



Jeff Sanders – President, Golf Events North America



Jeff Sanders has made golf his life's work, both as a competitor and as a businessman. Jeff was an All-American golfer at the University of Oregon and competed on the PGA TOUR for five years before deciding to return to his hometown of Portland, Oregon to pour his passion for golf into the business side of the game. In 1989, he founded Jeff Sanders Promotions. The company was acquired in December of 2013 by Paris, France based Lagardère Sports and Entertainment, which retained fifteen JSP associates and hired Sanders to run its newly formed Golf Event Management Division.

JSP's golf event management history includes PGA TOUR events in Napa and La Quinta California, historic USGA National Championships, Champions Tour and major Korn Ferry Tour events, corporate fundraisers, celebrity tournaments, made-for-television events and more. Lagardère Sports' scorecard reflects 30-years of unparalleled results, including more than 250 successful golf events and more than \$100 million raised for benefiting charities from across the United States.

Pat McCabe – Tournament Director



Pat McCabe has been involved with golf from an early age and graduated from Penn State University with a degree in Professional Golf Management in 2006. Pat began working at Jeff Sanders Promotions in 2009 as Assistant Tournament Director. In 2012, Pat was promoted to Tournament Director to run the Jewel-Osco Acme Shaws Charity Classic at Medinah Country Club in Chicago. That event raised more than \$1.4 million under Pat's leadership. In 2014 Pat helped launch the inaugural Winco Foods Portland Open as the Tournament Director. The Korn Ferry Tour regular season ending "25 Card" event debuted at Witch Hollow at Pumpkin

Ridge August 21-24, 2014. The tournament has raised \$7,000,000 in just six years for local charities, breaking charitable records on the Korn Ferry Tour. It was awarded "Tournament of the Year" on the Korn Ferry Tour in 2018. That same year Pat was named Tournament Director of The American Express (then the Career Builder Challenge). In the past two years Pat has led the team and event to new heights, tripling the attendance numbers and continuing to build on a festival event model combining first class food and beverages, top tier musical entertainment and PGA TOUR golf.