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Executive Inc.: Dan Mahoney chairs this year's Waste Management Phoenix Open

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When Dan Mahoney was at the Arizona Cardinals-Minnesota Vikings game in December, he received a text that he was on television.

Mahoney thought that meant he was on the Jumbotron at University of Phoenix Stadium. But he was on CBS and NFL Networks' national broadcast of the game.

CBS broadcaster Jim Nantz was inducted a day earlier into the Thunderbirds, the nonprofit group that hosts the Waste Management Phoenix Open each year. Mahoney, a partner with the Snell & Wilmer LLP law firm in Phoenix, is this year's chairman of the group as well as the golf tournament.

Mahoney, who has a 9-handicap when playing golf and bares a physical and vocal resemblance to actor Paul Rudd, was pictured with Nantz at that event and on national television.

"(The CBS) sideline reporter, Tracy Wolfson, surprised him during the broadcast," Mahoney said.

Nantz called the induction one of the top honors of his career. Other honorary Thunderbirds include Bing Crosby, Arnold Palmer, Sandra Day O'Connor and Bob Hope.

It also surprised Mahoney, who volunteered with the Thunderbirds during the past six years. He took over as chairman for the 2016 golf tournament.

Mahoney said chairing the Thunderbirds and leading its Phoenix Open efforts are a full-time job in the lead up to the February tournament. He's already got a pretty hectic full-time job at Snell & Wilmer where he specializes in mergers and acquisitions, venture capital and private-equity legal work.

Being tournament chairman comes with its own set of challenges, including



learning to balance his job and spending time with his wife and children.

"The tournament chairman position certainly absorbs a great deal of time over the course of the year," Mahoney said. "However, my career and my family don't go on hiatus. I have a wife and three kids and a busy law practice in M&A and securities ... Maintaining the proper balance among career, family and the tournament is a never-ending battle and my biggest challenge."

Mahoney grew up in Tucson and received undergraduate and law degrees from the University of Arizona. He said he wasn't aware of the impact on the Phoenix area from the golf tournament and Thunderbirds until he got involved.

The nonprofit raised more than \$9 million for charities last year and \$32 million since 2010, according to the group.

Despite his involvement in the tournament and his low handicap, golf is not Mahoney's primary passion.

"My primary passion is fly fishing, and I actually went on a fly-fishing trip in August to some of the most remote areas of far eastern Russia," he said.

Most excited about for this year's tournament: The new third deck on the 16th hole, the new VIP Stadium at the Greenskeeper (the "Green Monster") and the new Bay Club on the 17th hole. The Bay Club is a double-decker venue that we had made in Germany and accommodates 1,000 people in super luxury suites with the ultimate service. It's the Ritz-Carlton meets the Waste Management Phoenix Open. All of this means we can generate even more revenue than we have in the past, which ultimately means ever increasing amounts of charitable donations by Thunderbird Charities into our community.

Most exciting part of the Phoenix Open job: Knowing the incredible importance the tournament has on the community, from economic (\$225 million per year), charitable (more than \$102 million contributed back to the community in charity) and community pride perspectives, I have been excited to be able to make decisions that have a significant impact on not only maintaining that standing in the community, but enhancing and growing it.

If you could play a round of golf with anyone who would it be: Bill Murray

What's on your golf bucket list: While Pebble Beach, Cypress Point and Scotland are on my list, my ultimate golf wish would be to play Augusta, where they hold the Masters and then hang out with Jim Nantz in Butler's Cabin.

About joining the Thunderbirds: You don't apply to the Thunderbirds. You are asked to join.