

Press Release



Steve John Named Chief Executive Officer of the Monterey Peninsula Foundation

FOR IMMEDIATE RELEASE: December 12, 2011

Monterey, CA – Monterey businessman Steve John has been named CEO of the Monterey Peninsula Foundation. The Foundation stages the AT&T Pebble Beach National Pro-Am on the PGA TOUR and the Nature Valley First Tee Open at Pebble Beach on the Champions Tour and disburses funds from both events to qualifying nonprofit organizations.

John, past president of Ocean Honda in Soquel, CA, will assume responsibility immediately and be advised by former CEO Ollie Nutt. Steve Worthy, Foundation president and tournament director, will continue in his role through the 2012 AT&T Pebble Beach National Pro-Am, February 6-12. Worthy has accepted the position of CEO of Fore Kids Foundation which conducts the Zurich Classic of New Orleans.

“I have worked side-by-side with Steve as vice chairman of The First Tee of Monterey County for the past five years and he has played in both tournaments numerous times,” states Ollie Nutt. “I can’t think of a better successor to me. He has my whole-hearted support.”

States Board Chairman Clint Eastwood, “Steve John is the perfect fit for the Monterey Peninsula Foundation. His business and nonprofit background have made him an effective leader in the success of The First Tee of Monterey County and he has first-hand knowledge of both of our tournaments.”

John, a graduate of Albion College in Michigan, is active in the community, having served on a number of boards including Santa Cruz County Bank, Cabrillo College Foundation and O’Neill Sea Odyssey. He has an extensive golf background as well and is a panelist for Golf Digest Magazine for its national course ranking.

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About Monterey Peninsula Foundation

Monterey Peninsula Foundation (MPF) is a charitable foundation which disburses funds from the proceeds of the AT&T Pebble Beach National Pro-Am on the PGA TOUR and the Nature Valley First Tee Open at Pebble Beach on the Champions Tour. MPF focuses on improving the quality of life in Monterey County and surrounding areas. Since the AT&T Pebble Beach National Pro-Am came to the Monterey Peninsula in 1947, over \$94 million has been raised for charity.

In 2004 the First Tee Open was introduced to serve as a showcase for The First Tee whose global mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. www.montereypeninsulafoundation.org; www.attpbgolf.com; www.thefirstteeopen.com

About the PGA TOUR

The PGA TOUR is the world’s premier membership organization for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour and Nationwide Tour. The PGA TOUR’s mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in communities in which it plays, and provide financial opportunities for TOUR players.

In 2011, the three Tours collectively have tournaments in 29 states and in 12 countries and territories outside of the United States. PGA TOUR tournaments are broadcast to approximately 500 million households in 224 countries and territories in 29 languages.

Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2010, tournaments on the three Tours generated more than \$120 million for local charitable organizations, bringing the TOUR’s all-time total of charitable contributions to more than \$1.6 billion.

The PGA TOUR’s web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

About Pebble Beach Company

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts, including The Lodge at Pebble Beach, The Inn at Spanish Bay and Casa Palmero. The company also operates four world-renowned golf courses: Pebble Beach Golf Links, Spyglass Hill Golf Course, The Links at Spanish Bay and Del Monte Golf Course. Its other famed properties include the scenic 17-Mile Drive and The Spa at Pebble Beach, and it annually hosts premier events such as the Pebble Beach Concours d’Elegance, the AT&T Pebble Beach National Pro-Am, the Callaway Pebble Beach Invitational, the Pebble Beach Food & Wine event and the Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open, Pebble Beach Golf Links has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments. www.pebblebeach.com

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