



Michelle DeLancy
Boeing Classic, Tournament Director

One of the first full-time employees of the Boeing Classic, Michelle DeLancy has been an integral part of the event's ability to raise more than \$2.9 million for local charities since its inception in 2005. Named Tournament Director in December 2009, she is now responsible for all areas of the tournament including player relations, sales, marketing, communications, operations and relationship management with both the PGA Champions TOUR and beneficiary – Benaroya Research Institute at Virginia Mason.

DeLancy's experience and responsibility with the Boeing Classic has grown significantly from its beginning stages of development to now, as one of the most successful and popular events on the Champions Tour. She began with the organization as Associate Tournament Director, spearheading the event's marketing, advertising and sponsorship efforts for four years before being named Interim Tournament Director in March 2009 and eventually earned the promotion to Tournament Director following 2009's successful event.

A graduate of Washington State University, DeLancy began her career as the Marketing & Events Specialist for Benaroya Research Institute at Virginia Mason. She was then promoted to Marketing Manager and then Marketing Director for Virginia Mason Medical Center, where she created and managed marketing and branding opportunities for the medical center including sports marketing, community organizations, and corporate marketing opportunities. It was while working in this capacity that she became one of the early leaders in shaping the future of the Boeing Classic.