



WESTERN NEW YORK

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# Psych Me Up Consulting - WNYPGA

Psych Me Up Consulting Joins The Western New York PGA Partnership Family as a Supporting Partner for the 2026 Season

**East Amherst, N.Y. – March 24th, 2026**

The Western New York Section, PGA of America (WNYPGA) is proud to announce Psych Me Up Consulting will continue as a Supporting Partner for the 2026 season. Their mission is to empower athletes across the United States by bridging the gap between physical ability and mental strength, guiding them to overcome mental barriers and achieve excellence both on and off the field.

The partnership between the WNYPGA and Psych Me Up Consulting provides Section Professionals with a direct pipeline to elite mental performance resources, bridging the gap between technical swing mechanics and on-course mental fortitude. For the PGA Professional, this collaboration translates into a dual-layered benefit: personal performance enhancement and instructional growth.

“The WNYPGA Team and I are excited to continue our partnership with Psych Me Up Consulting,” said Victoria Schiro, Executive Director at the Western New York PGA. “We are providing our PGA Professionals with elite-level mental performance resources that will enhance competitive play.”

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**About the Western New York PGA**

The Western New York Section, PGA of America is one of 41 Sections, serving over 280 PGA Members and Associates. The Section is dedicated to advancing the careers of PGA Professionals while promoting the game of golf through tournaments, education and community-focused initiatives.

### **About Psych Me Up Consulting**

Founded in 2022 by Natalie Gurnett, M.S., Psych Me Up Consulting is a premier mental performance practice dedicated to helping athletes, coaches, and teams reach their full potential. Specializing in sport and performance psychology, the firm provides evidence-based strategies including goal-setting, visualization, and mindfulness to help clients manage performance anxiety, overcome mental blocks, and build resilient mindsets. Based in Rochester, NY, and serving athletes nationwide, Psych Me Up Consulting is committed to harmonizing the power of mind and body to drive peak performance in competitive environments.

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