Golf Business Academy

POWERED BY DREXEL LEBOW

Monday, Jan. 11 and Tuesday, Jan. 12, 2027

8 a.m.–5 p.m. EST

Union League Liberty Hill
800 Ridge Pike
Lafayette Hill, PA 19444

Join us for a Professional Development certificate designed in partnership with the Philadelphia PGA—exclusively for PGA members who want to become more effective leaders and financial stewards.

Cost includes two courses taught by Drexel University faculty, course materials, breakfast, lunch and snack breaks, and a networking reception at the end of day one. Earn a certificate of completion and PDR credits at the conclusion of the 2-day program.

Strengthen Your Leadership Approach
Explore your own leadership style and learn strategies for addressing team and organization-wide management challenges.

Tell the Story Behind the Numbers
Analyze financial statements to build a cohesive financial story that explains the "why" behind the data.

Connect Financials to Business Performance
Understand company financials from a broader perspective and apply those insights to daily business decisions that impact profitability.



Featuring guest speaker

Frank Gumienny

Senior Vice President, Chief Operating Officer, Philadelphia Eagles

Frank Gumienny was named senior vice president, chief operating officer of the Philadelphia Eagles during the 2023 offseason. He previously served as senior vice president, chief financial officer from 2012-23. With more than two decades of experience with the Eagles, Gumienny manages the daily financial operations for the organization and Lincoln Financial Field. He oversees the accounting, ticketing, premium and guest services, information technology, and merchandising departments. Lincoln Financial Field has become one of the country's leading multi-purpose venues as a result of Gumienny's contributions in negotiating and contracting special events.

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Course 1:

Financial Decision Making: The Why Behind the Data

Taught by David A. Becher, PhD

This experiential course helps professionals move beyond the numbers to understand the "why" behind financial performance and use that insight to support better operating and investment decisions. Through real-world exercises and interactive discussions, participants will use key financial tools to identify performance drivers, evaluate operating and capital investment decisions, and develop financially supported recommendations focused on long-term value.

LEARNING OBJECTIVES

By the end of the session, participants will be able to:

- Utilize financial statements to examine the drivers of financial performance that link operations and financial outcomes.
- Evaluate key performance indicators and ratios from financial documents, compare to benchmarks, and understand how they are interconnected.
- Employ scenario analysis to evaluate financial performance and support operating and financial decisions.
- Assess investment opportunities and make capital allocation decisions.
- Apply financial analysis to a real-world case and develop a financially supported recommendation for presentation to stakeholders.



Meet the instructor

David Becher, PhD

Dean's Industry Fellow and Professor of Finance, Drexel University's LeBow College of Business

Dr. David Becher is the Dean's Industry Fellow, Professor of Finance, faculty for Corporate and Executive Education, and Fellow for the Raj & Kamla Gupta Governance Institute at Drexel's LeBow College of Business. His research centers on mergers, governance, and banking/deregulation, where he focuses on the actions of boards and executives and the impact of conflicts of interest. Dr. Becher has worked with a number of Fortune 500 as well as private corporations through consulting and executive education programs. His research helps explains how corporations are run, how they are impacted by a changing competitive landscape, and how they evolve over time. He has been awarded two University-wide honors: (1) 2020 Lindback Distinguished Teaching Award, and (2) 2019 Outstanding Mentor of the Year for STAR (Students Tackling Advanced Research) program.

Course 2:

Sports Leadership and Leading People

Taught by Sarah Napoli, EdD

This interactive executive education session explores leadership as a dynamic, context-dependent process rather than a one-size-fits-all approach. Participants will examine their own leadership strengths and areas for growth, explore how viewing challenges from multiple perspectives can improve their ability to lead others, and consider how their leadership approach influences the achievement of organizational goals. Through individual reflection, practical leadership frameworks, and peer problem-solving, participants will apply course concepts to real leadership challenges within golf and hospitality environments.

LEARNING OBJECTIVES

By the end of the session, participants will be able to:

- Evaluate their personal leadership strengths and areas for continued development through reflection and feedback from others.
- Apply multiple perspectives to analyze leadership challenges and better understand the strengths, needs, and viewpoints of the people they lead.
- Connect their leadership approach to organizational goals and identify practical actions they can take to address a current leadership challenge.



Meet the instructor

Sarah Napoli, EdD

Assistant Clinical Professor and Interim Department Head, Sport Business Drexel University's LeBow College of Business

Sarah Napoli is an Assistant Clinical Professor in the Department of Sport Business at Drexel University. She brings over 10 years of teaching experience and 11 years of sport industry experience to the classroom. Prior to joining Drexel as a full-time faculty member, Napoli spent 11 years with the Philadelphia Phillies as Manager, Suite Sales & Services. Her doctoral research examined perceptions of career readiness among former Division I student-athletes who majored in business, with a focus on how their academic, athletic, and professional experiences contributed to their preparation for careers after college. As an educator, Napoli is committed to helping students connect their academic experiences with meaningful professional opportunities in the sport industry. In 2025, she was recognized with an Excellence in Teaching Award for her work in the classroom and dedication to student learning and development.

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