



## Executive Biographies

### **Brett Craig, President, Transitions Optical**

Brett Craig joined Transitions in July 1999 as general manager, Asia Pacific. In 2002, he moved into the role of vice president/managing director for Europe, Middle East and Africa, where he was instrumental in positioning the businesses for rapid growth expansion. In mid-2006, Mr. Craig assumed the role of chief operating officer and provided day-to-day leadership for the global business. Effective January 1, 2008, Mr. Craig assumed his current role as president, providing corporate direction for a growing global enterprise with more than 40 offices globally and 10 manufacturing/services centers.

### **Dave Cole, Managing Director of the Americas, Australia and New Zealand, Transitions Optical**

Dave Cole helped launch Transitions Optical when he joined as sales and marketing manager in 1990. In 1996 he became director, sales and business development; in 2002, he took the position of general manager of the Americas, and in 2004 his role expanded to include oversight of Australia and New Zealand. Mr. Cole's experience includes developing and executing strategic business plans, establishing and developing partnership networks, and executing fully integrated commercial strategies.

### **Sean O'Hair, PGA TOUR Professional and Winner of the 2008 PODS Championship**

Sean O'Hair is the defending champion of the Transitions Championship, having won the 2008 PODS Championship by two strokes with a score of four under par (284). He is the youngest winner of the Championship and a two-time winner on the PGA TOUR – making him one of only seven players under the age of 30 with two or more career victories. His first career victory occurred at the 2005 John Deere Classic. O'Hair turned pro after his junior year of high school and has been playing on the PGA TOUR since 2005.

### **Gerald Goodman, Tournament Director, Copperheads**

Gerald Goodman has been the Tournament Director of the Transitions Championship and its predecessor tournaments since 1995. The March, 2009 event will be his 15th with host organization Copperhead Charities, Inc., formerly Suncoast Golf Classic, Inc. An expert in tournament management after six years with the PGA TOUR as a supervisor in the on-site marketing department, Goodman is known for his enthusiasm and attention to detail. In his role with the PGA TOUR, he was able to study the way events were conducted throughout the country and now implements the best of what he learned, along with his own innovations, at the Transitions Championship.

### **Robert J. Banks, Vice General Chairman, Copperheads**

Robert J. Banks is the Vice General Chairman of Copperhead Charities, Inc. He is presently CEO of Seminole Holdings Group, LLC and Banks & Associates, LLC. Banks previously was CEO and Founder of Midland Financial Holdings, Inc. He is also a licensed Real Estate Broker in the states of Florida and Michigan.

### **Chuck Pomerantz, Managing Director, Innisbrook Resort and Golf Club**

Chuck Pomerantz is the Managing Director of Innisbrook Resort and Golf Club, and the Vice President of Business Development for the resort's parent company, Salamander Hospitality. Since assuming his position at Innisbrook in 2007, Pomerantz has overseen a \$26 million renovation of the resort, including the construction of a new spa and clubhouse, and helped reposition Innisbrook as one of America's finest golf resorts. A veteran of the food and beverage and hospitality industries, Pomerantz has previously held management positions with Gaylord, Wyndham and Sheraton.