

CHIEF EXECUTIVE OFFICER



Joe Steranka, Chief Executive Officer Palm Beach Gardens, Fla.

Now in his 23rd year with the Association, Joe Steranka begins his fifth as The PGA of America's Chief Executive Officer leading a number of the golf industry's most important initiatives.

Steranka's vision guides the staff of the world's largest working sports organization in their dedication and service to the Association's 28,000 men and women PGA Professionals as well as the global golf industry. In addition to his CEO role with The PGA, he serves as Chair of the World Golf Foundation and a member of the leadership teams for the World PGA Alliance and the International Golf Federation's work to return golf to the Olympic Games.

Since joining The PGA of America's staff as Director of Communications in 1988, Steranka has directed the marketing and business development of the Association's brand, its championship events and media assets including the PGA Championship, Ryder Cup, PGA.com, Play Golf America, PGA PerformanceTrak and golf expositions, which encompass the PGA Merchandise Show and PGA Fall Expo. Most recently, Steranka has steered a new industry government relations program WE ARE GOLF, designed to achieve legislative and public affairs goals on behalf of the \$76 billion a year golf industry.

Through his stewardship, the Association developed long-standing broadcasting agreements with CBS, NBC, Turner Broadcasting and others to distribute The PGA's premier events to unprecedented worldwide audiences. He also cultivated a relationship with acclaimed advertising agency Leo Burnett, leading to popular public service announcements for PGA members. Steranka also steered The PGA's new media strategy, including the creation and expansion of an alliance with Time Warner to enhance PGA.com, one of the leading golf Web sites.

The 51-year-old sports industry veteran is one of just 11 PGA Honorary Members bestowed in the storied golf Association's history, joining a prestigious list that includes former Presidents Dwight Eisenhower, Gerald Ford and George H.W. Bush. He is a Board member of the Children's Healthcare Charity, which operates The Honda Classic; an Advisory Council member for the Environmental Institute for Golf; and serves on the Selection Committee for the World Golf Hall of Fame and as a National Trustee for The First Tee. In 2009, Steranka was honored with the March of Dimes Sports Leadership Award.

A 1979 graduate of West Virginia University with a B.S. in journalism, Steranka and his wife, Joann, live in Palm Beach Gardens, Fla., and have two children, Alexandra and Stephen.