



## JOE STERANKA NAMED 2010 WORLD GOLF FOUNDATION CHAIR

### For Immediate Release

St. Augustine, FL (January 14, 2010) – Joe Steranka, Chief Executive Officer of The PGA of America, has been named Chairman of the World Golf Foundation for 2010. Steranka succeeds R&A Chief Executive Peter Dawson, who served as the Foundation’s 2009 Chairman.

Steranka has served as The PGA of America’s Chief Executive Officer since 2005. He joined the World Golf Foundation Board in 2006, when the Board was reconfigured to include the chief executives of golf’s leading global organizations. At that same time, it was determined that the role of Chairman should rotate among the members of the Board’s Executive Committee.

“The expansion of golf’s global appeal, from elite players on tour to beginners seeking the finest instruction, makes this an important time for the World Golf Foundation,” Steranka said. “The Foundation will continue to be a catalyst in bringing our industry together on initiatives which protect, promote and enhance the sport and the business of golf.”

Steranka has served as Chairman of the Executive Committee of GOLF 20/20 since 2008. He will now step down from this role and will be succeeded by Mike Hughes, Chief Executive Officer of the National Golf Course Owners Association. Under Hughes’ guidance, the NGCOA has increased its membership from 250 to more than 6,500 worldwide and has become recognized as the leading trade association for owners and operators in the golf industry.

“I’m honored to serve GOLF 20/20 in this role,” Hughes said. “The industry has never been more galvanized in its commitment to the future vitality of golf, and I’m excited about the opportunities to strengthen that commitment in the years ahead.”

In addition to Steranka and Dawson, other World Golf Foundation Executive Committee members include Jim Armstrong, Executive Director of Augusta National Golf Club; David Fay, Executive Director of the United States Golf Association; Tim Finchem, Commissioner of the PGA TOUR; George O'Grady, Chief Executive of the European Tour; and Michael Whan, Commissioner of the LPGA.

### About World Golf Foundation

The World Golf Foundation is a nonprofit organization that develops and supports initiatives that positively impact lives through the game of golf and its traditional values. The Foundation, which was founded in 1993 and is supported by major international golf organizations and professional Tours, provides oversight to World Golf Hall of Fame, The First Tee, GOLF 20/20 and other industry initiatives in support of its mission. As a founding partner of the World Golf Foundation, Shell Oil Company provides financial support and plays a lead role in charitable initiatives aimed at introducing golf to young people, and through the golf experience promotes scholastic achievement, community service and those values intrinsic to the game of golf: honesty, integrity and sportsmanship.

Contact:

Jennifer Weiler

World Golf Foundation

904.940.4309