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WOMEN LEADERS PLATFORM

Event Recap: WARM Conference

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The focus of this year's Women's Alliance Roundtable Meeting was thinking outside the box. There were over 20 participants in attendance from around the country. State golf organization executive directors, managers, current and past board members, and guest speakers attended this three-day event. The atmosphere was upbeat and positive.

Neda Barrie, Professor at ASU, shared her experience working her way up in the male-dominated arena of the NBA, which parallels many of our experiences in the golf industry. She urged us to think about our superpower we all have inside of us, that people know us for and to use it to our advantage in our careers.

We were moved by individuals from Raymond S. Kellis High School as they spoke to us about adaptive programs. Their success at integration at the school was inspiring and we were advised not to reinvent the wheel. There are many integrated opportunities already in place out there, we just need to look them up.

Maggie Will, a past LPGA tour player, and our own incredible platform leader Susan Bond-Philo spoke to us about exploring roadmaps for women of all ability levels to get involved in the game. Maggie is producing an app for when you travel and want to play golf with someone. Her plan is that you just type in what kind of game you are looking for in the app and you will be able to find a game. It looks like it will be a game changer!

Tameka Fox Hartman provided insight into how fragile a new golfer is and how those in the industry have the power to make a positive impact and grow the game with how they interact with beginners. She spoke on the power of the success of a new golfer. If a new golfer falls in love with the game, like Tameka did, and feels comfortable at the club where they learn, they will bring in as many people as they can to learn the game.

Here are some other ideas and questions to think about that stuck out to me during the event. Is

your course women-friendly? Do your ethics align with what you do in the workplace? Look outside of our industry at other sports' best practices. Think about events in the golf industry that are currently focused on other demographics and change it to being focused on women.

As a first-time attendee, I recommend this conference for its amazing guest speakers and its networking opportunities with remarkable women from all over the country.

After the conference I wanted to stay in touch with these incredible women and continue our conversations, so I decided to set up a Facebook group specifically for women in golf associations. Please reach out to me if you work at a golf association, are part of the board or involved in another way and would like to join.