



Highlights & Summary – Women in Leadership – March 15, 2024

Guest panelists: Oneda Castillo, Gold Icon / LPGA; Joeleen Akin, Athletic Director, Georgia Tech; Kimberly Beaudin, CEO of College Football Hall of Fame

Early influences:

(JA) - Farm life in Kansas where parents instilled qualities like hard work, don't pay attention to the clock, and getting the job done. "No complaining, no moaning, get it done" mantra personifies Joeleen's adult and professional life even today.

(KB) – Single child, mother most influential. Set your mind, work hard and can accomplish anything. Personal hashtag = "Get it done."

(OC) – Grew up in Cleveland with single mom and lots of women in the family. Favorite aunt owned trucking company and so she thought everyone "told men what to do!" Later one profound experience from man in golf said she'd never make it. Encouraged her to do exactly that!

Impact of sports:

(KB) – Softball growing up / catcher. Learned value of team sports ("trust your team"). Encouraged her daughter to play too (plays VB, SB and runs track.) Happy to see some women's flag football teams, e.g., Reinhardt and Life University.

(OC) – Sports impacted everything from childhood / no dolls etc. and beat out brothers. Always felt comfortable / natural feeling including golf. Played pro football too / not flag / \$50 per game until knee injury ended that.

(JA) – Football was my favorite sport, but mom was not in favor. However, playing basketball is what got her into college and her career. Career all about sports. Biggest lesson: be a good teammate; be industrious; "Lazy people drive me crazy!" Had a great experience while at Agnes Scott College (women's college) and left first job in marketing to go there. Was told it was a killer career move but she proved them wrong with she returned years later as assoc. director of athletics (has since been promoted to top leadership position.) Advice to young women: "Don't pigeonhole yourself to one title or position." Joeleen also explained her role as NCAA designated "senior woman administrator" which is not the same as "senior women's administrator." SWA is a big role at the leadership table. Also, as Title IX coordinator, if she encounters an issue / complaint, she immediately goes to the institution's Title IX Coordinator. And Title IX is more than sexual misconduct – it's also gender equity.

Experience as a female / Higher expectation? / Bias?

(KB) – Promoted into CEO role in March 2020 and Covid hit! Concerned about managing through as first female but great team and still in place today. She definitely had high expectations for herself and added additional pressure. Always wants to be role model for her daughter.

(OC) – Enshrined in African-American Golf Hall of Fame as 4th AA female in LPGA. Didn't know the other three. Felt they represented something young AA girls could look up to but yes, pressure high

– especially to become master pro. Always been a life-long learner, felt had to know more. Joined PGA Tour Superstore to learn about club fitting – filled a gap she felt was only thing missing on her resume.

(JA) – Shared a compelling salary experience where she was offered much less than she was worth. The football coach ended up agreeing with her and became an ally – and she got the salary she asked for. Men have been very important allies in her career.

(KB) – Advice: “Be the most prepared. Be prepared to play your position and do your part (for the team.)” Has a very large Board of Directors now and sometimes uses humor for herself to manage challenges.

(JA) – Known as an innovator at Tech but talked about several initiatives at Agnes Scott (e.g., “Smart Women Sweat” campaign / T- shirts etc. raised national awareness for the college). When she sees a gap – a need – she figures out the best way to meet the need, with a partnership or something else. Considers herself a “strategist” but someone said, she’s also a “conceptual thinker!”

(KB) – CFHOF is a nonprofit and its mission is to inspire, and one way is through education / e.g., STEM curriculum / internships, etc. HOF will be 10 in Aug. of 2024 / currently building a scholarship program for HBCU students.

(OC) – Women’s Golf Foundation goal is to develop young people. Jr program in addition to ladies. Leads to college scholarships – golf as a “carrot” – another benefit - learn life skills.

Thoughts on controversial NIL (Name, Image, Likeness) / Pay \$ to Play

(OC) – Confusing time / divergent views exist. Big money in college football / many players could get hurt and never make it to a career - so maybe it’s ok. Golf? Not the same.

(JA) – NIL is the wild wild west right now. Feels GT degree is its own value (avg starting salary for grad is \$85K.)

(KB) – NIL has good potential but...HOF focus on players who would not be offered the big bucks. Wants to help them benefit.

Word of advice for college basketball phenom Caitlin Clark:

(JA) Get a good financial planner.

(KB) Stay humble.

(OC) Do something outside of your sport (and Caitlin does / A student and serves in leadership role on campus)