



Jay Karen
CEO

Jay Karen is in his second stint at the NGCOA, having served as its director of partner relations and membership from 1997 to 2007. His strategy for the organization includes strengthening chapter relations, expanding member services, modernizing online curriculum and other educational resources, and amplifying legislative advocacy. Karen was most recently CEO of Select Registry, a collection of more than 300 fine inns, beds and breakfasts, and boutique hotels.



Joe Rice
Chief Strategy Officer

Joe Rice is responsible for ensuring all aspects of the NGCOA's strategic plan are effectively developed, regularly managed and successfully executed. Working alongside the NGCOA's CEO and Board of Directors to create strategic initiatives, Rice brings concepts to action throughout the organization. He has been with the NGCOA since 2001, and previously served as its Director of Membership. He also directed the association's marketing and communications functions.



Dave Alexander
Art Director

Dave Alexander collaborates with photographers, illustrators and writers to conceive and develop the NGCOA marketing materials for its print, web and advertising platforms. In addition, he directs and supervises art, design and photography for *Golf Business* magazine. Alexander, who brings more than 15 years of experience as an art director to the association, has established brand identity and design execution for clients including, but not limited to, Alamo, Frito Lay, Coors and the Salt Lake City Olympics.



Jay Andersen
Account Manager, Corporate Partnerships

Jay Andersen's primary focus at the NGCOA is to create valuable corporate relationships that allow association members to thrive. His 10-plus years of experience in operational management, coupled with a membership and real estate sales background, has proven helpful in the organization's sustainability project. Andersen holds a bachelor's degree from Kentucky State University, where he was a member of the golf team, and a Masters in Business Administration from Midway College.



Chris Cox

Managing Editor, Golf Business

Chris Cox oversees the day-to-day operations of *Golf Business* magazine. He is responsible for developing an editorial calendar and assigning articles to freelancers, while also developing a timeline for magazine production. In addition, he serves as an ambassador for the magazine and works with the publisher on commercial and business development opportunities. A nationally recognized sportswriter, Chris has worked for Major League Baseball Advanced Media and covered both the PGA Tour and Southeastern Conference football for various daily newspapers.



Nancy Downie

Events Manager

Nancy Downie began her career with the NGCOA in 2007 as its Regional Membership Manager, and has been in her current position since late 2015. In her role, she organizes such events like the association's annual Golf Business Conference and Multi-Course Owners Retreat. Before joining the organization, she spent 15 years working for American Airlines, and lived abroad in Dubai, Hong Kong and the Cayman Islands.



Clinton Hall

Creative Manager

Clinton Hall is responsible for creating a brand consistent design for the NGCOA. From logos and brochures to websites, Hall enjoys the creative challenge. An integral piece of the marketing department, he brings promotions and marketing to life. Hall has been designing for more than a decade and prides himself on keeping his knowledge on the cutting edge of trends happening in his field.



Brittany Hedrick

Controller

Brittany Hedrick manages the financial stability of the NGCOA, as she is charged with sustaining finances for each of its various departments, in addition to association budgeting and human resources. Before accepting her current position, she served the organization as its Office and Accounting Administrator. Hedrick, who earned a bachelor's degree from the University of North Carolina at Greensboro, brings more than six years of accounting and office management experience to the NGCOA.



Mike Ketterman

Director of Membership

Mike Ketterman works to grow membership while retaining and working with both single- and multi-course owners and operators, as well as with state and regional Golf Course Owners Associations. He comes to the NGCOA from global pharmaceutical company Daiichi Sankyo, where he spent 15 years managing territories in Virginia Beach, Virginia, and Charleston, South Carolina. Prior to that he was in senior corporate sales for Alltel Communications.



Kelly MacPherson

Senior Account Manager, Corporate Partnerships

Kelly MacPherson has worked with the NGCOA's corporate partners over the past 10 years to help market their solutions whilst driving sales. She also plays a vital role in driving sustainability and achieving the NGCOA's corporate goals. Prior to joining the association, MacPherson worked for Sony/BMG both recruiting new music artists and placing music in TV and film.



Sherea Malcolm

Office Manager and Executive Assistant

Sherea Malcolm is responsible for managing and administering the NGCOA needs to ensure the office functions in a positive and efficient manner. She also assists the CEO with managing his schedule, travel, communications and other administrative needs. Sherea holds a bachelor's degree from Monmouth University and brings a background in sales, hospitality management and event planning to the association.



Ronnie Miles

Director of Advocacy and Commerce

Ronnie Miles works closely with other members of the "We Are Golf" coalition to gain a better understanding of legislative issues being managed through its network. He also works with various chapter executive directors to gain awareness of state issues and how the NGCOA can engage, support and influence change on behalf of the golf industry. Miles comes to the NGCOA after more than three decades with the U.S. Navy's Morale, Welfare and Recreation division.



Ronnie Musselwhite

Editor-in-Chief, Golf Business

Director of Education

Ronnie Musselwhite oversees all aspects of production for the golf industry's leading business magazine, Golf Business, which is published 10 times annually. His duties include editorial and art idea generation, article assignments, pagination, writing, editing and final proofing. In addition, Musselwhite plans, directs and oversees the NGCOA's educational content strategy, which is designed to enhance engagement with, and increase value for, individual members and the golf industry at large.



Barbara Searle

Associate Director of Membership

Barbara Searle has spent nearly two decades with the NGCOA building positive relationships between it and its current members, while also working to increase membership numbers through outreach. Before joining the association, she worked in her family business and later lived abroad and cruised on her sailboat for 10 years with her husband and St. Bernard. Now she calls the NGCOA her family business.



Thomas Smith

Director of Information Technology

Thomas Smith oversees all technical projects to help realize organizational sustainability and strategic goals. He is responsible for budgeting, management, strategy, execution of IT infrastructure and is ultimately accountable for the NGCOA's technology vision and direction. Prior to joining the association, Smith served as senior web developer and assistant webmaster for the National Oceanic and Atmospheric Administration Office for Coastal Management, where he developed websites, digital products and online initiatives for the coastal-minded federal agency.



Ingrid Thorson

Director of Marketing Communications

Ingrid Thorson is tasked with creating and implementing a multifaceted communications marketing plan that strengthens the NGCOA's role and reputation as the leading voice of the golf industry. Thorson brings more than 15 years of experience in nonprofit communications and marketing to the organization, and comes to the NGCOA from the Professional Association of Innkeepers International, where she provided marketing and communications support to all of its education, advocacy and marketing efforts.



Sheffield Webb

Director of Corporate Partnerships

Sheffield Webb's primary focus at the NGCOA is to drive sustainability through partner engagement while maintaining, growing and creating corporate partnerships. Webb has a wealth of background in the profession, having worked stints with CBS Sports Radio and Major League Soccer's D.C. United. He comes to the association from the Cleveland Indians, where he created and managed partnerships with local, regional and national partners, both new and existing. There he was credited with bringing in a 16-year Naming Rights Agreement for Progressive Field for the Indians.



Jared Williams

Managing Director, Golf USA Tee Time Coalition

Jared Williams ensures golf course owners and operators have access to information and educational resources on matters involving online tee time distribution. He also is developing a set of standards and best practices for those systems and companies which have access to tee time inventory and that promote these tee times online. Before joining the Coalition, Williams worked in compliance and legislative affairs in college athletics, and he also worked in the LPGA's legal department.