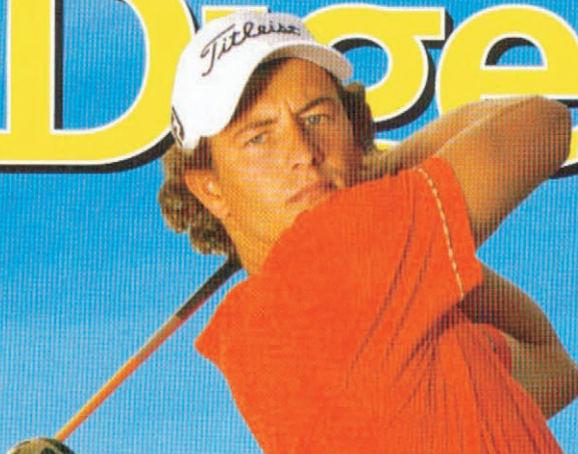


# 101 SECRETS TO GREAT GOLF

# Golf Digest

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## For ex-USGA boss, it isn't acting

AS ONE OF THE GAME'S MOST RESPECTED AND DISTINGUISHED figures, former U.S. Golf Association president **Frank (Sandy) Tatum** never imagined the star status that would come his way at age 85. But when the creative team at PricewaterhouseCoopers asked him during a conference call to describe what The First Tee project meant to him, Tatum waxed so eloquently and passionately it led to a starring role in a series of commercials that began airing during the PGA Tour's Florida swing in March. A few weeks after that, Tatum was the hit of the Golf Writers Association of America dinner at the Masters, receiving the **William D. Richardson Award** for the restoration of Harding Park Golf Course in San Francisco.

Tatum was paid "a few thousand dollars" for the filming of the commercials, and he receives "a couple hundred bucks every time it airs," but most of the kidding from his USGA buddies doesn't relate to losing his amateur status. Instead, it's about his line in one of the 30-second spots when he tells a young girl that Bobby Jones is "just a guy you remind me of."

From his home near Stanford University, the Oxford graduate and Bay Area attorney could be heard laughing on the other end of the phone. "Everybody wanted to know how I could end a sentence with a preposition," says Tatum. "They said, 'You, of all people.'"

♦ ♦ ♦

Sebonack Golf Club, the **Jack Nicklaus-Tom Doak** creation next to the National Golf Links of America on New York's Long Island, opened in late May with an A-list of founding members that includes **Johann Rupert** (Dunhill), **Stan Druckenmiller**

(Duquesne Fund), **Phil Morse** (Boston Red Sox vice chairman) and **Richard Santulli** (NetJets founder). Equity memberships are priced at almost \$1 million, and course owner **Mike Pascucci** wants to take his time and build the mystique. The club won't have more than 50-60 members in its first year. . . . It was important for the right people to see the reopening of the Cloister and the memor-



Sebonack Golf Club

able walk at Frederica Golf Club that **Sir Michael Bonallack** and **Tom Fazio** created for Sea Island heir **Bill Jones**. This year's Sea Island Pro-Am included teams from Seminole, Pine Valley, Merion, L.A. Country Club, Saucun Valley, Baltusrol, National Golf Links, Caves Valley, Calusa Pines and Deepdale.

They all bunked at the recently restored old hotel March 26-29 and were there to play Frederica, the new buzz course where golf guys **Sam Reeves**, **Tim Neher**, **Jimmy Dunne**, **Reg Murphy** and **Spider Miller** have joined **Davis Love III** and **Jonathan Byrd** as new members. Jones has a 3.9 Handicap Index and is a member of the Royal & Ancient. He was the one who changed the direction of Sea Island with the opening of Ocean Forest in 1995 and the hosting of the Walker Cup in 2001. . . . During this spring's Coleman Cup, **Rick Carlson's** caddie stand at Seminole (Juno Beach, Fla.) proudly displayed the cowbell signifying victory over caddies from McArthur Golf Club in nearby Hobe Sound. The clubs have two of the best-playing caddie yards in the country, with Seminole's **Doug Blank** named MVP. The 4-handicapper caddies during summers at Old Sandwich in Plymouth, Mass.

The Digest