

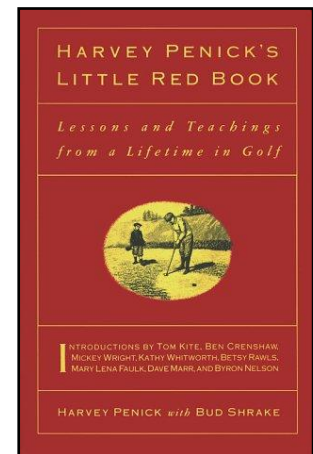
PENICK'S LITTLE RED BOOK

Harvey Morrison Penick (1904 – 1995) was an American professional golfer and coach who coached many Hall of Fame players. Born in Austin, Texas, Penick began his golf career as a caddy at the Austin Country Club at age 8, became the club's assistant pro five years later, and after his graduation from high school, was promoted to head professional in 1923.

Penick was the golf coach at the University of Texas from 1931 to 1963, coaching the Longhorns to 21 Southwest Conference championships in 33 years, including 20 out of 23 seasons from 1932 to 1954. He coached the following members of the World Golf Hall of Fame: Tom Kite, Ben Crenshaw, Mickey Wright, Betsy Rawls and Kathy Whitworth. Other outstanding players coached by Penick include: Sandra Palmer, Judy Kimball, Terry Dill, Don Massengale, Rik Massengale and Edward White.

His students returned to Penick even after years on the pro golfers' circuit to seek his help with their putting, chipping and driving.

During Penick's final illness, he gave lessons from his deathbed to longtime student Ben Crenshaw. The day after serving as a pallbearer in Penick's funeral, Crenshaw began play in the 1995 Masters Tournament. With the memory and spirit of his longtime friend and mentor to guide him, Crenshaw became the second oldest Masters champion, winning his second Masters at the age of 43. In the post-tournament interview, Crenshaw said: "I had a 15th club in my bag," a reference to Penick. (The "15th club" reference is based on the golf rule that limits a player to carrying 14 clubs during a round.)



Penick was inducted into the World Golf Hall of Fame in 2002, seven years after his death.

Like any good coach, Penick was a careful observer who learned how to golf from watching others. In fact, for decades Penick scribbled his random observations about golf into a notebook. One day, he mentioned these golf diaries to a writer named Bud Shrake. Shrake saw the publishing potential in Penick's notebooks and collaborated with him on a book published in 1992 under the title *Harvey Penick's Little Red Book: Lessons and Teachings from a Lifetime in Golf*.

The *Little Red Book* sold more than a million copies, becoming the best-selling sports book in history. Penick was 87 years old at the time of its release.

Most older people have not written a *Little Red Book*, but like Penick observing golfers, they have observed life and learned important things the hard way.

A wise person takes seriously the wisdom of older people. They are the treasures we have the opportunity to serve in our centers.

– Beecher Hunter