

Jones Advisory Committee Spotlight

An Interview with Mr. Charlie Yates, Jr.

Mr. Charlie Yates Jr. has been involved with the Robert T. Jones Jr. Program at Emory University since its inception. His father Charlie Yates was a founder of the Program in the 70s and his passion for Jones and the scholarship program naturally translated to his son. Since the beginning, Yates has been attending the annual Jones Program meetings at the Masters Tournament to hear Scholar Reports and he served as the Jones Advisory Committee Chair for over seven years from 2011 to 2018.



It is simple to make the connection between Yates and the Bobby Jones Program. However, the love he has for the scholarship exchange and its students is profound. Yates enjoys the opportunity to meet each year's cohort of Scholars and if possible take them to an Atlanta Opera performance. He describes the students as "uplifting, devoted, and talented."

One unique aspect of the Program is the passionate and connected alumni network. Yates comments on the community of Jones Scholars and says, "I'm always amazed going to the receptions and events to see how many Scholars come back – it speaks highly of the love for the Program."

The love of the Program is perpetuated by individuals like Yates. He states, **"I serve on the Jones Advisory Committee to preserve the memory and legacy of Bobby Jones as a person of academic and athletic achievement, who inspires not just me and my generation but hopefully future generations to live a life well lived."**

While discussing his involvement over the years, Yates describes serving on the Selection Committee for the Emory to St Andrews Scholars as a highlight. He reminisces on past candidates with joy and remarks, "We've had candidates rise above the pack because their story was so unique...it's as if the Jones Program was created for them." Yates elaborates on the power of the Scholarship allowing the Committee a chance to meet remarkable students, learn about their goals and aspirations and ultimately change those students' lives.

As a long standing member of the Advisory Committee, Yates truly cherishes the relationships the Program has helped developed, the opportunities it has provided and the name and love of Bobby Jones it spreads.

Yates is a proud supporter of the Atlanta community including the Atlanta Opera and YMCA. He retired from Zurich Insurance Group in 2012, where he served as Executive Vice President & Director of Business Development. He currently resides in Atlanta with his wife Mary. The couple has two children: Sarah and Charlie Yates III and two grandchildren, Morgan and Charlie Yates IV.