



**What's Hot! HarlemAmerica with G. Keith Alexander**  
**Friday at 10 AM Pacific / 1 PM Eastern**  
**December 3rd 2021: James Beatty Talks About**  
**How The Business Of Golf Is Empowering**

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James Beatty, is the founder of the African-American Golf Expo and Forum. He chats about Golf and how AFRICAN AMERICANS are spending \$1 BILLION annually on sports equipment. This includes golf clubs, golf balls, shoes, apparel, and accessories.

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#### Featured Guest



#### James Beatty

He is the founder and organizer of the African American Golf EXPO and Forum. This is a multi-day event held to promote the business and economic opportunities for African Americans in the \$84 Billion Golf Industry. The inaugural event was held in August 2021 in Atlanta and drew a total of 750 total attendees and 450 unique participants. The event had an economic impact of \$700 K. This was the first in the history of the Golf Industry. He is on the Marketing and Communications committee of the Golf Industry collaboration whose mission is to increase golf participation among all people. He serves on the Board of Directors of the Ted Rhodes Foundation and Advisory Board of the Jackson Park Golf

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