

GOLF IN THE OLYMPICS

UNITED STATES OLYMPIC COMMITTEE



Phil Cheetham

Senior Sport Technologist, Olympic Training Center, Chula Vista
Advisory Board Member, World Scientific Congress of Golf

GOLF IN THE OLYMPICS

- Why am I giving this presentation?



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MY GOLF SCIENCE EXPERIENCE

- **Golf Scientist**

- The importance of stretching the X-Factor in the downswing of golf:
“The X-Factor Stretch”

- Cheetham, et. al.
- In P.R. Thomas (Ed.), Optimising performance in golf. Australian Academic Press. 2001.

- Comparison of Kinematic Sequence Parameters between Amateur and Professional Golfer

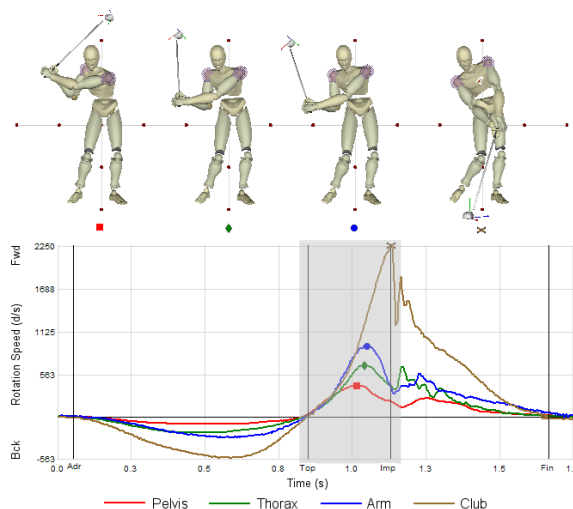
- Cheetham, and TPI Biomechanics Board
- Science and Golf V, 2008



- Co-owner: Advanced Motion Measurement, Inc.

- Director Biomechanics for Titleist Performance Institute

- Co-developer: AMM 3D and TPI 3D Swing Biomechanics Analysis System



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MY OLYMPIC EXPERIENCE

- Senior Sport Technologist/Biomechanist
 - Sport Performance Division
 - US Olympic Committee
 - Chula Vista Olympic Training Center
- Golf in my portfolio of sports
- Olympian, Gymnastics, Australia
 - 1976 Montreal
 - 1980 Moscow (boycott)



Montréal 1976



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LONDON OLYMPICS 2012

- Video



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GOLF – EARLY OLYMPICS



Credit: IOC Olympic
Museum Collection

Did You Know?

- 1900 – Paris, France
- 1904 – St Louis, USA

And - Over a Century Later!



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GOLF IS BACK



- Golf is an Olympic Sport again!
- 2016 Rio de Janeiro, Brazil
 - August 5 – 21, 2016
- 2009 IOC Vote
- Golf and Rugby both reinstated as Olympic sports
- First to be added since Triathlon and Taekwondo in 2000
- Status for 2020 to be reviewed in 2017
- Now 28 Olympic Sports



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FORMAT

- Men and Women
- 72-hole stroke play
- 60 players in each field
- Top 15 get automatic entry
- Using Official World Golf Rankings
- Then two from each country (if not already selected)
- Maybe 4 if 2 already in top 15
- Individual Medals only, no team



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INTERNATIONAL GOLF FEDERATION

- IGF recognized by the IOC as the official international federation for golf
- Formed in 1958
- 127 federations from 122 countries as members

- International Governing Body
 - Relocated to Lausanne, Switzerland
- Peter Dawson, President
 - Chief Executive of the R&A
- Ty Votaw, Vice President
 - Executive Vice President of PGA TOUR
- Selected - December 2010



The IGF is the
International Federation
for Golf for the IOC



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TED STEVENS OLYMPIC AND AMATEUR SPORTS ACT

- United States Law – 1998
- Former Senator from Alaska
- Revision of Amateur Sports Act of 1978
- Grants monopoly status to the US Olympic Committee for Olympic sports in the US
- Governance over all Olympic NGBs
- Protects the Olympic name
- No longer requirements for amateurism

- USA Golf Federation selected under these rules in September 2011
- Public hearings and selection by USOC



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USA GOLF FEDERATION

- USA Golf Federation, Inc.
 - Formed August, 2011
 - A Florida Corporation
 - 501(c)(3) – non-profit charitable organization
 - Andy Levinson – Executive Director
 - Headquarters – Golf Hall of Fame in St Augustine, Florida
- Founding Members
 - PGA of America
 - LPGA
 - USGA
 - PGA Tour
- National Governing Body of the Sport in the US
- Governance over US Olympic Golf
- And Pan Am and Paralympic Golf if and when they occur



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USA GOLF – BOARD OF DIRECTORS

- 6 Board Members
 - First meeting in Dec 2011 to establish mission statement, budgets, and vision
 - Second meeting Feb 2012
- USA Golf Board of Directors
 - LPGA Player - Katie Furcher
 - PGA Player – Paul Goydos
 - PGA TOUR - Ross Berlin
 - LPGA - Heather Daly-Donofrio
 - PGA - Kerry Haigh
 - USGA - John Bodenhamer



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PLAYER'S REPS

- Paul Goydos
- Katie Futch
- Were chosen by a vote of the players
- Are also on the Board of Directors



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GOLF COURSE IN RIO

- Winner
 - Hanse Golf Course Design
 - Announced just last week
- Other Finalists
 - Gary Player Design
 - Greg Norman Golf Course Design
 - Nicklaus Design
 - Hawtree Ltd
 - Renaissance Golf
 - Robert Trent Jones II
 - Thomson-Perret Golf Course Architects



Phil Mickelson said:
“I give the IOC a lot of credit.
They went with the best. I
thought that was pretty cool.”
Phil Mickelson



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GOLF COURSE IN RIO

- Hanse Golf Course Design
- Since 1993
- Gil Hanse
- Team up with Hall of Famer Amy Alcott
- Castle Stuart Course in North Scotland (Scottish Open)
- Boston Golf Club
- Hired by Trump to renovate Blue Monster course in Miami



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GOLF COURSE IN RIO

- Upscale Rio Neighborhood
- Barra da Tijuca
 - (Baha da Ti-zuca)
 - Swamp Sandbank
- Southwest of city on Atlantic Ocean
- Site of most of the Olympic venues
- Course will become a public facility and Golf Academy after the Games



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USOC ORGANIZATION

CEO – Scott Blackmun



- Chief of Sport Performance
 - Alan Ashley
- Sport Performance Division
- Chief of Sport Operations
 - Mike English
- Olympic Training Centers



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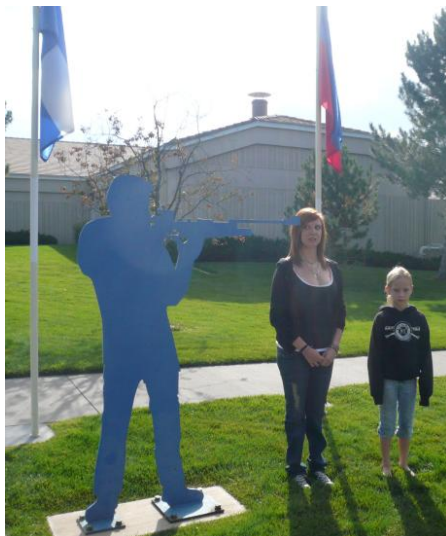
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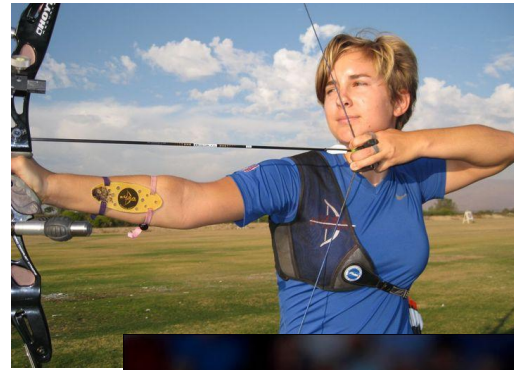
COLORADO SPRINGS - HEADQUARTERS



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CHULA VISTA



SPORT PERFORMANCE DIVISION

- CEO
- Chief of Sport Performance
- “Sportfolios”
- Team Leaders
- Team Managers – finances and logistics
- Performance Directors
- Service Professionals
 - Technology
 - Biomechanics
 - Physiology
 - Nutrition
 - Psychology
- Example Sport Portfolio (Sportfolio) (Mine)
 - Track and Field
 - Swimming
 - Shooting
 - Equestrian
 - Weightlifting
 - Golf (new)
 - Winter Sports



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USOC FUNDING

- No Government Funding for Olympic Teams
- Corporate Sponsors
- NBC TV – Every Olympics

- Some DoD and VA Funding for Paralympics, “Wounded Warrior”



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RESOURCE ALLOCATION

- Every year each NGB submits a budget
- Includes cash and resources
- Reviewed by Chief of Sport Performance (Alan Ashley)
- Team Leader and High Performance Director
- Could be hundreds of thousands to millions \$\$
- For Sport Performance program, not administration

- What will happen for Golf???



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GOLF OLYMPICS VIDEO

- Video



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QUESTION FOR THOUGHT

- What a fantastic impact on golf the Olympics will have!



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