



Carolinas PGA Names Zack Veasey, PGA as the 51st Inductee to the Carolinas PGA Hall of Fame

FOR IMMEDIATE RELEASE

GREENSBORO, NC (August 30th, 2021) – The Carolinas PGA is honored to announce PGA Professional, Zack Veasey, as the 51st Inductee into the Carolinas PGA Hall of Fame. The Carolinas PGA Section's Hall of Fame is an exclusive group of the finest PGA Professionals and other leaders in golf who have called the Carolinas home. The PGA of America lists 37 characteristics of PGA Professionals including being a motivator, community leader, business manager, accomplished player, trained instructor, counselor, and friend. The Section's Hall of Fame members have displayed traits such as these over the span of their lives and careers to the benefit of their community and the game of golf at large. These individuals have positively impacted countless lives through professional and personal relationships.



With plans of attending law school after attending the University of North Carolina at Chapel Hill where he studied Political Science, Zack was recruited into the golf business by his long-time mentor Luke Veasey, PGA, Head Golf Professional at Hillandale Golf Course in Durham, NC. Zack had learned to play the game and to grow an appreciation for the golf business while growing-up and working at Hillandale as a teenager, where Luke and Johnny Cake, PGA donated their time and friendship.

"As time has gone on, like so many PGA Professionals, it just became something that I did." Zack quoted years later about the transition, "I was in love with the game and the profession before I even realized it, so it just became part of my personal fiber."

It became Veasey's mission to make Hillandale Golf Course a mirror of the citizenry of Durham. During his time as Head Golf Professional and as Director of Golf at Hillandale Golf Course, Veasey and his team had several accomplishments to further the growth of golf to minority groups in the area. These accomplishments included partnering with the Bull City Golf Club Foundation, an all-minority golf club that called Hillandale its home. Bull City Golf Club and Hillandale Golf Course hosted the largest all minority golf event in the country for twenty-five consecutive years. His team also founded the Bull City Youth League which is an inner-city league that was supported by Hillandale Golf Course, USGA grants, local businesses, and the Durham Police Department. He made Hillandale the home course of North Carolina Central University and grew the diversity of the game by hiring LPGA and African-American PGA Professionals. Over one-million rounds of golf were played at Hillandale Golf Course during his twenty-two years

at the course.

During his time at Hillandale Golf Course, he was Carolinas PGA Public Merchandiser of the Year ten times, PGA of America Merchandiser of the year twice, Carolinas PGA Golf Professional of the Year, and recipient of the PGA Professional Development award (formerly the CPGA Horton Smith Trophy) and Bill Strausbaugh Award. He served on the Carolinas PGA Board of Directors for seven years (1997-2003) including two years as the Carolinas PGA President (2001-2003). He also served on the PGA of America Board of Directors for three years (2004-2007) and on several Carolinas PGA and PGA of America Committees, often as the chairperson. These included the CPGA Executive Director Search Committee (chairperson in 2015 and member in 1998), CPGA Finance Committee (chairperson from 1999-2001),

CPGA Education Committee (chairperson from 1997-1999), CPGA Awards and Honors Committee (chairperson in 2000), CPGA Membership Interview Committee (chairperson and member), PGA of America CEO Search Committee (member in 2006), PGA of America Budget Committee (member from 2005-2006), PGA of America Show Steering Committee (Member in 2005, 2006, 2012, and 2019), and PGA of America Awards and Honors Committee (member in 1994 and 2000).

Veasey stated this in his candidacy letter in 2001 when running for the President of the Carolinas PGA, "The most fulfilling examples of realizing that you are providing friendship and guidance through leadership by example, are those that involve fellow golf professionals reaching out to give you the opportunity to ask 'how can I help?' Being in a position to be trusted through an open mind and heart combined with experience acuity is something that I personally take very seriously and appreciate the opportunity to help my fellow PGA Professionals."

Following his years at Hillandale Golf Course, Veasey became a managing partner in Global Value Commerce in 2006. Global Value Commerce was founded in 2001 by longtime friend of Veasey, Ed Byman, on the business case of bringing structure to the secondary market of the golf industry. Today GVC is celebrating its 20th anniversary, during which it has partnered with every major hard-goods OEM in the golf industry to provide a service suite that allows them to place a growing number of trial and fitting products in the golf shops of over 3,500 PGA Professionals. Veasey started as the company's Chief Merchandising Officer and in 2018, he took on his current role as Senior Vice President Business Development, Chief Strategy Officer to lead the company's efforts to broaden its strategy and business development activities.

A colleague summarized Zack Veasey's service perfectly: "There is one word that easily comes to mind when thinking about Zack... Mentor. Although Zack easily checks all of the traits of a mentor, I also consider him a leader, a teacher and most importantly, a friend. His contributions to the game and business of golf are paralleled by very few in our industry... Zack is a remarkable Professional, true to the creed of our association, professional, honest, and with the highest integrity."

Veasey will be inducted into the Carolinas PGA Hall of Fame, scheduled on Sunday, February 20, 2021 at Greensboro Country Club – Irving Park. This ceremony will take place during the Club Car CPGA Awards & Honors Dinner where the Section annually celebrates the accomplishments of outstanding Carolinas PGA Professionals.

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About the Carolinas PGA Hall of Fame

The Carolinas PGA Golf Professional Hall of Fame was established to enshrine PGA Professionals and other leaders in golf and recognize their significant, enduring, accomplishments and contributions to the game and the Association, which are judged to be of historical significance.

Other Carolinas PGA Hall of Fame members include

2020 – Rick Murphy	1998 – Jim Ferree and Don Padgett
2019 – Jerry Hogge	1997 – Joe Davis and Roger Watson
2018 – Bobby Howard	1996 – Buck Adams and E. Harvie Ward
2016 – Ron Schmid	1995 – Gary Schaal and Luke Veasey
2015 – Ed Ibarguen	1994 – Tommy Card, Joe Cheves, and Palmer Maples
2014 – Charles "Chip" E. King	1993 – Ed Bullock, Charles Farlow, Al Goodrich, Melvin Hemphill, and Randy Glover
2013 – Peggy Kirk Bell	1992 – Aubrey Apple, Sr.
2012 – Grover Bullin	1991 – Joe Ellis Maples
2011 – John Derr	1985 – Grant Bennett, J. Fairley Clark, and Orville White
2010 – Mike Harmon	1984 – Jimmy D'Angelo
2009 – Jim Westbrook	1983 – Purvis Ferree and Clayton Heafner
2008 – Terry Florence	1982 – Johnny Palmer
2007 – Bob Boyd and Rod Myers	1981 – Dugan Aycock, Henry Picard, and Donald Ross
2002 – Bill Clemmer and Will Mann	
2001 – Hamp Auld and Gene Hamm	
2000 – D. Sherrill Austin and Norman Flynn	
1999 – Henry Poe and Bruce Sudderth	

About the Carolinas PGA Section

Established in 1923, the Carolinas PGA Section of the Professional Golfers' Association has grown to be the largest of the PGA's forty-one sections with over 2,000 professional members. The Carolinas PGA Section embraces North and South Carolina, as well as a small portion of southern Virginia, with more than 600 golf facilities. The Carolinas PGA is dedicated to nurturing and improving the quality of the game for the thousands of golfers using its member facilities. PGA professionals are responsible for conducting a variety of golf-related functions, which include human resource management, golf shop merchandising, golf instruction, tournament operations, junior golf programs, growth of the game initiatives, golf club repair, administering the rules, public relations and much more. For more information, please visit carolinas.pga.com. You can also find the Carolinas PGA on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

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