NANCY HALEY WAS RECENTLY named the recipient of the 2010 MSU College of Arts and Letters Distinguished Alumni Award. Mrs. Haley accepted the award at the College’s commencement ceremony in May where her address to graduates and other attendees focused on determination, commitment, hard work, and staying true to yourself.

Mrs. Haley graduated from the College of Arts and Letters in 1972 with a BFA in Art Practice. A native of Lathrup Village, Michigan, she began her career as an interior designer for a Denver architect. At age 22, she began her first business, Stratford House Interiors, designing interiors for model homes for developers in the Denver area. Following her marriage to Tony Haley in 1975, she changed the company name to Haley Interiors. From 1975 to 1985, Nancy continued in commercial design while raising two sons. She also began playing golf, and in 1985, began designing golf apparel in the evening in a studio in her home. A year later, Haley launched Sun-Daze by Nancy Haley, the first lifestyle sportswear for women golfers. She added a men’s line in 1989 and named it Haley Ltd.

After a successful debut, Haley merged it with the men’s collection and renamed the company Sport-Haley. The company stock was taken public in 1992 and Haley retired in 1996 as annual sales surpassed $21 million.

The retirement didn’t last long. In April 1997, Haley and actor-legend Clint Eastwood, whom she and her husband met through a mutual friend, agreed to form a partnership for an apparel company. Eastwood suggested the company name Tehama (Tuh-HAY-mah), which was the name of Eastwood’s golf club, Tehama Golf Club in Carmel Valley, California, as well as the name of a tribe that once inhabited the northern California region.

TEHAMA BRAND SOARS

With Eastwood’s high-profile influence and Haley’s experience, Tehama brand rapidly increased in popularity, experiencing $7.5 million in sales the first year, and growing by double digit rates since. In 2004, Tehama announced licensing agreements with IZOD G brand and the Arnold Palmer brand.

With headquarters in Lakewood, Colorado, Tehama expanded its presence in more than 40 Nordstrom stores nationwide and is distributed in Asia, Canada, Mexico, South America and Europe. One of the fastest growing luxury lifestyle brands in the country, Tehama was named to The Robb Report’s “Best of the Best Apparel Brands” top five list, three years in a row. Mrs. Haley has since sold her interest in the business.

In 2007, Nancy Haley was named the first female recipient of The PGA of America’s premier industry honor for lifetime contributions to the golf industry.

Calling Nancy “a pioneer,” PGA of America President Brian Whitcomb said of her, “Nancy Haley’s creativity and vision have made for one of the wonderful success stories in our industry. Through Nancy’s skill as a designer and her passion for the game, more and more consumers have been attracted to a brand that is held in the highest regard in golf shops nationwide.”

In 2005, Haley was named by Golf Digest as one of the “The 40 Most Powerful People in Golf,” alongside such names as Jack Nicklaus, Ely Callaway and Arnold Palmer. Additionally, she was ranked within the “Top 5 in Fashion” with the likes of legendary designer Ralph Lauren. Nancy and her husband, Tony, live in Golden, Colorado, and are the parents of sons, Curtis and Kyle.