

1100 University Ave.
(University/Culver Rd. Building)
Door F, Building 142
(Next to the Verizon building)
Rochester, NY 14607



C.H.I.S.E.L Collective, LLC
Choosing Higher Intellect Starts Elevated Living
Direct: 585-779-5021 Fax: 585-206-3069
<https://www.chiseledmindz.org>

ROCHESTER'S CHISEL COLLECTIVE HITS A HOLE-IN-ONE AT THE PGA CHAMPIONSHIP

Rochester is still on Cloud 9 after a flawless 105th PGA Championship at Oak Hill Country Club — an event that drew 225,000 spectators and showcased the power of teamwork, discipline, and community pride. Hundreds of volunteers and workers went above and beyond to ensure the championship ran smoothly, and among them was a standout crew: CHISEL Collective, in partnership with Cross Ocean Technologies, who recruited more than 60 residents to support industrial cleaning operations for the tournament.

For two weeks — from warm-ups to the final putt — this team worked behind the scenes to keep the grounds pristine. They were there the moment Michael Block made his unforgettable hole-in-one, a moment broadcast around the world.

“What an opportunity to witness history,” said Jerome Ward, CEO of CHISEL Collective. “This was the perfect chance to use grassroots efforts to recruit, train, and give jobs to as many people as possible who deserve a second chance.”

A Community-Driven Workforce Strategy

Preparations began in March, when officials from Cross Ocean Technologies — a California-based MBE staffing company — arrived in Rochester to survey the course, still covered in a fresh layer of snow. Jerome Ward led the recruiting strategy, tapping into community-based organizations, colleges, and re-entry programs that are rarely invited into the world of country clubs and PGA events.

And it worked.

CHISEL Collective's mission centers on **empowering individuals and families**, connecting them to opportunities that build stability, confidence, and long-term success. The PGA Championship offered something powerful: access, opportunity, positive relationships, beautiful spaces, and a chance to contribute to a world-class event.

Voices From the Team

For many workers, this was their first time stepping onto a golf course — and their first

“My sister and I were recruited to participate in the PGA since our brother was too young to work,” said Daniya Brown. “It was consistent work, and I liked that. And it was my first time working at a golf course.”

“The cool thing is that I had a chance to work with my sister on the same shift,” added Diamond Curtis Brown. “We made sure to be on time, even with the shuttle. We're ready for the next tournament.” The work wasn't easy. After catching shuttles from Monroe Community College, three shifts of workers fanned out across the recently restored Donald Ross-designed East Course. They worked eight-hour shifts from 6 a.m. until 3 a.m., relying on discipline, teamwork, and customer service to keep the course immaculate.

“I'm incredibly proud of my nephew Jerome, who made sure more than 25 re-entry workers had the chance to learn a new skill and experience the PGA,” said Darian Ward. “We ensured everyone had uniforms and transportation, and it truly became a family affair. I handled administration, and my sister Karen was on the ground actively recruiting workers.”

“I didn't think I was an early bird,” said Chinetta Dixon. “But the experience of the PGA pushed me out of my comfort zone and gave me something interesting to do after I retired. I really enjoyed it.”

“Jerome is a mentor for my son, and he found this job for me,” said Joshua Baker. “Even with dialysis, I was determined to be on time and be a good worker. I'm looking forward to the next opportunity to stay active and make money.”

What's Next? Paying It Forward

The success of the PGA partnership is only the beginning. CHISEL Collective is now focused on expanding opportunities for residents — connecting them to future events, summer jobs, and long-term employment pathways.

The 105th PGA Championship didn't just bring world-class golf to Rochester. It brought hope, access, and second chances — and CHISEL Collective proved they were more than ready for the moment.