



John Osberg Becomes Director of Development & Foundation Operations

Osberg Makes Commitment to Positively Impact Lives through the Game of Golf



EAST AMHERST, NY (July 24, 2023) – John Osberg, Founder of POWER of OZmosis LLC, Brandlete, Inc. and Bad Golf Business School has been named the Director of Development and Foundation Operations of the Western New York PGA.

Osberg, a lifelong golfer, 2020 Jack Nicklaus Doubles Golf National Champion, 2019 Business First 30 under 30 Awardee and graduate of Niagara University, has joined the team in a role that will support the growth of the WNY Section and operations of the WNYPGA and PGA REACH WNY.

“I am energized and grateful to be joining the team in this new, high impact role alongside close friends, mentors and exceptional community leaders. The Western New York PGA

Section and PGA REACH of WNY Foundation have continually emboldened me to keep spreading positive energy in our communities around the game of golf that I am obsessed with, and have benefited so much from” said Osberg.

“Working within the three pillars of PGA REACH WNY, like PGA HOPE (Helping Our Patriots Everywhere), I have been afforded the chance to partake and witness the life enhancing and life saving programs that are being administered for our Military Veterans.

In my new role as Director of Foundation Operations, I am resolved to support PGA HOPE, PGA Jr. League and PGA Works while also driving greater accessibility to this beautiful game, putting golf clubs in the hands of those who have historically not had the chance to, through a series of new, and enriching Diversity, Equity and Inclusion focused programming.

There has never been a better time to be working in the golf industry and I am resolved to pour my heart and soul into this role to continue advancing our mission to Positively Impacting Lives Through the Game of Golf on both sides with our Section and Foundation.”

The mission of the Western New York Section of the Professional Golfers’ Association of America is to establish the Section as a viable, valuable and visible organization in promoting the growth of golf and the advancement of golfing professionals. The Western New York Section shall be the leader in the promotion of golf, a provider of job opportunities for its PGA Members and Associates, a professional force for PGA Members to maintain and upgrade their skill level to allow them to compete in today’s



business world, a leader in teaching and tournament operations, and finally a trainer of future Golf Professionals and other career positions.

The mission of PGA REACH WNY is to positively impact the lives of youth, military, and diverse populations through the game of golf. PGA REACH WNY was created with a goal of providing support to various organizations within the boundaries of the Western New York PGA Section. Through the game of golf, the Foundation will work to fund and conduct programs supporting its mission, including the Western New York Section PGA Junior Golf initiatives and various other underprivileged youth golf programs. The Foundation will also conduct and/or support a variety of initiatives that serve the founding pillars: youth, military, and diversity in golf.

PGA Jr. League, the flagship youth program of PGA REACH WNY, is a game-changing opportunity to bring family and friends together around fun team golf experiences. PGA HOPE (Helping Our Patriots Everywhere) introduces golf to Veterans with disabilities to enhance their physical, mental, social and emotional well-being. The PGA WORKS Fellowship aspires to be the most valuable entry-level employment opportunity for individuals from diverse backgrounds to gain experience in all facets of the golf industry.

“We’re thrilled to have John aboard as our first ever Director of Development & Foundation Operations,” said WNYPGA Executive Director, Victoria Schiro. “John brings another level of passion and commitment to ensure that the WNYPGA and PGA REACH WNY not only meets but exceeds its mission driven expectations. He will be another crucial piece in the long-term planning and execution process as the Section continues to grow its commitment to Positively Impacting Lives Through the Game of Golf.”

More About John Osberg

With over 13 years of experience in business development, sales, and customer engagement, John is passionate about positively impacting lives through the game of golf. As the newly appointed Director of Development and Foundation Operations at Western New York PGA and PGA REACH WNY, John will lean on his tangible and intangible skills related to and within the game of golf plus his strategic thinking skills to create and execute programs that drive growth, inspiration, accessibility, diversity, and inclusion in the game of golf and in our communities.

An entrepreneurial and collaborative leader, John has founded/co-founded and grown several ventures in the golf, sports, and technology sectors through organizations like Bad Golf Business School, Brandlete, Inc. and tech based companies like EmergenceTek Group, OnCore Golf and Incept Digital. John has a proven track record of building authentic, trust-based, and mutually beneficial relationships with various stakeholders, including sponsors, donors, partners, customers, investors and mentors, and will immerse himself in his new role to grow the game here in WNY to even higher heights.

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