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# Jan Ivey of Wachovia to Give Fall M.B.A. Lecture on Nov. 13

## Quick Facts

- Jan Ivey has been invited by College of Business Administration to give lecture.
- The event is at 7 p.m. on Nov. 13 in the Johnson Hall auditorium.



Jan Ivey

ROCK HILL, S.C. - **Jan King Ivey** '84, director of marketing and sponsor relations for the Wachovia Championship, will deliver the **College of Business Administration's fall M.B.A. lecture** on Nov. 13.

The event begins at 7 p.m. in Johnson Hall auditorium.

**Ivey** has been a part of the **Wachovia Championship PGA TOUR tournament** since the inaugural 2003 event. Ivey is responsible for all sales and marketing functions of the Wachovia Championship, which entices top professional golfers to the private Quail Hollow Club in Charlotte, N.C., with one of the tour's largest purses.

In addition to managing the corporate relationships of the event, she also oversees and develops integrated electronic marketing programs and management of the Web site. Her other responsibilities include corporate hospitality, ticket sales and operations, advertising, public relations and working directly with the event's primary charity.

Before joining the Wachovia Championship, **Ivey** compiled 11 years of corporate marketing experience with the NBA Charlotte Hornets and WNBA Charlotte Sting.

**Ivey** earned a bachelor's degree in communications and political science from Winthrop, and she serves as a board member of the Charlotte Regional Visitors Authority Educational Foundation.

The free lecture is sponsored by the **M.B.A. Association**. For more information, call 803/323-2409.

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