

Texas Golfer Makes A Full Circle Journey

By Jacob Pasteur

Frisco, T.X., September 18, 2024 - Steven Clements is a true Texan. Originally from Rockwall, Texas, he spent his time playing golf and watching sports. His golf career began on the Northern Texas PGA Junior Tour and continued as he moved into high school. He was a true lover of the game of golf but never had the skills to play at an elite level. His career ended promptly after graduating high school, as he was only able to win a few times on the lower level junior tours.

Following high school graduation, Clements' passions led him to Oklahoma University to pursue a career in broadcast journalism. His dream was to work as a sports play-by-play announcer, however, he quickly realized that his dream was not as achievable as he had originally thought. His passion for sports was strong but not strong enough to make a career out of. A few months into his first year of college, he changed his major to public relations where he found a true love for the profession. Clements then joined the Public Relations Student Society of America, where he became president. The skills learned coincided with the connections he made to create a well-rounded resume. The organization taught him important PR skills that were unobtainable from his classes alone.

Although his aspirations had shifted, his mindset had not. He stated, "I always knew that I did not want to be stuck in a cubicle every day. I didn't want that corporate work style."

The idea of a basic 9-5 job was not compelling to him in the slightest. Since the beginning, his plan had always been to pursue a career in sports with a hands on element.

He began working for the university's athletic department as the lead marketing intern. Although his passion was in PR, his drive to succeed in the sports world led him to this new position. Through the athletic department, he learned the importance of personability and

interpersonal communication. These two skills may seem basic, but the competitive nature and complexity of networking became a key factor to his success. The sports industry is as much about what you know as who you know.

The following summer, he accepted his first position as an operations intern with the Northern Texas PGA. This internship opened the doors for future opportunities. He not only learned important golf operations skills but also the key values and functions of the organization. The experiences gained through the duration of the internship sparked an old passion for golf, similar to when he was in high school. His presence within the organization was noticed and earned him credibility from the full time staff.

After graduating college in 2021, Clements took on a full-time job with the Northern Texas PGA as the manager of communications and digital content. He is now in charge of the organization's media relations, social media scheduling, photo/video shoots and communications intern team. His experiences within the athletics department, PRSSA and operations internship were combined to effectively do one job.

Clements said, "I gained knowledge of how we operate and how we run tournaments. I can use that knowledge to apply to the content that we are putting out. Being able to know exactly how we do things operationally brings a lot of insight to think about in terms of content."

Clements' journey is truly full circle. He began his golf career with the Northern Texas PGA and is continuing his professional career with the organization. The networking he did as a player and employee was key to his success. He played his cards right in the golf industry and used what he knew to impress those he knew.

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Word Count: 617