

**FOR IMMEDIATE RELEASE**

**RANCHO SANTA FE FOUNDATION**

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**Contact: Christy Wilson**

**858-756-6557**

**858-756-6561 fax**

**[rsffound@pacbell.net](mailto:rsffound@pacbell.net)**

Margaret Mead once said, "Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has". And I am constantly struck, particularly in this community, at how our residents can come together around a cause of project, and make a difference.

Such is the work of the Board of Directors of the Rancho Santa Fe Foundation. And we are proud to announce the addition of two new members to the Board.

**Edward J. Sanderson, Jr. (Duff)** has had a 30 year career in technology and consulting. He holds a B.S. from the U.S. Naval Academy (1971) and a master's degree in Information Technology and Business from George Washington University (1975). In 2001, he and his family moved to RSF from the San Francisco Bay area, where he was with Oracle Corporation as Executive Vice-President, responsible for product sales to 11 major industries, Oracle Consulting and the Latin America Division. Prior to his seven years with Oracle, he held senior positions with Unisys, McKinsey & Company, as a Partner with Anderson Consulting and spent 5 years in the U.S. Navy, retiring as a Lieutenant.

He is married to Susan Costley Sanderson and has three children.

**Charles J. Yash (Chuck)** has the distinct experience of leading three of the four largest golf equipment companies in the world. He is a graduate of the U.S. Naval Academy and Harvard Business School. He began his career in product management for General Foods and then went to work for Spalding Sports Worldwide Golf division. After 13 years, he was recruited by Salomon Ski Company to turn around its Taylor Made Golf subsidiary. In 1996, Ely Callaway offered him a chance to start a new golf ball company from scratch, and he became the President of Callaway Golf Company in 1999. He is currently serving as advisor to new start-up sporting goods companies.

He is married to Kathy Yash and they have two grown daughters.

Both of these men bring immense personal experience and commitment to our community foundation, and we look forward to their involvement.

The mission of the Rancho Santa Fe Foundation is to enhance and preserve the quality of life within the greater Rancho Santa Fe area by promoting responsible and effective philanthropy. In pursuit of this mission, the Foundation:

- Will increase awareness and understanding of the unique role played by the Foundation in identifying community needs.
- Will assist in addressing those needs with financial awards and organizational support.
- Will assist donors in building and preserving enduring assets for charitable purposes in the greater Rancho Santa Fe area.