

# Steve Mona Named as CEO of the World Golf Foundation

*In September, the PGA Tour announced the appointment of Steve Mona as CEO of the World Golf Foundation. In 1994 the World Golf Foundation (WGF) a non-profit, 501(c)3 organization was created to unite the golf industry and those who love the game. The WGF board supports initiatives that promote, enhance the growth of, and provide access to the game of golf, while preserving golf's traditional values and passing them on to others. According to Mona, the World Golf Foundation presently supports three distinct initiatives: The First Tee, The World Golf Hall Of Fame, and GOLF 20/20.*

**The First Tee:** This is a program that presents golf to young people who otherwise wouldn't have been introduced to the game. This program impacts the lives of youths by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Nine core values are integrated into the First Tee Program: Honesty, Integrity, Sportsmanship, Respect, Responsibility, Confidence, Perseverance, Courtesy, and Judgment.

**World Golf Hall of Fame:** This is the ultimate destination for the celebration and recognition of golf's greatest players and contributors. Located in St. Augustine, Florida, construction on the World Golf Hall of Fame began in 1996. The facility opened in May of 1998. Supported by all of the world's leading golf organizations (including the GCSAA), the Hall of Fame combines historic artifacts, hands-on golf experiences, and personal memorabilia with interactive exhibits that tell the stories of the players and the history of the game. The World Golf Hall of Fame experience includes an 18 hole natural grass putting course and an IMAX Theater. The theater is one of only 300 in the world and the only one associated with a sports hall of fame. Mona's responsibilities will include the enhancement and



promotion of the World Golf Hall of Fame. He will also oversee the selection process for new inductees into the Hall of Fame.

The Shell Oil Company, recognized for its leadership role in golf, is the founding partner of the World Golf Foundation, the First Tee Program, and the World Golf Village. Other partners include IBM, Ketel One Vodka, Cleveland Golf, and Wilson Sporting Goods. Gary Player serves as the international ambassador for the World Golf Hall of Fame


**GOLF 20/20:** This is an industry wide initiative to increase interest and participation in the game of golf. It aligns the golf industry behind a plan that addresses the future of golf with an emphasis on accelerating growth, participation, diversity, and creation of new avenues for access to the game. Leaders of every segment of the golf industry have united behind this program. Golf 20/20 focuses on the belief that we all have an obligation to strengthen the game and ensure its future vitality. With an eye to the future, a dedication to golf's growth, and a broad base of industry support, Golf 20/20 will help create a solid foundation for expansion and vitality in the 21st century.

Under Mona's leadership, the World Golf Foundation will assume three additional areas of responsibility in 2008:

*(continued on next page)*

- 1.) **Anti-Doping** – Creation of an office to advise the various professional tours and associations on implementing drug testing policies.
- 2.) **Communication, Research, and Public Affairs** – Coordinating the activities of the existing golf organizations and establishing new initiatives in the areas of communication, research, and public affairs.
- 3.) **Globalization** – Ensuring that the World Golf Foundation represents the best interests of golf globally, and not just domestically, and that the activities of the golf organizations are coordinated on a global basis



During his 14 year tenure as CEO of the Golf Course Superintendents Association of America, Mona implemented the PDI initiative. He updated GCSAA educational offerings. He overhauled the Golf Industry Show and incorporated the participation of allied associations. He also facilitated the transformation of the GCSAA Foundation into the Environmental Institute for Golf. Prior to his employment with the GCSAA, Mona worked for 10 years as the Executive Director of the Georgia State Golf Association. He also spent time working for the Northern California Golf Association and the U.S. Golf Association. **-OC**




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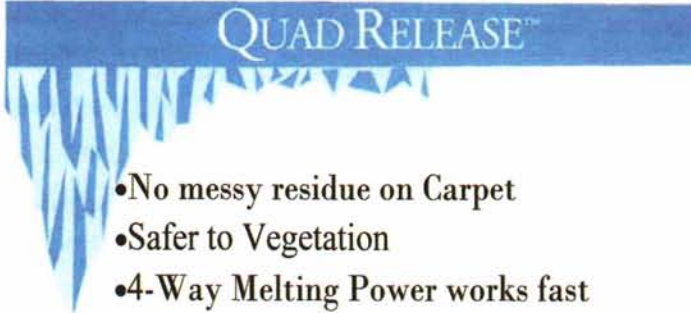



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