



Bill Perocchi

Born July 27, 1957, in Lawrence, Massachusetts, Bill Perocchi was shaped by the city where he was born and raised.

Lawrence is a city of 75,000 residents located 25 miles north of Boston. It is the poorest city in New England and has a 60% high school dropout rate. Bill lived in the Lawrence Stadium Projects from the time he was born until he graduated from college in 1979. Bill often said, "rich to us was someone who had a new baseball glove."

Known as the "Immigrant City," Lawrence has always been a multi-ethnic and multicultural gateway city with a high percentage of foreign-born residents. The successive waves of immigrants coming to Lawrence to work in the textile mills began with the Irish in the late 1800s. Around the turn of the century, Italians began arriving in Lawrence including Bill's grandfather.

Lorenzo Antonio Perocchi, was born in 1888 in the region of Abruzzo. He passed through Ellis Island in 1903 at the age of 15 and settled in Lawrence in pursuit of the American dream. He eventually found work as a silk maker in the Lawrence mills. Lorenzo married Emelia Fillipone and together they had five sons and three daughters. Bill never met his grandfather as he passed away in 1956, the year before Bill was born.

Bill's father Anthony (Tony), the second oldest of the boys, was born in 1917. He dropped out of high school after his sophomore year and followed his father, Lorenzo, to the mills. Tony became a labor union steward and worked 12 hours a day, often six days a week, checking cloth as it rolled off machines at the old Lawrence mills. As a young man, Tony was almost killed in

the Hurricane of 1938, which was the most devastating hurricane to ever hit New England. A tree limb fell on him during the hurricane and Tony never fully recovered from the accident walking with a limp for the rest of his life and constantly in pain. Ultimately, Tony's injuries led to permanent disability.

Two years after his accident, Tony married the love of his life, Pauline Fletcher of Newburyport, MA. They had four children: Jayne, Frank, William (Bill) and David.

Tragedy struck the Perocchi family in 1966 when Bill's mother passed away as a result of a car accident. Bill was nine years old at the time. In the same year, Bill's grandmother (Tony's mother) and aunt (Tony's closest sister) also passed away. The death of three close family members in the span of six months took its toll on Bill's father and made it very challenging for him to keep the family together. Fortunately, Tony and his children had the love and support of the extended Perocchi Italian family including Bill's uncle Paul (who attended law school at nights while working in the Lawrence mills and eventually became Lawrence District Court's presiding judge) and uncle Steve (a hall of fame high school football coach and teacher) as well as his aunt Elizabeth (who cooked Italian meals for the Perocchi kids nearly every day).

Bill's uncles became tremendous mentors, and the local Boys Club became a safe haven. Bill's hardscrabble life made a significant impression during his formative years and contributed to a strong work ethic. As a teen and through Bill's college years, he worked a number of summers jobs including mowing grass and cleaning parks for the Lawrence Parks Dept., spending time as a security guard at the same mills his father and grandfather had once worked, installing pools, managing concessions at an amusement park, and working at the Portsmouth Naval Shipyard to help pay his way through college.

After attending public high school his freshman year, Bill decided he had loftier goals to achieve. With the support of his mentors (Judge Perocchi and Coach Perocchi) and the Boys Club, he left Lawrence High School to attend Brooks School, one of New England's finest prep schools, on a full scholarship. The rigors of a top-notch private school were more than Bill was expecting and he remembers wondering in his first weeks how long he'd last. But Bill put everything into it, and he became a three-sport star, captaining the football team coached by his uncle Steve. Away from sports, he became a serious student, and his grades improved. When Bill graduated from Brooks in 1975, he received the Kilborn Bowl for Greatest All-Round improvement. In later years, Bill received the "Brooks Alumni Shield" award for outstanding character and achievement.

As high school drew to an end, Bill attended a graduation party in 1975 where he met the cousin of a high school friend. The meeting was life-changing, as Nanci Shaheen made quite an impression and sharpened Bill's aspirations even further. Of Nanci, Bill said, "She gave me

more drive, more focus. That's when I started to realize what I wanted in life was a wonderful wife, a family and a successful career."

With a life plan in place, Bill left for college at the University of New Hampshire to pursue a degree in Business Administration. When an injury ended his football career about a month into his freshman year, Bill's focus sharpened even further. From then on, he devoted all his time to studying or driving to visit Nanci at the University of Massachusetts.

Upon graduating in 1979 with honors from UNH, Bill landed a job with GE's prestigious Financial Management Program (FMP). After graduating in 1981 as one of the top FMP students, Bill advanced to GE's Corporate Audit Staff (CAS) headquartered in Schenectady, NY. Prior to moving to NY, Bill and Nanci married on August 15, 1981.

The CAS was the training ground for many of GE's top executives. It was a very rigorous program that required you to spend three months at a different GE business every quarter examining virtually every aspect of that business. During the six years Bill was a member of the CAS, he visited and reviewed GE facilities in 23 states and three countries. Although rewarding, the hours were long, the travel was extensive, and the sacrifices were many. Nevertheless, Bill persevered and excelled - gaining the notice and approval of GE's legendary leader, Jack Welch.

In 1991, GE foreclosed on a small hotel company (40 hotels) called Guest Quarters (subsequently renamed Doubletree hotels and then Promus Hotels) headquartered in Boston. After taking 100% ownership of the company, GE partnered with Peter Ueberroth (former baseball commissioner and head of 1984 LA Olympics) and Dick Ferris (former CEO of United Airlines) with the intent of creating a national hotel company. Knowing his interest in living in Boston, GE offered Bill the opportunity to join the new company as a partner and Chief Financial Officer. During the period 1992 through 1999, Bill worked closely with Ferris and Ueberroth, and through a series of acquisitions and mergers, they turned Guest Quarters, Doubletree, and Promus Hotels into the nation's second largest hotel chain with 1,300 hotels, 45,000 employees and revenues under management of \$5 billion.

In early 1999, they sold the company and Bill decided to "retire". He had spent the prior 20 years working 80-hour weeks, six days a week. By this time, Bill and Nanci had two children, Christine and William. Bill wanted to spend more time with his family, coach his kid's sports teams, and pursue charitable endeavors.

Three months into "retirement" Peter Ueberroth called. Recalled Mr. Ueberroth in a 2000 Lawrence Eagle Tribune article: "I told Bill, 'This is a long shot, but I've got a chance at buying Pebble Beach. I'd like you to help me with it.' "

At the time, Bill was very much enjoying retirement and planned on splitting his time between Boston (summers) and Paradise Valley, AZ (winters). He had never been to Pebble Beach and wasn't much of a golfer. But when Peter Ueberroth calls and asks for help, you drop everything. Bill was on a plane to Monterey the next day.

It didn't take long for Peter's Pebble Beach project to take off with some old friends. "I became 'we' with Bill. Then we became Dick Ferris, Bill and I," said Mr. Ueberroth. "Then the three of us went forward. We brought in Clint (Eastwood) and Arnold (Palmer), and the rest is history."

Among them they lined up 150 investors. Bill led the due diligence efforts as well as the arranging of financing. By late July 1999, they had purchased the historic Pebble Beach property from its Japanese owners. After the successful acquisition, Ueberroth and Ferris suggested that Bill stay on as Chief Executive Officer of the Pebble Beach Company (PBC) for a "few years". A "few years" turned into 22 of the most exciting, rewarding, and fulfilling years of Bill's life.

During his tenure as CEO, Bill led PBC through many great celebrations and some unprecedented challenges. The Company hosted three U.S. Opens (2000, 2010 and 2019), two U.S. Amateurs (1999 and 2018), and its centennial celebration (2019). Under Bill's leadership, the Company invested over \$500M on resort improvements, further enhanced its reputation as the number one golf resort in North America and was heavily involved in community activities and charitable causes. Bill also guided the Company through extraordinary challenges after 9/11, the 2008-09 Great Recession, and the COVID-19 pandemic.

Since retiring in July 2021, Bill continues to be involved in PBC as a Partner and Co-Chairman of the Board. Bill and Nanci split their time between their home in Pebble Beach and the east coast.

Bill and Nanci are especially proud of their two children, Christine and William. They are both graduates of Stevenson School and the University of Notre Dame. Both also earned MBAs - Christine from UCLA Anderson School of Management and William from Stanford Graduate School of Business.

Bill is a member of the Junior Achievement Monterey Bay Business Hall of Fame, Lawrence Boys and Girls Club Hall of Fame, the National Boys and Girls Club of America Hall of Fame, and is featured in Denzel Washington's book about the Boys and Girls Club – A Hand To Guide Me. He is also a past recipient of the Ellis Island Medal of Honor, the Monterey Peninsula Chamber of Commerce Citizen of the Year, the Boys and Girls Club of Monterey

County President's award, and The Langley award. Bill serves as a board member of the Boys and Girls Club of Monterey County, Stevenson School and Monterey Peninsula Foundation.

Bill and Nanci have never forgotten their roots. Both continue to be involved in their former hometown having led the efforts to build a new Boys and Girls Club in Lawrence, MA, replacing the facility Bill attended. Bill and Nanci are part of the capital campaign committee to build a new Catholic elementary school replacing the existing school built in the early 1900's. They also support numerous local charitable organizations like the Boys and Girls Club of Monterey County. In addition, the Perocchi family established financial aid scholarships at Stevenson School for qualified members of the Boys and Girls Club.

Bill and Nanci are devoted parishioners of St Angela Merici Church in Pacific Grove where Father Peter Crivello is pastor and a past honoree of the Italian Heritage Society. Nanci is a Catechist at St Angela's and is also President of Catholic Charities Diocese of Monterey.

Bill and the Perocchi family's love of sports (and Boston professional sports teams) is legendary. Bill fulfilled his lifetime dream of following his uncle in the coaching profession by coaching high school football for five years and softball for four years at Stevenson School. Bill's family travels frequently to Patriot games across the country and Bill has been rumored to have given coaching advice to both Tom Brady and Bill Belichick of the New England Patriots during their amazing run of six Super Bowl championships over 20 years.

Reflecting back on his professional and personal successes, Bill is extremely thankful for the many positive role models he had throughout his life. Despite the many obstacles Bill faced early on, he never gave up hope. Bill always said that the pursuit of happiness and success demands that young people develop a few key qualities, regardless of their background. Qualities like honesty, hard work, and a strong commitment to family and education.

"The Projects to Pebble Beach," Bill says, shaking his head. "I pinch myself every day. No matter where you grow up, if you're willing to work, you can find a way."

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