Salesmanship Club of Dallas Elects Robert Smith to Serve as 102nd President

Smith to Lead Service Organization Committed to Changing the Odds for Children

Dallas, Texas (September 9, 2021) – Robert Smith, a dedicated leader and champion of building social emotional health in children and families, has been tapped to serve as the 102nd president of the Salesmanship Club of Dallas. Since 1920, the nonprofit service organization has been committed to changing the odds for children through the educational and therapeutic programs of Momentous Institute. The Salesmanship Club of Dallas is also the host organization of the AT&T Byron Nelson, the primary fundraiser for Momentous Institute.

“I’m honored to be chosen to lead an organization that is devoted to making a meaningful difference in the lives of the children and families within our community,” Smith said. “We believe, with strong social emotional health, all children can reach their full potential and be agents of change in their schools and communities. I’m excited to work with my fellow Club members and our incredible staff to advance this important mission and ensure that the Club continues to be an organization dedicated to making our community stronger.”

Smith, a member of the Salesmanship Club of Dallas since 1997, has served the organization as Tournament Chairman of the AT&T Byron Nelson in 2012, and Chairman of the Board of Directors of Salesmanship Club Charitable Golf of Dallas in 2013-2014. Most recently Smith served as Chairman of the Board of Directors of Momentous Institute for 2020-2021. In this role, Smith provided leadership as the organization hired a new executive director and ensured Momentous Institute never wavered from providing critically needed services to children and families throughout the pandemic.

A Dallas native in private law practice since 1993, Smith is a member at the law firm of Frost Brown Todd LLC. With over 25 years of corporate counsel and business transactional experience representing a diverse group of clients in the amusement and entertainment business, Smith currently serves as outside general counsel for the State Fair of Texas, a position he has held since 2004.

Smith succeeds Mike McKinley as president. During McKinley’s presidency, the Club strategically and successfully moved the AT&T Byron Nelson to its new home course, McKinney’s TPC Craig Ranch. Through the AT&T Byron Nelson, the Salesmanship Club of Dallas has raised $172.5 million for Momentous Institute since 1968, making it the most financially successful charity event on the PGA TOUR.

Smith will serve a one-year term, alongside six members elected to the following leadership positions on the Salesmanship Club of Dallas Board of Directors:
• First vice president: Edward W. Moore, Frost Brown Todd LLC
• Second vice president: Timothy Marron Jr., BCW Food Products, Inc.
• Secretary: James Yoder, Velocis
• Treasurer: Joseph Merritt, Merritt Capital Partners, Ltd.
• Momentous Institute Board Chair: Scott A. Wood, True North Advisors, LLC
• Salesmanship Club Charitable Golf of Dallas Board Chair: John L. Jenkins, 42 Real Estate, LLC

Additional members of the 2021-2022 Board of Directors include:

About the Salesmanship Club of Dallas
Founded in 1920, the Salesmanship Club of Dallas is a nonprofit service organization of more than 600 business leaders dedicated to education and building and repairing social emotional health through the programs of Momentous Institute. The Salesmanship Club of Dallas hosts the AT&T Byron Nelson golf tournament which has raised over $172.5 million for Momentous Institute since 1968. Each year, Momentous Institute partners with over 5,500 children and family members through innovative education and therapeutic services, as well as, invests in research and training reaching far more children than could ever be seen directly.