

# Cori Matheson

Director of Girls Golf of Phoenix

LGPA Teaching and Club Professionals Class A Status, Apprentice

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In Celebration on Women's Golf Day upcoming on Tuesday, June 4, the [California Golf Course Owners Association](#), [Nevada Golf Course Owners Association](#), and [NGCOA Arizona](#) will profile a series of inspirational women with deep roots in golf.

Cori Matheson goes to work every day to empower and encourage young women to dream big and learn the art of golf, all while creating meaningful connections.

Cori is the director of Girls Golf of Phoenix, a nonprofit that inspires girls from 3 to 18 years of age through welcoming tournaments and guided practices.

Cori's introduction to golf began while riding along in the cart with her dad. One day, she picked up a club and started to play, thus beginning her passion for the game. Cori took her first lesson with Kathy Knadler, the then-director of Girls Golf Phoenix. Cori participated in the Girls Golf events and watched Knadler motivate young girls to pursue the sport. Inspired by Knadler, Cori thought that being a director for Girls Golf would be the best job ever and twenty years later, Cori made that dream a reality!

Cori believes that the youth and female demographic participating in golf are on the upswing. A fun wave of girl power is being celebrated. In other ways, golf is in the rough with memberships declining. Yet, since 2011, junior golf participation rose 20 percent and a record high of 33 percent of those players are girls.

There are 500 Girls of Golf programs around the world. What makes the Girls of Golf Phoenix program unique is that while most of the programs stay onsite, Cori's program rotates around the valley giving the girls an opportunity to play different courses and meet new people. Cori currently has 240 active members in the Phoenix area. The average age of her participants is ten years old.

"It's my goal to empower and encourage young women to dream big while growing personally, professionally, and athletically. I think the world can use more of that," said Cori on her mission in Girls Golf of Phoenix.

Not only does Cori instill this positive messaging when she coaches, but as a mom of three girls, her teaching also translates to her time with family.

“Golf is a small piece of what the girls are learning. It’s really creating a space that is empowering and being a part of a community and sisterhood. Golf provides their own level of commitment and goals to be achieved.”

To find a Girls Golf program in your area, visit [girlsgolf.org](http://girlsgolf.org).



