



Executive Director Jerry West



On May 28, 2009, Los Angeles sports icon Jerry West was named executive director of the Northern Trust Open. In this role, West is working to raise the profile and charitable impact of one of the most storied events on the PGA TOUR schedule.

As the face of the Northern Trust Open, West is helping to build out the tournament's "L.A. Legends Club," a group of Los Angeles-area leaders who will serve as ambassadors, helping to educate the community about the Northern Trust Open and all that it has done, and will do, for Los Angeles. West is working to further engage the community through public appearances and speaking engagements and drive leads, both in sales and in support. West's ultimate goal is to raise the profile of the Northern Trust Open in order to greater impact its charitable beneficiary, the Los Angeles Junior Chamber of Commerce (LAJCC) Charity Foundation.

Thanks in no small part to West's efforts, the 2010 Northern Trust Open was a tremendous success and generated \$1.48 million for local Los Angeles charities. Charitable donations from the 2011 event will be announced this summer.

"All of us with the Northern Trust Open are so proud of the charitable dollars raised and the impact made on Los Angeles – as these funds translate to more lives being touched by the event," said West. "My involvement with the tournament and the hard work of the staff, PGA TOUR, Northern Trust and LAJCC has raised the profile of the Northern Trust Open and made a bigger impact on the community. I love Los Angeles, and I know there are so many people in this area who need help and support. This is a great start, and our goal is to continue to grow the event and bring more assistance to our neighbors who need it most."

One of the best shooting guards in professional basketball history, West went on to lead the Los Angeles Lakers to basketball dominance during the last quarter of the 20th century, first as head coach and later as general manager and executive vice president. After nearly four decades with the Lakers organization, West stepped down in 2000, but it did not take him long to get back to work. In October 2002, West was hired as president of the Memphis Grizzlies, a young organization that had not yet made it into the playoffs. Nicknamed "Mr. Clutch" for his reputation for saving the game with last-minute heroics, West is the model for the silhouetted figure who is the focal point of the NBA logo.

As a player from 1960 through 1974, West became only the third player in NBA history to reach the 25,000-point plateau. He still holds the NBA record for the most free throws (840 in 1965–66) made in a single season. Only five years after leaving the game as a player, West was inducted into the NBA Hall of Fame in 1979. As his biography on the NBA's Web site states, West brought to the game "a deadly jump shot, tenacious defense, obsessive perfectionism, unabashed confidence, and an uncompromising will to win."