

# Campbell 'a cheerleader' of superintendents

## Old Tom Morris Award-winner says greenskeepers' role most important

By Peter Blais

William Campbell cited his respect for superintendents and Old Tom Morris himself as the reasons he was so honored to receive the GCSAA's top award at February's International Conference and Show.

"I am an enthusiastic cheerleader of you fellows (superintendents) and your good works and am delighted to join you here," the only American to serve as both president of the United States Golf Association and Captain of the Royal and Ancient Golf Club of St. Andrews, Scotland said during the closing banquet.

"Nothing is more important to any golf club or the people who play there than a thorough understanding of the superintendent's role, their recognition of his problems and an appreciation of his contribution to their enjoyment of the game."

As for the legendary Old Tom Morris, after whom the GCSAA named its most prestigious award, the West Virginia businessman said:

"Old Tom's personal qualities were his greatest strength. Old Tom was the role model. He personified the game of golf and its quiet pursuit. His character was unassailable. These admirable qualities remind us to be ever mindful of what makes our sport different from most others, and better.

Quoting from a plaque minted years ago in Scotland in Old Tom's memory, Campbell read: "Courteous, kindly, upright, devout, generous in rivalry, modest in victory. He was beloved and honored by friends of all ranks."

"No wonder you named your award in his honor," he said.

Campbell said Old Tom was long revered as the grand old man of golf at St. Andrews. He retired in 1903 and was given the title of Honorary Greenskeeper for Life along with the "princely sum" of 50 pounds per month.

He and Allan Robertson were the outstanding golfers of the 1840s and 1850s, with Morris going on to take four British Opens in the 1860s.

Long off the tees with a strong short game and a long, straight putting stroke, Morris was, inexplicably, terrible from two feet and closer, Campbell said.

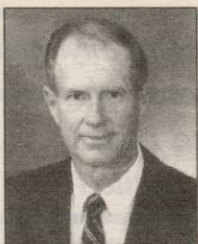
"A letter was once addressed to 'The Misser of Short Putts, Prestwick. And the postman took it straight to him," Campbell said.

Campbell was also quick to take good-natured jabs at himself.

"Here I am in Las Vegas and I feel like Rip Van Winkle. My last visit was 50 years ago. A lot's changed since then, especially the mirrors," he said.

Campbell said he took great pride in the partnership formed over the years between the USGA and GCSAA.

"Eight years ago in Atlanta, when Arnold Palmer received the first Old Tom Morris Award, I spoke briefly as USGA president. In bringing friendly greetings from the



William Campbell

USGA I said, 'We respect your organization, we like your people and we wish you well as we work together for the good of the game.' Since then the personal and institutional vibrations have been excellent.

"An effective working relationship between the USGA and the GCSAA is not only important to both organizations, but vital to the game itself. President Gerald Faubel's message to your members last July reflected the reaffirmed cooperation of both groups, includ-

ing your record-high donations for mutual research objectives.

Following Campbell's speech, Faubel read a letter from President George Bush.

"William Campbell's many achievements and his many contributions to the game of golf certainly deserve recognition," Faubel read. "He has dedicated a lifetime to improving this great sport, and is the only American to serve both as president of the United States Golf Association and captain of the Royal and Ancient Golf Club of St.

Andrews.

"He holds a special place of honor in our nation's sporting legacy. He has my congratulations on receiving this most prestigious award. My best wishes to Bill for continued success and to all of you for a most enjoyable event."

Faubel presented Campbell with a portrait, a leather-bound edition of *The Life of Old Tom Morris* and an honorary GCSAA membership card, an honor shared only by the other eight Old Tom Morris Award recipients.

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