

## Meet our Speaker: Tracy West

**Tournament Director, Valspar Championship – an official PGA TOUR professional golf tournament**  
**President, Copperhead Charities**  
**Co-Founder, Partner and Executive Vice President, Pro Links Sports**

Tracy West, tournament director for the PGA TOUR's Valspar Championship, has led the strategic and overall management efforts for this official PGA TOUR professional golf tournament since May 2014. Played at Innisbrook Golf Resort, the tournament is one of 47 tournaments which are part of the PGA TOUR.

Owned by Copperhead Charities and managed by Pro Links Sports, the tournament began as a mixed-team event in 1977 and became a full-field PGA TOUR event in 2000. It is broadcast in over 227 countries on NBC and the Golf Channel with a potential audience of 1 billion and annually attracts over 130,000 fans as one of Tampa Bay's largest pro sporting events. The Copperheads have donated more than \$41 million to hundreds of local charities and the tournament generates an annual economic impact of over \$50 million.

As a partner in Pro Links Sports, West is involved in the oversight of the PGA TOUR's Wells Fargo Championship, the 3M Open, the Houston Open and hospitality programs at The Masters and the PGA TOUR's Dell Match Play Championship.

Prior to joining the Valspar Championship in May 2014, West served as the senior director of development and signature programs for the Red Sox Foundation and Massachusetts General Hospital Home Base Program for 5 years, leading the fundraising efforts for this clinical program at Massachusetts General Hospital.

Prior to joining the development office at Massachusetts General Hospital, West had an 18-year career in professional golf tournament management nationwide for PGA TOUR Champions Tour events and U.S. Senior Opens, and served on the Champions Tour Tournament Association Board of Directors. She founded her own pro golf tournament management firm, Hayson Sports Group, and co-founded Pro Links Sports and has been involved in management of 50+ pro tournaments throughout her career. Additionally, West spent 4 years working in product management, economic forecasting and market research for two national corporations, Foremost Insurance and Herman Miller.

She has an MBA in Marketing from Michigan State University and a B.S. Finance & Economics from Lake Superior State University.

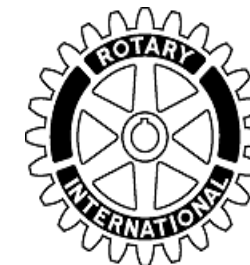
West is an elected member of the PGA TOUR Tournament Advisory Council. In Tampa Bay, she serves on the Board of Directors of Habitat for Humanity of Pinellas County, The First Tee of Tampa Bay, the Clearwater Chamber of Commerce, the Tampa Bay Sports Commission, Ruth Eckerd Hall, BB&T Local Advisory Board (Pinellas County) and the Tampa chapter of Women in Sports & Entertainment (WISE); and she serves on the 2019 Women's Final Four TBLOC Advisory Committee.

Among the recognitions received by West are: Tampa Bay's Most Influential Women in Sports, Tampa Bay Business Journal Non-Profit Business Woman of the Year, named #8 in Massachusetts Golf's "20 Most Powerful Figures", ten Brassie Awards for excellence in marketing and communications on Champions Tour, inaugural Champions Tour "Tournament of the Year" awarded by the Champions Tour professionals, Boston Champions Tour event named as one of "The Magnificent Seven Champions Tour Events" in Sports Illustrated in 2004, and Lake Superior State University Young Alumnus of the Year.



**ROTARY 2018-2019**

## SEMINOLE SMOKE SIGNALS



**Club Number 4289**

**October 31, 2018**

**PRAYER FOR TODAY:** Thank You, Father, for giving me everything I need to be content. Amen

**PROGRAM THIS WEEK:** Tracy West,  
Tournament Director, Valspar Championship

**PROGRAM NEXT WEEK:** Elizabeth Bunbury

**PROGRAM LAST WEEK:** Jen Reynolds,  
Auction Update and Presentation

### Upcoming Events:

Nov 10th	<b>MARDI GRAS AUCTION GALA</b>
Nov. 14th	Jeff Etter - Seminole Historical
Nov. 21st	Dennis Tennenboym
Nov. 28th	Sandra Lilo
Dec. 7th	Christmas/Holiday Party, "The Club" Treasure Island, More details to follow, see Phylis Boksen
Dec. 8th	Rotary Christmas Shopping (More info to come)

### Rotary Club of Seminole Officers 2018-2019:

<b>President</b>	Ginger Hayes	<b>Sergeant at Arms</b>	Frank Tanzella
<b>President Elect</b>	Jen Reynolds	<b>Bulletin Editor</b>	Jeff Graves/Ruth Berry
<b>Secretary</b>	Lorie Whitney	<b>Past President</b>	CJ Morris
<b>Treasurer</b>	Mike McQuilkin		

**District 6950 Website - [www.rotary6950.org](http://www.rotary6950.org)**  
**Seminole Rotary Website - [www.seminolerotary.org](http://www.seminolerotary.org)**  
**Rotary Club of Seminole P.O. Box 3313 • Seminole, FL 33775-3313**