

Steve “Coach” Loy

Born: Albuquerque, New Mexico

High School: Sandia High School 1970

College: ENMU Bachelor in Business & Education 1974

Master of Arts in Sports Psychology from the University of Utah. 1975

Steve Loy is one of the golf world's most successful agents with a stable of top PGA Tour pros and one of its best-earning players since 1992. Steve is known as “Coach.” Under Loy's direction, his businesses have developed a noteworthy list of clients, an outstanding team of associates, a corporate golf company, a corporate marketing division, and a corporate consulting division. Loy has been ranked among the world's most powerful sports agents by Forbes Magazine for multiple years.

Steve has been the coach, caddy, agent, business partner and close friend of Phil Mickelson over the past 25 years, a partnership that has been among golf's most successful pairings.

As the lead manager for Phil Mickelson, Loy has developed and maintained corporate relationships with companies such as Rolex, Coca-Cola, Titleist-Footjoy, Callaway Golf, PING, NIKE, Hugo Boss, AT&T Wireless, IBM, Amgen/Pfizer, ExxonMobil, KPMG, Barclays Capital, and others. With more than 40 years in the golf industry, Loy possesses a solid network of industry relationships at all management levels.

At age 13, Steve was hiking and sledding in the Sandia Mountains. When a snowstorm hit, making it difficult to hike down the mountain and ended up getting lost. When he was finally found, Steve had a severe frost bite. Doctors initially were going to amputate his legs. After eight months in the hospital, the doctors amputated just his toes on the right foot. He thought he would never play athletics.

He started his road to recovery by taking up golf. He later got stronger and played football and golf at Sandia High School. His grit and determination would lead Steve to be a fierce competitor for the rest of his life.

High School

- Football – two-year letterman ... played quarterback & defensive back.
- 1969 AA Individual Golf State Runner-up and the team was state runner-up.
- 1969 NM Associated Press Honorable Mention All-State Defensive Back.
- 1969 Albuquerque Tribune First Team All-City Defensive Back.
- 1969 Team Captain of the football team.
- 1970 Tied for AAAA Individual Golf medalist but lost in sudden death and his team would finish as state runner-up.
- 1970 Team Captain of the golf team.
- 1970 Quarterback for the North team in the All-Star game.

College

- Played linebacker for the Greyhound football team and was also a member of the golf team.
- 1973 4th in the Rocky Mountain Conference Golf Championships.
- 1972 & 1973 Team captain for the Greyhound football team
- 1973 Named the “Most Spirited” Greyhound
- Intercollegiate All-American in golf.

Professional

- 1974-1975, Graduate assistant football and assistant golf coach at the University of Utah.
- 1975-1983 Scottsdale Community College
 - 1975-1983 (Defensive Coordinator for the football team at Scottsdale Community College.
 - 1975-1976 Assistant golf coach at Scottsdale Community College
 - 1977-1983 Head Golf Coach
 - 1982 & 1983 National JUCO golf team champions
 - 31 straight tournament wins in still a NCAA record
 - Won 68 of 79 tournaments and 9 second place finishes.
 - 5 straight League champions
 - 6 consecutive Regional champions
 - 1982 Assistant Athletic Director at Scottsdale CC
- 1983-1987 University of Arkansas
 - Top 20 team in each year
 - Coached John Daly for three years before he turned professional.
- 1987-1992 Head Golf Coach of Arizona St
 - 1990 NCAA National Champion ... 1990 Arizona State University Men's and Women's teams were the only teams to win National Championships together in the same year. The dual-team win is the only time this has been accomplished in NCAA golf history.
 - 1992 NCAA National runner-up at UNM North Golf Course – Phil Mickelson was the national champion.
 - 1991 NCAA National third place
 - Ranked #1 at some point in each of the seasons.
 - 27 tournament victories
 - 25 golfers were medalists.
 - Coached five NCAA Champions.
 - Coached 40 NCAA Golf All-Americans.
 - Phil Mickelson (1989-92) won 16 collegiate events, including three NCAA titles.
 - Todd Demsey (1992)
 - Brett Dean (1991-92)
 - Per Johansson (1989-90)
 - Jim Lemon (1990-91)
 - Scott Frisch (1989-90)
 - Jim Strickland (1988-89)
 - Billy Mayfair (1987-88)
 - Tom Stankowski (1987-88)
 - Greg Cesario (1987)
- 1992 Business manager with Cornerstone Sports Inc.
- Coached twelve Ryder Cup team members.
- Coached fourteen Walker Cup team members.
- Coached five U.S. Amateur champions.
- 1999 CEO/Co-Owner, Mickelson Golf Properties ... has been owner/operator of seven Arizona Golf Courses with partner Phil Mickelson.
- 2000 Served as the president of Gaylord Sports Management
 - Some of his clients:
 - 2012 World Golf Hall of Fame inductee Phil Mickelson.

- 2011 PGA Championship winner and 2011 PGA Tour Rookie of the Year Keegan Bradley.
 - LPGA players include four-time U.S. Solheim Cup team member Angela Stanford.
- 2012 Joined Lagardère Unlimited SPORTFIVE, which is the largest golf sports agency in the world, operating in 41 countries on five continents. Loy was President of SPORTFIVE's Global Golf division and was responsible for leading the agency's diverse businesses associated. The agency has one of the top client rosters in the golf industry with clients playing in virtually all top professional tours around the world. Its clients include:
 - Five different Major Championship winners.
 - Four PGA Tour Rookie of the Year Award winners.
 - Two members of the World Golf Hall of Fame – Phil Mickelson and Davis Love III.
- 2020 Appointed as President of Global Sports Agency, SPORTFIVE. He is responsible for leading the agency's business in and around the game of golf across its entire global footprint as well as overseeing the USA agency business units which include Commercial Sales, Brand Consulting, Digital and Media Production, Esports and Gaming, as well as the professional athlete representation and sports event management divisions. SPORTFIVE is a recognized Global Sports Agency operating within 50 offices in 41 different countries
- As one of the most prominent Player Agents in golf History, Loy has guided World Golf Hall of Famer Phil Mickelson's career since he turned professional in 1992 and was a key force in helping him become one of the highest paid professional golfers and one of the top professional athletes in the History of the game. In 2016, Loy signed Jon Rahm and helped lead his rapid ascension in professional golf, which included rising to the World Rank No. 1 in 2020 winning two Major Championships before the age of 28.
- He recruited and coached over a dozen PGA TOUR professionals:
 - Phil Mickelson
 - David Love III
 - Joe Rahm
 - Patrick Peterson
 - Reggie Bush
 - Terrell Suggs
 - Keegan Bradley
 - Brandt Snedeker
 - Sungjae Im

Honors

- 1978-1983 NJCAA Arizona Golf Coach of the Year
- 1978-1983 Regional 1 JC Golf Coach of the Year
- 1982 & 1983 NJCAA National Golf Coach of the Year
- 1984 and 1985 Southwest Conference Golf Coach of the Year
- 1989 & 1990 PAC 10 Golf Coach of the Year
- 1990 NCAA Golf Coach of the Year
- 1991 inducted into the Eastern New Mexico University Hall of Fame.
- 1992 inducted into the Arizona State University Hall of Fame.
- 1992 inducted into the National Junior College Coaches JCAA Golf Coaches Hall of Fame.
- 2009 inducted into the Golf Coaches Association of America Hall of Fame.
- 2002 Arizona State Hall of Distinction inductee
- 2014 Inducted into the Scottsdale Community College Hall of Fame.

- 2018 University of Arkansas Hall of Fame

COMMUNITY

- As philanthropists, Steve and his wife Linda support various programs, including Arizona State's Sun Devil Golf program and facilities. Steve has also been a Board Member of the Sun Angel Foundation since 1993, whose purpose is to financially support Arizona State University's athletic programs. The Sun Angel Foundation is the largest fundraising organization of Arizona State University.
- Board of Director for the Mickelson Foundation since its inception

2024 Donated \$2.5 million to Eastern New Mexico University, his alma mater to support Greyhound student-athletes and the department. In honor of this gift, The ENMU Board of Regents approved to name the Steve Loy Family Foundation Athletic Complex, including naming rights for Eastern New Mexico University's current Greyhound Stadium and the Greyhound Arena. In addition, he set up a Football and Basketball Athletic Scholarship Endowments, an Assistant Coaches' Endowment, and the creation of the President's Student Athlete Leadership Academy.

FAMILY

- Married to Linda Bell Loy, a 1973 ENMU graduate.
- Two children
- Two grandchildren.
- His high school football/track coach, Clem Charlton became a special mentor and was part of Steve and Linda's wedding party.