maryland Eastern Shore with a degree in Professional Golf Management. She has a passion for diversity and inclusion and educating young people on the opportunities within the golf industry and is currently the Talent & Culture Programs Specialist at the Acushnet Company, Titleist and FootJoy. At Acushnet, Jasmin leads culture related initiatives within the company which includes working with HBCU golf programs, working with diverse professional golfers to make our products more accessible and creating an inclusive culture for our associates internally and externally. Outside of work, she likes to spend time with family, read books and practice yoga. She resides in the Washington, DC-Baltimore Area.



Jalyn Kuykendall

Senior Recruiter

Nike

Jalyn Kuykendall is a Senior Recruiter at Nike, where she leads early career recruitment programs with a focus on diverse hiring initiatives, including HBCU partnerships. Passionate about creating opportunities for underrepresented talent, she plays a key role in shaping the next generation of industry leaders. A proud alumna of Texas Southern University, Jalyn was the captain of the women's golf team and part of the historic 2017 squad that secured the university's first SWAC Women's Championship title. That same year, she was recognized as the 2017 SWAC Woman of the Year for her leadership and athletic achievements. She has also competed in the Women in Golf Foundation Collegiate Tournament multiple times, reinforcing her deep connection to sport and her commitment to fostering spaces for Black women in golf and beyond. Through her work in recruitment and her ongoing engagement with the golf community, Jalyn remains dedicated to opening doors, increasing access, and championing the success of young Black professionals.

Dinner Speaker Bios



Destany Hall

**TGA Foundation and Outreach Manager
Texas Golf Association**

Destany Hall is a dedicated leader in the golf community, committed to advancing diversity, inclusion, and opportunity. A native of Argyle, Texas, she played collegiate golf at Texas Southern University (2017–2021) and has gained extensive industry experience. Her roles have included Assistant Golf Professional, High School Head Golf Coach, PGA WORKS Fellow with the Georgia PGA, and an intern with the PGA of America's Career Services team. Now based in Dallas, she serves as:

- TGA Foundation & Outreach Manager at the Texas Golf Association, driving diversity initiatives through partnerships with junior golf organizations, adaptive golf events, mentorship programs, USGA PJ Boatwright internships, and community engagement efforts in several underserved communities across Texas.
- Tournament & Events Manager at the Women In Golf Foundation, supporting junior and college golfers with resources that develop skills and provide exposure for these student athletes.
- Marketing Communications Manager at Journey Through 18, providing youth in Houston with friendships, mentors, fundamental life skills, and inner strength through the game of golf.



Professional Development



Professional Development Outline – March 31, 2025

THEME: "Sankofa Swing: Honoring the Past, Driving the Future"

8:30 – 8:35 a.m. – Welcome – LaJean Gould, Founder/President – WI

8:35 – 8:45 a.m. – Welcome by Ron Massey – Chief Human Resource Officer - Arcis Golf

8:45 – 9:00 a.m. – Icebreaker – Ashleigh Guerra - Birdhaus Brand Studio

9:00 – 9:10 a.m. – Break & Transition to Rotation 1

9:10 a.m. – 9:40 a.m. – Rotation #1

- Group 1 – Speed Interviewing
 - Laura Diaz, LPGA (*Lead*)
 - *Facilitator* Ashley Rivas, H-E-B
 - Angela Green, H-E-B Jasmin
 - Cunningham, TITLIEST Dana
 - Schultz, TROON Ashleigh
 - Guerra, BIRDHAUS

- Group 2 – Resume Writing & Etiquette
 - Lauren Shelly, AJGA (*Lead*)
 - *Facilitator* Lexis Withers, USGA
 - Emily Cluck, Titleist

- Group 3 – Goal Setting
 - Linnet Carty, ARCIS GOLF (*Lead*)
 - *Facilitator* Amber Shaw, PGA TOUR
 - SUPER STORE Emily Montenegro, USGA

9:40 – 9:50 a.m. – Break & Transition to Rotation 2

9:50 – 10:20 a.m. – Rotation #2

- Group 3 – Speed Interviewing
- Group 1 – Resume Writing & Etiquette
- Group 2 – Goal Setting

Professional Development

10:20 – 10:30 a.m. – Break & Transition to Rotation 3

10:30 – 11:00 a.m. – Rotation # 3

- Group 2 – Speed Interviewing
- Group 3 – Resume Writing & Etiquette
- Group 1 – Goal Setting

11:00 – 11:10 a.m. – Josetta Jones – Chevron Chief Diversity and Inclusion Officer
Announcement

11:10 – 11:20 a.m. – H-E-B – Why we are here!

Closing Remarks by LaJean Gould



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

Professional Development Session Bios



Laura Diaz
Senior Director of Learning and Inclusion
LPGA

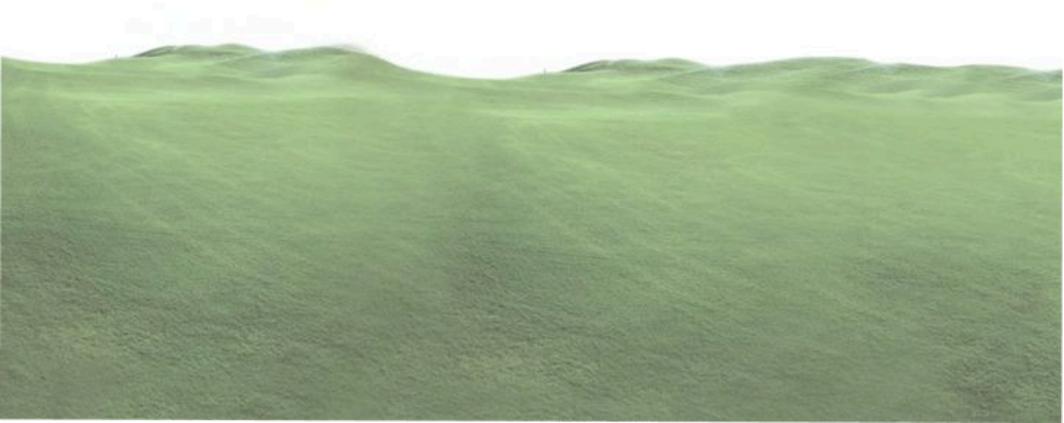
Laura Diaz is the LPGA's Senior Director of Learning and Inclusion. In this position, Diaz drives global learning and development programming, inclusive growth initiatives, and strategic outreach to community partners in the LPGA's efforts to make the game more inclusive and accessible. Prior to this role, Diaz led the overall strategy related to the LPGA's "Change the Face of Golf" movement by focusing on expanding the pipeline of people in golf and supporting the recruitment of a diverse workforce. Since joining the LPGA in 2019, she has demonstrated a passion and talent in fostering a diverse and inclusive culture. While serving as Director of Operations for the LPGA Foundation, she founded the organization's DEI efforts and elevated conversations impacting every area of the LPGA. Diaz is a trusted golf industry professional with a track record of executing national programs with a high standard of excellence. She expanded longstanding partnerships to develop new programs and opportunities for the LPGA. As a leader in both professional sports leagues and non-profit organizations, Diaz is committed to using the power of sport to influence culture. Diaz began her career in golf 17 years ago at the Puerto Rico Golf Association. She then moved on to lead tournament scoring and activations with PGA TOUR Latinoamérica. Prior to the LPGA, Diaz served as Manager of Events with the First Tee, managing national programs and events focused on youth leadership, mentorship, and character building. She holds a Master of Science in Sports Management & Policy from the University of Georgia and earned her Bachelor of Arts from East Tennessee State University, where she was a member of the women's golf team.

Professional Development Session Bios



Ashley Rivas
Senior Recruiter
H-E-B, Mi Tienda

Ashley Rivas is the Greater Houston area Senior Recruiter, overseeing store operations leadership roles for H-E-B and both Mi Tienda stores. Ashley is a 12-year Partner with H-E-B, starting her career in high school as a bagger at the H-E-B by her Parent's house. Ashley spent several years in various roles within the service department before taking on two store operations internships with the company while attending college. During the internship programs, Ashley found her love for store operations and set her eyes on Store Leadership. Upon graduation from the University of Houston, receiving her Bachelor of Business Administration degree from Bauer College of Business, Ashley was then accepted to H-E-B's School of Retail Leadership program. Upon graduation of SORL, Ashley became an Assistant Store Leader, then a Store Leader before joining the HR Houston Corporate team as a Recruiter. Ashley is a native Houstonian who enjoys exploring the city, traveling, attending sporting events, and spending time with friends and family.



Professional Development Session Bios



Angela Green
Associate Recruiter
H-E-B, Mi Tienda

Angela Green is the Associate Recruiter for Houston Division Store Management and Leadership positions at H-E-B and MiTienda store locations. Angela is a five-year Partner and began her career with H-E-B in 2019 as a Recruiting Coordinator, supporting recruiting efforts for leadership and department management roles while assisting with company-wide short-term hiring initiatives. Professional experience before joining H-E-B includes Recruiting and Program Management within graduate education. Angela is a native of Memphis, TN, but is proud to call Houston her home for over nine years. Angela holds a bachelor's degree from the University of Tennessee at Chattanooga and a Master of Professional Studies in HR Training and Development from the University of Memphis. In her spare time, she enjoys a good suspense novel, traveling with friends, and trying out new restaurants near and far.



Dana Schultz
Regional Director, Operations
Troon

Dana Schultz is the Greater Houston area Senior Recruiter, overseeing store operations leadership roles for H-E-B and both Mi Tienda stores. Ashley is a 12-year Partner with H-E-B, starting her career in high school as a bagger at the H-E-B by her Parent's house. Ashley spent several years in various roles within the service department before taking on two store operations internships with the company while attending college. During the internship programs, Ashley found her love for store operations and set her eyes on Store Leadership. Upon graduation from the University of Houston, receiving her Bachelor of Business Administration degree from Bauer College of Business, Ashley was then accepted to H-E-B's School of Retail Leadership program. Upon graduation of SORL, Ashley became an Assistant Store Leader, then a Store Leader before joining the HR Houston Corporate team as a Recruiter. Ashley is a native Houstonian who enjoys exploring the city, traveling, attending sporting events, and spending time with friends and family.

Professional Development Session Bios



Ashleigh Guerra
CEO
Birdhaus Agency

Ashleigh Guerra is an accomplished marketing executive who got her start in golf at the age of 10 thanks to one of the country's oldest inner-city youth golf programs. She's parlayed her love for golf into a career dedicated to transforming the landscape of the sport for underserved groups. She's become one of the industry's most sought-after marketing minds marrying her creative prowess and operational expertise to help organizations refine their brand, tell better stories, disrupt the marketplace and drive tangible growth and awareness. Ashleigh's work includes leading the rebranding and marketing strategy for LPGA*USGA Girls Golf, spearheading the golf industry's #inviteHER campaign, and launching the LPGA Women's Network. In her early career, Ashleigh directed experiential marketing programs for the LPGA Tour and served as the organization's youngest and only black tournament director running the LPGA Professionals National Championship. In 2020, she returned to her passion for amplifying the work of nonprofits to serve as the Vice President of Marketing and Communications for Youth on Course, an organization leading the way for accessibility and inclusion in junior golf. Today she runs a boutique marketing agency specializing in helping brands authentically connect with diverse audiences.



Lauren Shelly
Vice President of Human Resources
American Junior Golf Association

Lauren Shelly: From Intern to VP of Human Resources at AJGA
Lauren Shelly joined the AJGA in 2008 after interning in communications in 2007. Despite being a non-golfer, she found her niche in golf administration after graduating from Elon University with a communications degree. Starting as a Tournament Coordinator, she quickly excelled, achieving a 96 on the PGA-USGA Rules test. As Director of Recruiting and Special Events, she transformed the internship program, expanding applicants from hundreds to thousands. Later, as Director of Training and Development, she focused on staff growth and DEI initiatives. Currently, as VP of Human Resources, Shelly oversees all HR policies, the internship program, training, staff welfare, and DEI implementation.

Professional Development Session Bios



Lewis Withers

**Assistant Manager, DE&I, Culture,
and Community**

United States Golf Association

Lexis Withers joined the United States Golf Association (USGA) as a full-time staff member in September of 2023 but was previously a Marketing Intern and Lee Elder Intern as well. She currently serves as the Assistant Manager, DE&I, Culture, and Community supporting the Pathways Internship Program, Employee Resource Groups, and the Talent Acquisition and DE&I Leadership teams in building relationships with external partnerships focused on future talent and DE&I. Prior to arriving to the USGA, Lexis worked in the Community Relations space with the Los Angeles Lakers and as an Executive Assistant and Program Lead at the Tacoma Urban League, in her hometown of Tacoma, Washington.



Emily Cluck

**Early Career and Internship
Program Specialist**

Emily Cluck graduated from Bryant University in 2020 with a Bachelors in Business Administration, followed by Merrimack College in 2021 with a Master of Education in Higher Education. Cluck currently works as the Early Career and Internship Program Specialist where she is in charge of recruiting interns and managing the internship program. Cluck loves helping connect early career professionals with roles they feel passionately about- and especially loves to help students find that they can combine their love for golf with their professional passions.

Professional Development Session Bios



Amber Shaw
DEI, Grants & Community Engagement Specialist

PGA Tour Superstore

Amber Shaw is a DEI, Grants & Community Engagement Specialist for PGA TOUR Superstore. She is responsible for supporting the company's FAIRways Council and works to guarantee that everyone has access to fulfilling work and success. It's her role to help identify and eliminate barriers preventing people from contributing to the business. She is responsible for philanthropic giving and community engagement. It's her job to protect and promote the company values with a particular focus on Putting People First and Including Everyone. Amber oversees external partnerships with charities across the country including the ANNIKA Foundation, PGA HOPE and Fairways to Leadership. Prior to PGA TOUR Superstore, Amber performed in various roles with non-profit organizations, including Zoo Atlanta, Oakland Museum of California, Oakland Asian Cultural Center, and the State of Florida Center for Historic Conservation. Amber holds a Bachelor's degree in Art History & Non-Profit Policy from Florida State University and as a native of Pensacola Beach, FL actually enjoys long walks on the beach.



Jon Wakeman

**Senior Manager,
DEI Leadership and Development**

PGA Tour Superstore

Jon Wakeman is a 5-year Associate with PGA TOUR Superstores (PGATSS). During his service to PGATSS, he has served in a variety of roles supporting learning and development. Jon's career has spanned long-tenures with Delta Air Lines (19 years), and Intercontinental Hotels Group (11 years) all in roles that involve learning and development. Currently, Jon is responsible for the delivery of Leadership topics including Performance Management, Customer Experience and skills to reinforce and develop our company's leadership capabilities. Jon's also a trained DEI professional helping direct the company's values to ensure that we Include Everyone and Put People First to deliver the promise where everyone's experience with our brand be it Associate or Customer is authentic and builds a positive relationship. Jon holds a BS in Communications and a BA in French from Appalachian State University. He enjoys travel, hiking and skiing when he is not reading.

Professional Development Session Bios



Emily Montenegro

HR Senior Manager

United States Golf Association

Emily Montenegro is an enthusiastic HR professional new to the United States Golf Association (USGA) where her focus will be early career programs, industry partnerships, and DEI. She spent the previous four years in the Sports and Entertainment industry with the Indianapolis Motor Speedway (IMS), INDYCAR, and IMS Productions - collectively known as Penske Entertainment. In her most recent role, she served as their Talent Acquisition and Outreach Partner. Her experience also includes project management, employee relations, and organizational development. Throughout her career, Emily has enjoyed building roles, programs, and initiatives from the ground up in the spirit of access, impact, acclimation, and engagement. Outside of work, her personal time is largely spent immersed in nature, which takes many forms! She is an avid outdoorswoman, with a passion for outdoor recreation, adventure tourism, and extreme sporting.



Jaqueline Newman

Farmers Insurance

Jaqueline Newman is a seasoned insurance industry leader currently serving as District Manager and Head of Field Operations at Farmers Insurance for District 64 in Houston, Texas. With over 18 years at Farmers Insurance, she has built a distinguished career through progressive leadership roles, including Head of District Field Operations for District 52 and Agency Business Consultant, where she mentored numerous agents. A proud alumna of The University of Texas at Austin with dual degrees in Corporate Communication and Government, Jacqueline is passionate about empowering business owners to reach their full potential. Her approach to leadership and deep understanding of client needs has earned her numerous endorsements from colleagues who value her proven ability to exceed targets and strategic approach to sales.

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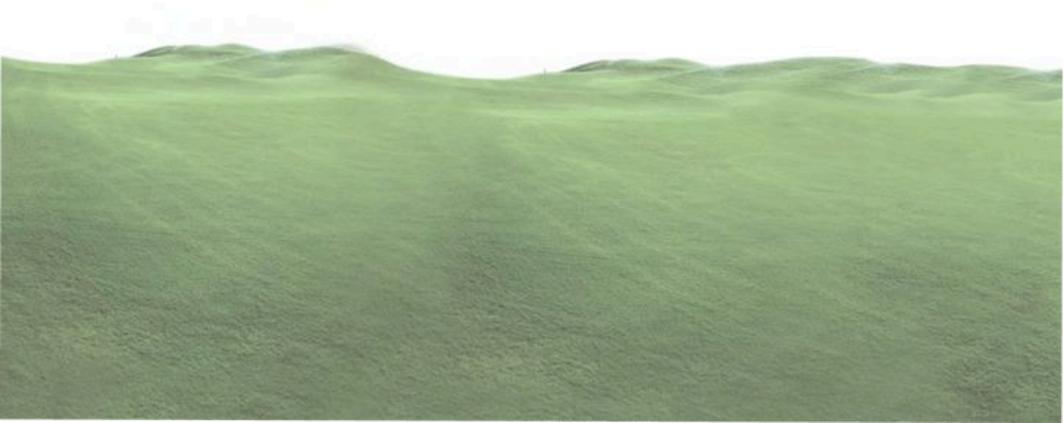


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