



## Women on the GROW

March 28, 2010

### Featuring Perri duGard Owens



Perri duGard Owens is a Marketing Manager with NASBA and is responsible for marketing strategy, development and implementation for areas such as the organization-wide rebranding, product analysis and evaluation as well as implementing new initiatives. With over 15 years experience within small business, nonprofit and healthcare industries, Owens' experience in the areas of marketing, public relations, communications, market analysis, strategic planning, advertising as well social marketing and interactive development, provide unique opportunities to create brand recognition, develop strong communication strategies and ensure business deliverables. She has previously served as Account Supervisor at BOHAN Marketing & Advertising, Vice President of Marketing and Communications with the Nashville Chamber of Commerce and Marketing Director for TriStar Health System. Mrs. Owens earned her Bachelor's of Business Administration from North Carolina Central University with a concentration in Marketing.

She participates in various community organizations serving on The Women's Fund – Community Foundation advisory board, the Board of Directors for Choral Arts Link, Inc. and Youth Encouragement Services. Perri is also very active with Alpha Kappa Alpha Sorority, Inc. – Kappa Lambda Omega chapter, the Center for Non-Profit Management's Salute to Excellence Awards program and several other local organizations. She previously served as a board member with Nashville Safe Haven Family Shelter, was on the steering committee for CABLE's ATHENA Awards program and has received various awards and recognition such as being named one of *The Tennessean's* Top 40 Under 40, an ATHENA Award Nominee and 100 Black Women Davis-Galloway Empowerment Award Nominee in the same year, along with INROADS/Nashville Alumnus of the Year.

**Perri's Golf Game** - How often does she play? "Not nearly often enough." She says, ' When I started in 2008, it was with lessons at Long Hollow (Gallatin). Pamela Williams and I decided it was time for the girls to get up-to-speed so we could play with the fellas (the Hubs'). So it was in a round of lessons that I became SUPER excited...so much so that I went out the next weekend to buy clubs, shoes, gloves, tees, balls, EVERYTHING. We had so much fun in our lesson the week before that I literally lost my mind!! We continued our lessons and we played a few times, but I played more in 2008 than I did in 2009. Last year I only had a chance to play once, in the Youth Encouragement Services golf tournament (held this year on Friday, April 30th). I serve on the board of directors, so I thought I'd get out there and do something. We did have fun, and hit some great balls...but it was grueling...my first FULL 18 holes. I was so TIRED!"

Why are you interested in GROW? "I like the idea of being around others who are learning and are similar to me. Even though I know plenty of people within the GROW organization who are probably much more advanced, it makes me proud to have others who are interested in learning together."

Do you play for business, leisure, etc? "I play leisurely, now, so that I can get to the point of playing for business. With my consulting and board involvement, I've had more opportunities to be involved with the networking and relationship building side of golf, which I love. I describe my game as a work in progress, something that I am ready to GROW."



Questions or comments or to add or be removed from the mail list [info@growtoday.com](mailto:info@growtoday.com)  
GROW \* PO Box 292830 \* Nashville, Tennessee \* 37229



Valerie Hayes and Tracy Pointer



Women of GROW, Summer 2009

## Growing Golfers One Stroke at a Time!

A Message from President Tracy Pointer [www.growtoday.com](http://www.growtoday.com)

Hello ladies! I have a lot of information to cover. In this issue, I'll update in a past, present, future format. *The past:* just this past Thursday, the Nashville Business Journal recognized the 2010 Forty Under 40 honorees. These folks are noted as forty of the best young leaders making an impact on business in the Nashville area. Proudly, two of GROW's women were recognized: Valerie Hayes and Yours Truly. Excerpts from the NBJ Forty Under 40 March 26, 2010 edition...

*Valerie is National Director of Technology for Deloitte Service, LLP. She sits on the CIO leadership team and has managerial responsibility for the planning and implementing of major strategies, initiatives, technology-wide efficiency analysis, and organizational strategy for the 1,200+ person technology organization. Valerie mentions in the NBJ feature that the activity that gives her the most satisfaction when she's not working is golf, playing piano, attending Broadway performances, and watching the Titans. Congratulations Valerie!*

*Tracy, Area Human Resources Manager, has been with UPS for 20 years, starting part-time while a student at Tennessee State University. After graduation, Pointer has held a number of managerial positions, most in the human resources area. The single biggest career motivator for Tracy is going to work and doing something she enjoys. Sounds cliché', but if you enjoy it then it doesn't appear as much like work.*

To learn more about all of this year's honorees, visit [nashvillebusinessjournal.com](http://nashvillebusinessjournal.com). Please also note, the Nashville Business Journal will feature each honoree individually weekly for the next 40 weeks.

*The present:* Excellent news! The 501c3 for Golfers Recognizing Opportunities for Women, Inc. has been granted. I started growing golfers in 2007 and some of you have been associated with GROW since the beginning. You have really blossomed and inspired my growth of this organization. Thank you. It has and continues to be a path that I am proud to travel!

GROW Girl sessions started on the 20th of March. We discussed honor, punctuality, and the definition of charm at the first session. We have 13 wonderful young girls, ages 10-12 and Shatona Griffin and I will coordinate and facilitate the sessions. Feel free to respond if you'd like to volunteer. Once again, the mission of GROW Girl is to help girls grow, learn etiquette and honor through the game of golf, and realize and pursue their dreams. GROW Girl was launched in August 2009 in response to feedback at last year's season kickoff that led to us developing a mentoring program.

*The future:* Please save the date for the following activities: **Saturday, April 10, 2010** from 11:30—1:30 p.m. It is the date for the kick-off of the 2010 GROW season. We always start with the Masters Tournament. This year, we will meet at Hermitage Golf Course for the season kickoff. At the kickoff, you will be able to sign up for lessons, view the Masters Tournament and Tiger's comeback, and it is demo day at Hermitage! Feel free to bring a friend.

**Thursday, April 15, 2010** we will be participate in the Million Mentors Campaign, an effort coordinated by Michael Baisden and hosted by 92Q. It will take place at Kean Hall on the campus of Tennessee State University. Ladies GROW Girl is one of the ways that GROW addresses mentoring. Please support this campaign and attend and wear your green GROW shirt. I am getting a bundle of tickets and would like for us to have a sea of green at the event to demonstrate our efforts that started last year in partnership with Big Brothers Big Sisters. Seed You Soon™



Questions or comments or to add or be removed from the mail list [info@growtoday.com](mailto:info@growtoday.com)  
GROW \* PO Box 292830 \* Nashville, Tennessee \* 37229