

Cheri Bales, M.A., is the owner of Hannah/Gold Communications, LLC, and a Certified SCORE Business Mentor. She has more than 30 years of experience in marketing strategy and regularly helps small businesses select the right marketing mix, then implement and evaluate it.

Cheri has been closely aligned with the golf industry since 2008 and is a regional and national presenter for SCORE. She taught marketing and communication courses at Western Michigan University, Kalamazoo Valley Community College, and Glen Oaks Community College.

Cheri is the wife of Michigan PGA President Bob Bales, and the couple has four sons and one grandson. She enjoys pickleball, her kids, and talking marketing.