

# Women of Color Golf (WOCG) Founder Explains Importance of Golf for Professional Women

by [Safon Floyd](#) Posted: July 17, 2015



Last year BlackEnterprise.com had the pleasure of chatting with Clemmie Perry, Founder and Director of [Women of Color Golf \(WOCG\)](#), an organization for women of color looking to gain exposure to and learn the game of golf. Perry shared details on her contribution to the game of [golf](#) as well as the importance of African Americans taking advantage of the many opportunities golfing has to offer. **BlackEnterprise.com** recently was granted the opportunity to reconnect with Perry as she offered updates on the progress WOCG made within the year, details on their continued mission to diversify golfing, and the importance of women claiming a place in the golfing community.

**BlackEnterprise.com: Since last speaking with BE you were nose deep in cultivating Women of Color Golf. What has transpired since then?**

Perry: The Women of Color Golf first year has proven to be very rewarding and successful. Year to date accomplishments include clinics where we trained 101 women and girls in the basic fundamentals of golf, we acquired a new strategic partnership with [Golf.My Future.My Game](#), and we also now have AMI Kids, Hillsborough Community College, Rogers Park, Tampa Sports

Authority and Wentworth Golf & Country Club as golf clinic partners. We've grown our social networks and our MeetUp group is constantly expanding. Not to mention, our general membership signups has reached 200. In addition to all of this, we're attending more and more events and getting great media coverage.

**What has been the most valuable asset you attained as a result of indulging in the game of golf?**

A partnership created between Women of Color Golf and [Golf. My Future. My Game.](#) to serve as a protagonist to advance the practice of inclusion throughout the industry, and to live the rhetoric of greater diversity in the sport of golf. Our objective to be a driver of opportunities for growing participation in golf, particularly women, the millennial generation, and all people—regardless of how humble their upbringing or the color of their skin sets the foundation as we foster greater diversity in the game.

**Why is it important for women of color to hit the course?**

Many professional women of color do not regard golf as an essential business tool the way that many of their male counterparts do. We have been conditioned to believe that hard work and long hours at the office is the best way to distinguish ourselves and create a favorable reputation. However, this method leaves out an extremely important component of our professional development: relationship building and business development. Because a substantial percentage of golfers are Fortune 500 CEOs and members of executive management, golf provides proximity and access to an elite business population that women of color would otherwise not have access to meet.

**How would you propose women gain footing and find balance in the male dominated golf industry?**

Gain an understanding and exposure to the game to build a comfort and confidence to compete in the game.

**What impact does golfing have on the quality of life of women of color?**

The life of a woman is busy. Faced with a myriad of responsibilities that cross business, family, social and personal boundaries, the challenges for her to find “me” time is difficult. Golf can increase the quality of life by renewing your spirit, improving your posture, enhancing your balance control, building confidence and providing numerous health and fitness benefits. Playing golf and walking 18 holes can burn up to 2,000 calories.

**In which ways may golfing for women of color differ from the experience of white women golfers?**

The culture of golf has historically been dominated by the white male population. Overall, women of all races have been excluded from the sport. Five years ago, the PGA saw the opportunity to focus on the female golfer as women are excelling in their careers and have

disposable income. As women of color advance in their professional careers, golf will be a necessary skill to help level the playing field and enable them to reap benefits beyond normal employee contributions.

**With your youth targeted organization Girls on the Green Tee you focus on exposing young women to the game of golf. What is the benefit of gathering young girls on the golf course?**

The benefit of gathering young girls on the golf course is to expose them to a sport that challenges them in ways that apply to their lives personally and professionally. The game of golf is a very mental game that challenges you strategically in a way that when different techniques are applied different outcomes affect your success. The same principles that apply to the game of golf apply to the game of life. The game of golf educates these young girls on how to strategize and apply everyday life principles in addition to being exposed to a culture that is equivalent to the Fortune 500 companies.

**What are you looking to contribute to the world of golf?**

To reduce the barriers of entry to golf and attract the beginner play, minorities and the millennial generation to grow the game of golf by introducing our Women of Color Golf core principles to: 1) Educate On the Game & Rules; 2) Exposure to various cultures & opportunities; 3) Experience the lifestyle; 4) Economic [career](#) opportunities. We consider these our 4 E's.

**Why are events like the BE Golf & Tennis Challenge important for people of color—and women in particular?**

The BE Golf & Tennis Challenge opens people's minds up to a new way of thinking. It provides a comfort within the confines of our culture (for people of color and women) to focus on the "values" of golf—etiquette, networking, practice and camaraderie. It offers both a diverse lens and context for a better understanding as the challenge to bring new people into the world of golf.

**What can we look for from WOCG in the near future?**

We're looking to chart a rededicated path for increased minority women participation in the game of golf while creating a 'thirst' for sustained focused development. We're also in the works of developing a strategic partnership with Executive Women Golf Association (EWGA), to discuss efforts to mentor, train and collaborate on initiatives to grow the game of golf for women, minorities, the millennial and the new beginner golfer. [Golf. My Future. My Game](#) and WOCG recently held discussions with Pam Swensen, CEO, [EWGA](#) to discuss collaboration efforts. EWGA is the largest amateur golf association providing organized golf activities, social and networking opportunities for in more than 120 cities in the United States and international locations including Bermuda, Canada, South Africa, Ireland, and Italy, the EWGA is active in hundreds of communities. In addition to these things, we'd like to distribute and market our new curriculum, WOCG Golf-On-The Golf Quick Reference Guide, to provide an instructional guided approach to getting started in golf.

**What would you like readers to know about WOCG? How can you be found by those interested in getting started with golfing?**

WOCG is a pathway for women of color to learn the game of golf, gain exposure and access to resources of people, and provide opportunities to connect with leaders, executives and influential decision makers in corporations. Check out our website at [www.womenofcolorgolf.org](http://www.womenofcolorgolf.org) and email us at [info@womenofcolorgolf.org](mailto:info@womenofcolorgolf.org). You can find us on Facebook and Twitter @womenofcolorglf.

To engage and enjoy like-minded people in the golf community be sure to be in attendance at the 2015 Black Enterprise Golf & Tennis Challenge this Labor Day weekend September 3<sup>rd</sup>-6<sup>th</sup> at the PGA National Resort & Spa in Palm Beach Gardens, Florida.

Read article on BLACK ENTERPRISE website: <http://www.blackenterprise.com/event/women-of-color-golf-founder-explains-importance-of-golf-for-professional-women/>