

# PERFECTSENSE

2016 Perfect Sense Pro-Am  
Congressional Country Club  
June 20, 2016



## Amateur Participants

|                   |              |                      |              |
|-------------------|--------------|----------------------|--------------|
| Kendel Abrams     | Foursome #5  | Jordan Lewites       | Foursome #1  |
| Natalie Abt       | Foursome #8  | Ben London           | Foursome #9  |
| Dario Ayala       | Foursome #2  | Timothy McGuigan     | Foursome #7  |
| PJ Bolger         | Foursome #6  | Michael Mulligan     | Foursome #12 |
| Ashley Burke      | Foursome #9  | Elizabeth Nguyen     | Foursome #5  |
| Thomas Capel      | Foursome #6  | George Palmer        | Foursome #7  |
| Caroline Cole     | Foursome #7  | Cassie Paulin        | Foursome #12 |
| Kevin Conroy      | Foursome #2  | Marin Pena           | Foursome #3  |
| David Curtin      | Foursome #8  | Leroy Petry          | Foursome #4  |
| Ben Deutsch       | Foursome #4  | Chad Pfeifer         | Foursome #1  |
| Mason Dirlam      | Foursome #10 | Kevin Pritchard      | Foursome #10 |
| Brandon Elliott   | Foursome #11 | Kyle Ragsdale        | Foursome #3  |
| Jeff Emery        | Foursome #12 | Arthur Rea           | Foursome #11 |
| Spencer Faircloth | Foursome #9  | Jared Robinson       | Foursome #12 |
| Jake France       | Foursome #5  | Scott Rohrer         | Foursome #4  |
| Matthew Gang      | Foursome #1  | Dave Romanowsky      | Foursome #8  |
| Dylan Gang        | Foursome #7  | Joe Romero           | Foursome #1  |
| Aubrey Graves     | Foursome #4  | Camrin Sandoz        | Foursome #3  |
| Jeb Hague         | Foursome #11 | Charlie Schoenthaler | Foursome #5  |
| Rob Irvine        | Foursome #8  | Dan Sisan            | Foursome #10 |
| Tyler Lagasse     | Foursome #2  | Maggie Smith         | Foursome #11 |
| Matthew Large     | Foursome #10 | Miles Stroud         | Foursome #9  |
| Casey Lasley      | Foursome #3  | Chris Turner         | Foursome #2  |
| Ryan Lauridsen    | Foursome #6  | Max Wimbrow          | Foursome #6  |

## Foursome #1



### Jordan Lewites

A creative, energetic sports marketing executive, Jordan's vast experience in the sports business includes: brand marketing, client management, sales, digital, events and strategic/activation consulting. Before being acquired by Lagardère Sports, Jordan was a partner at Forefront Sports Group in Dallas, TX. Over the years, he's worked with some of the most prominent brands in sports and talented players in golf including two-time Major Champion, Jordan Spieth.

### Joe Romero

Joe has been involved with The First Tee since 2008. He has been awarded "Outstanding Male Leader" for two years in a row, 2014-2015. Joe has been on the varsity team since his freshman year and will continue playing in college. Joe has been a junior coach for the Dallas chapter for the past four years. The First Tee has opened many doors for him and he has been able to meet two of his mentors, Lee Trevino and Jordan Spieth.



### Chad Pfeifer

After graduating from college, Chad Pfeifer joined the U.S. Army as an infantry paratrooper and served over three years as an airborne infantryman before losing his left leg while deployed in Iraq. During Chad's therapy and recovery, he picked up the game of golf and quickly became a competitor. Since picking up the game in 2008, Chad has won back-to-back-to-back Warrior Open championships. In 2015, he competed on the Golf Channel's *The Big Break*, earning the nickname "Corporal Clutch." A Purple Heart Recipient, he and his wife Summer have two sons, Grady and Lucien.

### Matthew Gang

Matthew Gang is a rising sophomore at St. Paul VI in Fairfax, VA and was a member of the High School Varsity Golf program and the High School Swim team. He has been playing golf with his dad since he was six years old. In 2014, Matthew played on the foursome that won the two-day Hero World Championship in Orlando, FL. In his free time, Matthew loves to play sports, sing, participate in all things water, and hang out with his "dudes."



## Foursome #2

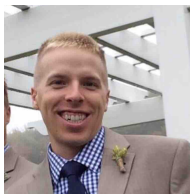


### Kevin Conroy

Kevin Conroy serves as chief strategy & data officer and president, Enterprise Development for Univision Communications Inc. He focuses on identifying and incubating new business opportunities across UCI’s diverse portfolio of brands to create products and services that enrich the quality of life for Hispanic consumers. Under his leadership, the company launched the first-ever bilingual digital video network, UVideos, in October 2012.

### Dario Ayala

Dario is an ACE participant of The First Tee of Atlanta and has been with the program for seven years since he started in the Target Practice level. He attends regular sessions of his chapter as well as various fundraising and community service events. Dario is a graduating senior and will be attending Berry College to play golf and study engineering through a dual degree program the college offers with Georgia Tech. Ben Hogan once said, “The most important shot in golf is the next one.” That saying has stuck with Dario because of its simplicity and thoughtfulness. You can’t do anything about the past, but you can control your future.

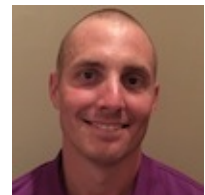


### Tyler Lagasse

Tyler has been competing in Special Olympics since 2003 in basketball, track and field, golf, and alpine skiing. Golf is his favorite sport. He has won the gold medal in the MA state games for nine consecutive years. He won silver medals at the National Games in Nebraska in 2010 and in New Jersey in 2014. He received an Associate’s Degree from Middlesex Community College in 2014 and is now pursuing a Bachelor’s Degree from the University of Massachusetts Lowell. He has co-authored a book with his mother, Deborah, titled *What Do You Say? Autism with Character*.

### Chris Turner

From 2007-2008, Captain Turner deployed to Iraq as a rifle platoon leader and to Afghanistan from 2013-2014 as a Company Commander. On October 5, 2013, he was wounded in a firefight when an Afghan Security Guard turned his weapon on him and other soldiers. For his actions, he was awarded both the Purple Heart Medal and Army Commendation for Valor. Currently, he is a student at the Air Command and Staff College. Captain Turner and his wife, Katrina, live in Prattville, AL, with their three children, Vyolet, Rowan and Zane.





## Foursome #3



### Kyle Ragsdale

Kyle is the Chief Marketing Officer of Billy Casper Golf, the largest domestic owner-operator of golf courses, country clubs, and resorts. He oversees all sales, marketing communications and PR, as well as the overall marketing strategy of the BCG brand. During his tenure, he and his team have built an industry-leading and dynamic marketing platform. He is a graduate of Evangel University with an MBA from the Kellogg School of Management at Northwestern University.

### Marin Pena

Marin is an Eagle level participant who has been with The First Tee for more than six years. She helps coach the all-girls PLAYer class and is working towards becoming an LPGA Girls Golf eLeader and a junior assistant golf coach with The First Tee. Marin is a sophomore at Wakefield High School. Not only is she an honor roll student and the only girl playing on the co-ed varsity golf team, but she also won the Coaches Award, recognizing her attitude, work ethic, and sportsmanship.

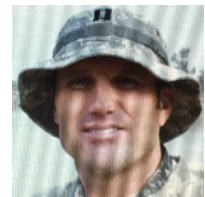


### Camrin Sandoz

Camrin has been competing in Special Olympics since he was eight years old. Cam's latest passion is golf, where he dedicates himself to practicing daily at his home course where he also works. Camrin plays golf on his high school team and was named Captain his senior year. Camrin attended The Masters this spring with Perfect Sense, where he was able to watch his idol, Jordan Spieth. He is excited to play in the Perfect Sense Pro-Am and build friendships on and off the course. Having graduated from high school last month, he will start in the University of Louisiana's UL Life program this fall.

### Casey Lasley

CPT Casey Lasley was born and raised in South Eastern Idaho. He received a Bachelor's Degree in Political Science from Brigham Young University in 1996 and a Master's Degree in Public Administration from the University of Hawaii in 1998. He joined the United States Army in 2003 and has spent the last 13 years in active duty service as an Intelligence Analyst. His deployments include 24 months in Iraq as well as several shorter missions to Afghanistan and Guantanamo Bay, Cuba. He received several honors while in combat, including the Bronze Star Medal and the Combat Action Badge.



## Foursome #4



### Ben Deutsch

Ben is Vice President, Corporate Communications for The Coca-Cola Company. In this global role, he is responsible for Corporate Media Relations, Global Brand PR, Social and Digital Communications, Issues Management, Internal Communications and Executive Communications. A 23-year veteran of The Coca-Cola Company, Deutsch has been in his current role since 2007.

### Aubrey Graves

Aubrey has been playing golf with The First Tee of East Lake since the age of six. He was also an active member of the Westlake High School boy's golf program for four years. In 2015, he was chosen to play in The Bill Dickey Invitational at Ibis Country Club in West Palm Beach and was selected as one of 81 players around the nation to play in the Nature Valley First Tee Open where he played alongside Billy Andrade. Recently, Aubrey was chosen to play the Fluor Competitor-Amateur at Sage Valley. Aubrey has decided to attend Prairie View A&M University in Texas this upcoming fall majoring in Engineering with a minor in Business Administration where he will also play golf.



### Scott Rohrer

Scott from York, SC started playing golf at age seven. He has competed on state and national levels in Special Olympic events. He has also played and won several tournaments on a local amateur golf tour. Last summer, Scott won gold at the World Games in Los Angeles. Scott holds Special Olympics World Games tournament and single day records. When he is not on the golf course or practicing, he enjoys playing video games; bowling; fishing; and watching WWE, NASCAR, and the Carolina Panthers.

### Leroy Petry

Sergeant First Class Leroy Petry joined the 75<sup>th</sup> Ranger Regiment in September 1999. Petry was deployed eight times to Iraq and Afghanistan, earning numerous distinctions, including two Bronze Star Medals, a Purple Heart, and, most notably, the Medal of Honor for "conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty." His heroic actions, which resulted in the amputation of his right hand, saved the lives of his fellow Rangers. A proud father of four, Petry currently serves on several veteran organization boards supporting wounded veterans and employment. He is also pursuing a degree in business management.



## Foursome #5



### Charlie Schoenthaler

Charlie is an account manager at Vrge Strategies, a strategic communications firm based in Washington, DC. Vrge helps associations, corporations and non-profits navigate the politics of disruption. The firm’s client roster includes Cisco, GoDaddy, NBC and TechNet, among others. Charlie focuses on media strategy and has secured coverage in a wide variety of national publications including *Wall Street Journal*, *Washington Post*, and *New York Times*. Charlie studied communications at the College of Charleston.

### Kendel Abrams

Kendel is an ACE level participant who has been in the program for eight years. She has participated in various regional and national tournaments. She was selected by the Tiger Woods Foundation to participate in the Callaway Junior World Tournament in 2012 and also was a standard bearer for the AT&T National Tournament in 2012 and 2013. Three years ago, Abrams started a program called Grasp Girls with Golf to expose girls to not only the fundamentals of golf but also the opportunities of golf such as jobs and scholarships.



### Elizabeth Nguyen

Elizabeth has been involved with The First Tee of the Sandhills for four years and is currently an Ace level participant. Elizabeth’s commitment to her chapter is second to none, as she serves as a volunteer coach/mentor for younger classes, including Just for Girls and Target level programming. Elizabeth also shines in the classroom. She is currently first in her class of over 500 students and is President of Future Business Leaders of America at Pinecrest High School.

### Jake France

Jake France is an amateur golfer from Ellicott City, MD. He attended and played baseball for Alderson-Broadus University in Philippi, WV. His baseball swing, softball and work schedules, inhibit his ability to work his way onto the PGA Tour. In 2004, SSG France enlisted in the US Army and deployed twice as an Infantryman with the 82nd Airborne Division. From 2010-2013, he served in The Old Guard, taking part in hundreds of military funeral services, honoring the lives of our nation's veterans and active duty casualties from The Global War on Terrorism. He continues to serve as a member of the US Army Legislative Liaison Office, providing operational and logistical support to congressional missions stateside and abroad. Jake currently lives with his wife, Rikki, son, Cole, and daughter, Vaughn.



## Foursome #6



### Ryan Lauridsen

Ryan is a Tax Partner at PwC, focusing on serving high net worth individuals and their families. He has 19 years of experience in public accounting. Ryan has assisted clients with individual compliance and tax planning, gift and generation-skipping tax compliance and planning, stock option planning, international and foreign tax compliance and planning, fiduciary taxation and estate planning, and charitable giving techniques.

### PJ Bolger

PJ has enjoyed participating in Special Olympics for 26 years. He has competed at Ontario Provincial Games in swimming, curling, bocce, basketball and golf. He has also represented his province at the Canadian National Summer games in both swimming and golf. Golf is his favorite sport and he has been lucky enough to attend 2 SONA events in New Jersey and South Carolina. When not hard at work at the YMCA, he can be found on the golf course perfecting his game. One of the highlights of his golf career was a private lesson with Mike Weir shortly after he won the Masters. PJ is thrilled to be able to play in the Perfect Sense Pro-Am.



### Thomas Capel

Command Sergeant Major Thomas R. Capel, a native of Ellerbe, NC, has had a diverse career with positions and assignments, holding every duty position within the scope of his primary field, including United States Army Europe Command Sergeant Major. In 2006, Thomas was selected as the 22<sup>nd</sup> command sergeant major of the 82<sup>nd</sup> Airborne Division. He was deployed five times, including one deployment to Iraq in support of Operation Enduring Freedom. Capel is the recipient of numerous awards, such as the Legion of Merit, the Bronze Star Medal, and the Meritorious Service Medal. He is married to his wife Marissa, a retired sergeant major, and has three children. He is retired from the Army and is currently working with Troops First Foundation.

### Max Wimbrow

Max has been an Ace level participant in The First Tee of Greater Charlotte for four years. He has been a participant in The First Tee of Greater Charlotte since 2010. He enjoys helping the younger players in The First Tee reach their golfing and life goals. Max enjoys all sports, especially golf, football, and baseball. Max has been playing golf for the last seven years, has a 0 handicap and has won many junior tournaments in North Carolina. Max's future goals are to play on the PGA Tour and become the best player in the world.



## Foursome #7



### Dylan Gang

Dylan Gang, originally from the Niagara Falls area, lives in Ashburn, VA. Dylan is a User Experience Designer at Perfect Sense Digital in Reston, VA. He is a fan of all sports but mostly plays hockey, basketball, golf, and tennis in his free time.

### Caroline Cole

Caroline is an Ace Level participant at The First Tee of Greater Charlotte. She has represented her chapter on a national level through her participation in The First Tee Life Skills and Leadership Academy. She was a four-year letterman in golf and three-year team captain. For the past three years, Caroline has been named MVP of her high school team, selected to the Southern Piedmont All-Conference Team and named the Southern Piedmont 1A/2A Golfer of the Year. In 2015, she placed third at the North Carolina High School 1A/2A State Championship. Caroline is a recent high school graduate with plans to attend Sewanee-The University of the South-this fall.

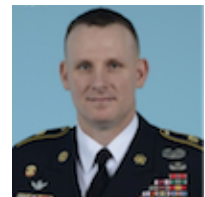


### Timothy McGuigan

Timothy is rising junior at Mount Pleasant High School in Wilmington, Delaware and is in the International Baccalaureate Programme. Timothy has been actively involved with The First Tee of Delaware chapter for the last seven years. On days off of school, especially if they are during the week, Timothy will volunteer time at The First Tee of Delaware's office. Outside of golf, Timothy has previously played youth football and has also wrestled for 4 years for his local youth wrestling league. He is also very active in several missions at his church.

### George Palmer

Master Sergeant George Palmer is from Mason, Ohio. He is an avid Buckeye, Bengals, Tiger Woods, and Reds fan. He enlisted into the Army in March of 1996 as a 14S, Avenger Crewmember. He currently serves in the Headquarters, Department of the Army Soldier for Life program. Master Sergeant Palmer has four deployments in support of Operation Iraqi Freedom and Operation Enduring Freedom. He fell in love with playing golf while stationed in Hawaii in 1999. Master Sergeant Palmer is married with a son and daughter.





## Foursome #8

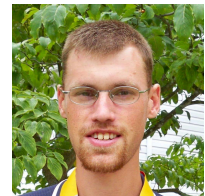


### Natalie Abt

Natalie is an Eagle level participant who has been with The First Tee for the past four years after learning about the program from a fellow classmate. She credits The First Tee for giving her the confidence to play competitive golf in high school and also helping her to become more outgoing. Her Coach Eric Amato says "Natalie is not a very loud, outspoken individual but she possesses a quiet confidence that many overlook because of her quiet demeanor." Abt plans to continue to volunteer at her local chapter as she heads off to college in the fall at Carlow University.

### David Curtin

David, a Special Olympics athlete since 1994, was a silver medalist at the 2011 Special Olympics World Summer Games in Athens, Greece, and a gold medalist at the 2010 Special Olympics National Games in Lincoln, Nebraska. During an interview about being a World Games golfer, Curtin said "This is the opportunity of a lifetime. I will get to show that people are not limited by their disabilities. Anyone can achieve their goals with hard work, practice and determination." David works as a landscaper with BrightView Landscape Services.



### Dave Romanowsky

Technical Sergeant Dave Romanowsky enlisted in the U.S. Air Force in 1994 and retired in March 2011. During his first deployment to Iraq, he responded via ground convoy to 429 IED attacks or attempted attacks throughout the city of Mosul. He was the victim or target of enemy insurgents on 12 separate occasions and was attacked by IEDs. He was later deployed to Taji, Iraq, where he conducted 123 missions to known IED sites. Later, he was re-deployed to Baghdad, Iraq, where he completed an additional 229 combat missions. For his heroic actions, he was awarded many honors including the Bronze Star and Purple Heart. He is married to Retired Master Sergeant Gayla Romanowsky and they are the proud parents of two children, Derek and Brooke.

### Rob Irvine

Rob Irvine is the Content Director at Perfect Sense. He works with the company's client partners to help them create content strategies that power and grow their digital experiences. Before joining Perfect Sense three years ago, Rob was Editor-in-Chief and VP of Network Programming at [AOL.com](http://AOL.com). He's the father of three and, while a lifelong golfer, hasn't played a full round of golf since the birth of his four-year-old son, Oscar. Watch out, gallery!



## Foursome #9



### **Ben London**

Ben is a Senior Technical Manager at Perfect Sense Digital. Ben grew up in the area and currently lives in Bethesda, Maryland with his 2 daughters. Sporting a 21 handicap, Ben does not play as much golf as he would like, but he’s going to give Congressional everything he’s got.

### **Ashley Burke**

Ashley is from St. Augustine, Florida and has been with The First Tee for almost seven years. Recently, she finished her freshman year at Ponte Vedra High School and was on the varsity golf team playing in the top five. Over the course of her season, they received 1<sup>st</sup> place at districts, 1<sup>st</sup> place at regionals, and 5<sup>th</sup> place in the state championship. She is honored to have been given the opportunity to be a part of the Perfect Sense Digital Pro-Am Challenge and can’t wait to add another chapter into her golf career.



### **Spencer Faircloth**

Spencer is an Ace level participant who has been with The First Tee since 2008. Since joining The First Tee, Spencer has learned to be more outgoing and confident, and has learned to model the nine core values in all he does. He strives to be a role model, both on and off the golf course. Spencer is passionate about golf, practices/plays daily, and competes regularly in tournaments to improve his skills, while maintaining a 4.17 GPA.

### **Miles Stroud**

Miles Stroud has been a member of The Woodlands Shooting Stars Delegation of Special Olympics Texas for nine years competing in golf, bowling and basketball – with his first love being golf. He lives in Spring, Texas, with his family and works at Windrose Golf Club, managing the cart barn for the facility. Miles’s handicap is 9.2.



## Foursome #10

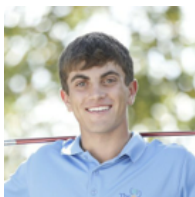


### Dan Sisan

Dan Sisan is a Software Engineer at Perfect Sense Digital. He grew up near Detroit, MI, playing the links at Riverview Highlands -- aka Mt. Trashmore, as featured on ABC's 20/20. Dan currently lives in Maryland with his wife and two daughters.

### Mason Dirlam

Mason is an Ace level participant and volunteers with the other classes to help out and give tips. He has been with The First Tee for seven years and plays a lot of golf with the classes. He plays on a local tour that plays different courses every Monday. He plays on a state tour called the Meijer tour and has played varsity golf for his school for the past 2 years. Mason played two years on his school's JV hockey team and won states for their division both years. This year he made the varsity team.



### Matthew Large

Matthew has been a part of The First Tee of Central Florida since it first started in 2012. He is one of the few members in the Central Florida Chapter that is from the 28 founding participants. Matthew has competed in golf events around the state of Florida and enjoys meeting new people. Matthew is always there to represent his local chapter and takes pride in his work. Helping at his local chapter and school, Matthew has over 300 hours of community service. He has been noted as a leader and role model to his local chapter and is always willing to learn and grow friendships.

### Kevin Pritchard

Kevin has been a member of the Special Olympics movement for 26 years. He has been playing golf for eight years and played at the National Games in Vancouver 2014. He has played in the SONA invitational twice in New Jersey in 2013 in level 4 and Hilton Head in 2015 in level 5. He also competes in curling and 5-pin bowling and has been to the provincials for curling. He works full time. He loves to learn, practice and competem, especially in golf.





## Foursome #11



### Brandon Elliott

Brandon Elliott has been one of the most committed members of his chapter. He has a two-hour drive every time he attends The First Tee of Pine Mountain. His commitment resulted in him becoming an Ace level participant. Brandon has played on his high school golf team since the 6<sup>th</sup> grade, and he has won several individual tournaments. He has a 4.5 GPA.

### Maggie Smith

Maggie has been a member of The First Tee of Spartanburg & Cherokee Counties since 2011 and is now an Ace level participant. She loves to coach the younger participants in her chapter and can be found there when she is not practicing her own game. Maggie is a competitive golfer and started on her high school golf team where she will be captain this upcoming season. When not playing golf, she enjoys being a member of her high school's BETA, Key and Leo clubs and being a part of Central UMC's youth group. Maggie works hard balancing golf and activities, and is in the top 5% of her graduating class.



### Arthur Rea



Arthur has been involved with Special Olympics for 24 years as an athlete. He has played many sports with Special Olympics such as swimming, softball, indoor and outdoor soccer, powerlifting, basketball, floor hockey, curling and golf. He was also the 1st athlete in Canada to be on the National Board of Directors.

### Jeb Hague

Jeb Hague is a golf enthusiast from Lansdale, Pennsylvania. He enlisted in the United States Army in 2006 after completing his bachelor's degree in Music Education. After completing basic training at Fort Sill, Oklahoma, he was stationed at Fort Myer, VA as a member of the United States Army Old Guard Fife and Drum Corps. Sergeant First Class Hague currently serves as the Senior Drum Major of the Corps. He most recently led a trip to Oslo, Norway, where the Corps served as the official United States representative at the Norwegian Military Tattoo. In July, Jeb will marry his fiancée Amanda on the beautiful island of Maui.



## Foursome #12

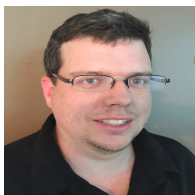


### Jared Robinson

Jared has been an active participant at his local chapter since moving to Pinehurst in the summer of 2008. Through his hard work, he has earned his status as an Eagle level participant. Last fall, Jared was selected to represent The First Tee of the Sandhills at the Nature Valley First Tee Open. Jared was lucky enough to be paired with the current Ryder Cup Captain, Davis Love III.

### Cassie Paulin

Cassie is a junior at Reagan High School in Pfafftown, North Carolina. She has been involved with The First Tee of the Triad since 2010 and is currently an Ace level participant. She volunteers as an assistant coach every spring season and loves teaching young kids to play golf. Golf has helped Cassie in many ways. She was shy at a young age, but through golf, she was able to learn how to express herself and be confident in who she is. Today, she plays on the Varsity Women's Golf Team and will be the co-captain this coming year.



### Jeff Emery

During his time as a Special Olympics golfer, Jeff has progressed from Level 2 Unified Golf to Level 5 Individual competitions. He has won Special Olympics Bronze, Silver, and Gold medals at the Virginia State and National levels. His most notable achievement was on hole 13 at Lost Key Golf Club, where he achieved a hole-in-one on March 19, 2016! Jeff is a logistics specialist at the Northern Virginia Community College warehouse.

### Michael Mulligan

Michael Mulligan is a weekend golfer, born and raised in Omaha, Nebraska. He started playing golf for his high school in Omaha, and has continued to play casually ever since. He enlisted into the US Army in Jan 2015, where he reported to Ft. Benning, GA for basic training, infantry training. Upon graduation, he reported to Fort Myer, VA. He is now part of the 3<sup>rd</sup> US Infantry Regiment, The Old Guard. He is part of the Regiments best color guard team, where he marches funerals, retirement ceremonies, and different ceremonies across the national capital region.

