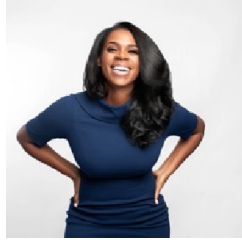


GO FOR THE GREENS
HERstory



Through the HERstory series, Go for the Greens reflects on the women who have been touched by our organization and, in turn, continue to give back. One such woman, Dr. Olivia Janay Cook, started as a mentee and is now a mentor, returning every year to inspire our future women leaders.

Dr. Cook was first introduced to Go for the Greens by longtime supporter Joan LaGrasse, who to Olivia is a “true connector.” Joan is the owner of Imagen, a certified woman-owned business based in Nashville, TN.

Olivia J. Cook, Ph.D.

After meeting at the WBENC National Conference in 2019, Joan convinced Olivia and her business partner, Dr. Courtney Haun, to attend Go for the Greens Mentorship Program even though they would be one of the oldest participants there.

Olivia and Courtney were at the WBENC conference to pitch a business they co-founded while studying at Auburn University. Having received 2nd place and a \$10,000 prize in the Auburn University’s Tiger Cage Business Competition for a business called Snippet Snap, a fun and easy way to take photos in public place, the young entrepreneurs were excited to possibly pitch Walt Disney World as a destination setup for their public phone stand and integrated mobile app.

With so many life-changing events due to COVID-19, Snippet Snap, LLC is currently on pause. However, as you may have guessed, the temporary halt of her business hasn’t slowed Olivia down one bit. She continues to help organizations thrive by promoting impactful change through her creative research and impactful storytelling and will present again at this year’s in-person Go for the Greens Mentorship Program on Friday, September 23.