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TRACY WEST NAMED TOURNAMENT DIRECTOR

Tracy West is the new tournament director of the PGA TOUR's Valspar Championship presented by BB&T which will return to the Copperhead Course at Innisbrook Golf Resort next March.

West brings 18 years of experience 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, co-founded Pro Links Sports and was involved in management of 40-plus pro tournaments including Tampa Bay's Verizon Seniors Classic.

"Those tournaments at TPC Tampa Bay were an important part of my early career," she says. "I remember my time here during those events fondly and knew I would love to return to Tampa Bay at some point. My family and I are very excited about our move. The Valspar Championship is already one of the best events on the PGA TOUR and we look forward to working with the tournament team to continue its growth."

She most recently served as the senior director of development and signature programs for the Red Sox Foundation and Massachusetts General Hospital Home Base Program for five years, leading the fundraising efforts for this clinical program at Massachusetts General Hospital. Philanthropic efforts were related to major gifts, corporate and foundations, special events, third-party fundraisers, planned giving, e-philanthropy and the creation and management of two large signature events – a run in Fenway Park and a concert in Boston Symphony Hall. West was one of the original employees of the program, helping to launch the clinical care program for Afghanistan and Iraq veterans.

Additionally, West spent four years working in product management, economic forecasting and market research for two national corporations. She has an MBA in Marketing from Michigan State University and a B.S. in Finance & Economics from Lake Superior State University.

The tournament also announced the retirement of Joe Simpson who has been an integral part of the tournament for most of its 25 years at Innisbrook, most recently serving as Co-Director of Operations.

Zach Labbe, a graduate of St. Leo University, who has been an important part of the last eight Valspar Championships has been promoted from Co-Director to Director of Operations.

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