



EXECUTIVE  
WOMEN'S DAY



TOUR  
CHAMPIONSHIP

## FOR IMMEDIATE RELEASE

### PGA TOUR Executive Women's Day Presented by Delta Air Lines returns to TOUR Championship 2016

*Female golfers from local First Tee chapters to take part in day of education and networking*

**Atlanta, GA (September 12, 2016)** – As many of the world's top PGA TOUR players prepare to showcase their skills at the 2016 TOUR Championship, the tournament will serve as the backdrop for a day-long event designed to inspire professional women during the PGA TOUR Executive Women's Day on Tuesday, September 20, from 9:30 a.m. – 3 p.m. in the clubhouse at East Lake Golf Club in Atlanta, GA.

Up to 200 Atlanta-area businesswomen will participate in the event, which will include keynote speaker presentations, panel discussions, networking sessions and a behind-the-scenes tour of the tournament. Atlanta-based Delta Air Lines will serve as the Title Sponsor of Executive Women's Day at the TOUR Championship.

"Women can learn so much from each other through candid and open conversations and I am excited to participate in this great event," said Joanne Smith, EVP and chief human resources officer, Delta.

The PGA TOUR is proud to partner with Morgan Stanley, which serves as element sponsor of the panel discussion and keynote address for nine of the Executive Women's Day events held around the country, including the TOUR Championship event. In all, 19 PGA TOUR Executive Women's Day events will be held during TOUR tournaments in 2016, with some of the nation's most dynamic female business leaders and innovators tapped to discuss critical issues facing today's female executives. This popular business forum annually brings together influential women in tournament markets nationwide to participate in an engaging event focused on professional development, leadership management, networking, corporate dialogue and corporate social responsibility.

The keynote address will be delivered by Carla Harris, Vice Chairman, Wealth Management, Senior Client Advisor, Managing Director at Morgan Stanley. Harris' discussion will focus on performance currency vs. relationship currency, and what it takes to be a powerful, impactful and influential leader.

Panel discussions will focus on career advancement, leadership, negotiation and financial responsibility – with Lynn Smith, anchor of Weekend Express on HLN, serving as the moderator. Panelists will include:

- Deb Guerra, senior vice president, bank partnerships, First Data
- Caroline Gundeck, managing director, Morgan Stanley Wealth Management and head of the client development group for U.S. Wealth Management and Private Wealth Management
- Joanne Smith, executive vice president & chief human resources officer, Delta Air Lines
- Pamela Stewart, vice president, national retail sales, Publix for The Coca-Cola Company

Morgan Stanley values the importance of mentorship and engaging women in the game of golf through its partnership with The First Tee. Morgan Stanley is expanding this connection with The First Tee by inviting a select group of young, female golfers from local First Tee chapters to join them for a day of education and networking at each of the Executive Women's Day events that the firm is sponsoring.

More than 10,000 female executives have participated in Executive Women's Day events since the programs' inception in 2013. A complete list of 2016 events can be found on the PGA TOUR Executive Women's Day website at [www.executivewomensday.com](http://www.executivewomensday.com).

#### **About Delta Air Lines**

Delta Air Lines serves nearly 180 million customers each year. In 2016, Delta was named to Fortune's top 50 Most Admired Companies in addition to being named the most admired airline for the fifth time in six years. Additionally, Delta has ranked No.1 in the Business Travel News Annual Airline survey for an unprecedented five consecutive years. With an industry-leading global network, Delta and the Delta Connection carriers offer service to 321 destinations in 56 countries on six continents. Headquartered in Atlanta, Delta employs more than 80,000 employees worldwide and operates a mainline fleet of more than 800 aircraft. The airline is a founding member of the SkyTeam global alliance and participates in the industry's leading transatlantic joint venture with Air France-KLM and Alitalia as well as a joint venture with Virgin Atlantic. Including its worldwide alliance partners, Delta offers customers more than 15,000 daily flights, with key hubs and markets including Amsterdam, Atlanta, Boston, Detroit, Los Angeles, Minneapolis/St. Paul, New York-JFK and LaGuardia, London-Heathrow, Paris-Charles de Gaulle, Salt Lake City, Seattle and Tokyo-Narita. Delta has invested billions of dollars in airport facilities, global products and services, and technology to enhance the customer experience in the air and on the ground. Additional information is available on the Delta News Hub, as well as [delta.com](http://delta.com), Twitter @DeltaNewsHub, [Google.com/+Delta](https://www.google.com/+Delta), and [Facebook.com/delta](https://www.facebook.com/delta).

#### **About Morgan Stanley**

Morgan Stanley (NYSE: MS) is a leading global financial services firm providing investment banking, securities, wealth management and investment management services. With offices in more than 43 countries, the Firm's employees serve clients worldwide including corporations, governments, institutions and individuals. For further information about Morgan Stanley, please visit [www.morganstanley.com](http://www.morganstanley.com).

#### **About the PGA TOUR**

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, PGA TOUR Champions, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR China.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 227 countries and territories in 30 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2015, tournaments across all Tours generated a record \$160 million for local and national charitable organizations, bringing the all-time total to \$2.3 billion.

The PGA TOUR's website is [PGATOUR.COM](http://PGATOUR.COM), the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

**Table sponsorships for Executive Women's Day at the TOUR Championship are available. For more information, please email [ewd@pgatourhq.com](mailto:ewd@pgatourhq.com) or call (904) 280-5004.**

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