

BEN CRENSHAW

To Receive GCSAA's Highest Honor

Ben Crenshaw, one of the PGA Tour's most popular and talented players, will receive the 1997 Old Tom Morris Award from the Golf Course Superintendents Association of America (GCSAA) at a gala banquet Feb. 11 during the association's 68th International Golf Course Conference and Show in Las Vegas.

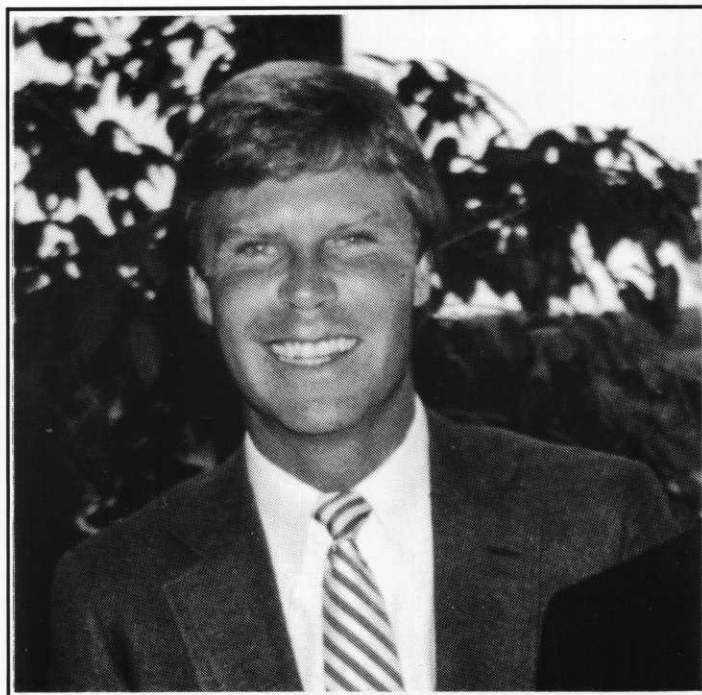
"It is with great pride that we award the 1997 Old Tom Morris Award to Ben Crenshaw," said GCSAA President Bruce R. Williams, CGCS, Bob O'Link Golf Club in Highland Park, Ill. "He has been involved with golf since he was a youngster, and his actions over the years exemplify what is best about the game. From his activities as a collector to his passion for the integrity of the game, Ben's obvious love of golf is an inspiration."

GCSAA's most prestigious honor, the Old Tom Morris Award is presented each year to an individual who, "through a continuing lifetime commitment to the game of golf, has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris." Morris (1821-1908) was greenkeeper and golf professional at the Royal and Ancient Golf Club of St. Andrews, Scotland; a four-time winner of the British Open (1861, '62, '64 and '67), and ranked as one of the top links designers of the nineteenth century.

Crenshaw was introduced to the game by his father, Charlie, and won his first tournament — the Casis Elementary Invitation—in the fourth grade. Many fans will remember his relationship with golf teaching legend, Harvey Penick, to whom Crenshaw dedicated his 1995 Masters win.

Crenshaw received a golf scholarship to the University of Texas in 1970, won the 1972 Trans-Mississippi Championship at Brook Hollow in Dallas, and after a spectacular college career won the first professional event he entered, the 1973 Texas Open. It wasn't until 1984, however, that Crenshaw received a major title by winning the Masters at Augusta with a 277 (11 under par). Crenshaw's other PGA Tour victories include:

- 1976 Bing Crosby National Pro-Am
- 1976 Hawaiian Open
- 1976 Ohio Kings Island Open
- 1977 Colonial National Invitational
- 1979 Phoenix Open
- 1979 Walt Disney World Team Championship
- 1980 Anheuser-Busch Classic
- 1983 Byron Nelson Classic
- 1986 Buick Open
- 1986 Vantage Championship
- 1987 USF&G Classic
- 1988 Doral Ryder Open
- 1990 Southwestern Bell Colonial
- 1992 Centel Western Open
- 1993 Nestle Invitational
- 1994 Freeport-McMoRan Classic
- 1995 Masters



Ben Crenshaw

A dedicated student of golf history and golf course architecture, Crenshaw is one of the best-known members of the Golf Collectors' Society. In addition to the golf paintings and sculptures, miniature clubs and other memorabilia he has acquired over the years, Crenshaw owns about 800 golf books, many of them rare editions printed in Britain at the turn of the century.

Crenshaw has transferred his love and knowledge of the game into a successful golf course architecture business developed with Bill Coore. Coore & Crenshaw has done restoration work on some of the finest courses in the country including Riviera Country Club in Los Angeles, Houston Country Club in Houston and Brook Hollow Country Club in Dallas.

Coore & Crenshaw also has built championship courses throughout the United States, including the Plantation Course at Kapalua Bay Resort on Maui, Hawaii; the Crenshaw/Coore Course at Barton Creek Club in Austin, Texas, and Sand Hills Golf club near Mullen, Neb.

Crenshaw joins Arnold Palmer (1983), Bob Hope (1984), former President Gerald Ford (1985), Patty Berg (1986), Robert Trent Jones Sr. (1987), Gene Sarazen (1988), Juan "Chi Chi" Rodriguez (1989) Sherwood Moore, CGCS (1990), William Campbell (1991), Tom Watson (1992), Dinah Shore (1993), Byron Nelson (1994), Dr. James Watson (1995) and Tom Fazio (1996) as recipients of the award. The GCSAA Board of Directors selects the Old Tom winner at its spring board meeting.