

GolfDay



Bill
Nichols

INSIDE THE ROPES

OMG, a new tradition

Starting with Colonial, Tour will embrace Twitter, social media

Colonial Country Club is steeped in tradition. Tributes to Ben Hogan are all over the storied grounds, from the Ben Hogan statue to the Ben Hogan Room.

But next week, old school Colonial is going all social media on us. The Crowne Plaza Invitational at Colonial will be awash in mobile devices. Hogan's Alley will be transformed into Telephone Road. So will the HP Byron Nelson Championship the following week.

Years from now, the 65th Colonial will be known as the first to allow mobile phones on the hallowed grounds during the tournament. Fans are actually encouraged to bring cell phones.

Fort Worth agency Warren Douglas has been enlisted to "manage the social media," as if that's possible.

"We want to expand beyond just Twitter and Facebook, with location-based sharing," said Lauren Gourley, social media manager. "By integrating Four Square with up-to-the-minute Twitter updates, we will achieve our goal to make social media a suc-

cessful and integral part of the tournament."

Uh, OK. Twitterers will receive up-to-the-minute updates, consumer offers from tournament sponsors, and Twitter feeds of players. Twitter tickers will flash updates on five digital boards on the course, and on two at Sundance Square in downtown Fort Worth.

TCU marketing majors will serve as volunteer Tweet Caddies, showing fans where they can place their thumbs for optimal tweeting experience. These TCs will be stationed at the main gate, the clubhouse and at holes 1, 3 and 9.

The Nelson, which has been doing a trivia contest on Twitter, will boast QR codes (bar scans) for easy app downloading, and other streaming doodads.

But there are questions, such as: When will a giant router be inserted into the Hogan statue? Is the Byron Nelson Wi-Fi coffee house that far off?

And, BTW, whatever became of unsocial media?

Commitment news: The Nelson has commitments

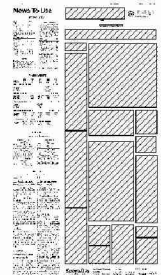
from Dallas resident Anthony Kim, Andres Romero of Argentina, and Tom Gillis. Tour rookie Jhonattan Vegas, a Texas ex, has pulled out of the Nelson and Colonial to play overseas.

Recent Colonial commitments: Roanoke's Tag Ridings, rookie Bobby Gates, Blake Adams, Joe Ogilvie, Steven Bowditch, Dean Wilson and Paul Goydos.

Junior golfers to be honored: Three of the nation's highest-ranked junior golfers will be honored at the HP Byron Nelson Championship. Michael Johnson of Birmingham, Ala., Denny McCarthy of Rockville, Md., and Justin Thomas of Goshen, Ky., will receive the Byron Nelson International Junior Golf Awards.

They will be recognized during the opening ceremony at noon on May 24 and will participate in the Youth Golf Clinic at 5 p.m. on the TPC Four Seasons practice range. They also will walk inside the ropes with Tour players during Tuesday's practice round.

Wrong call: Shame on the Tour for allowing the dramatic rules dispute on Sunday at



the Wells Fargo Championship: Playing partners Paddraig Harrington and Phil Mickelson were taken from the scorer's tent back to the 13th tee box because a volunteer marshal reported that Harrington teed off ahead of the markers. No conclusive TV footage supported the marshal's claim. Ropes finds it strange that a major champion, considered one of golf's most honorable, was subjected to such folly. If Harrington, or anyone else, called a penalty on himself, he would have been taken at his word.

Els inducted: Ernie Els was inducted into the Hall of Fame on Monday night in Ponte Vedra Beach, Fla., where fellow South African Tim Clark defends his Players Championship title this week. In another ceremony, Els placed his belly putter where it belongs — out of his bag. At 41, the Big Easy seems too young for the Hall and an oversized putter.

Down cycle: Speaking of international players, non-



COMING SUNDAY

Nelson/Colonial preview

Bill Nichols examines the role caddies play in PGA Tour players' success as golf fans await the Tour's annual North Texas swing.

Americans have won 11 of the past 16 major championships. Those who think the rest of the world is catching up to the United States forget that internationals claimed 13 of 18 majors from 1990-94. Starting in 1997, Tiger Woods and Phil Mickelson have been the primary U.S. standard bearers with a combined 18 major titles. But they have only won only two of the last 13.

PGA TOUR FEDEXCUP LEADERS

Through Sunday

Rk	Player	Pts	Money
1.	Bubba Watson	1,359	\$2,920,974
2.	Luke Donald	1,219	\$2,926,867
3.	Mark Wilson	1,207	\$2,482,885
4.	Phil Mickelson	1,155	\$2,311,960
5.	Martin Laird	1,064	\$2,158,563
6.	Gary Woodland	1,050	\$2,047,660
7.	Nick Watney	1,034	\$2,373,733
8.	Rory Sabbatini	1,010	\$2,015,194
9.	Jonathan Byrd	1,005	\$2,106,148
10.	Brandt Snedeker	975	\$2,031,100
11.	Webb Simpson	955	\$1,851,758
12.	Aaron Baddeley	954	\$1,978,316
13.	Matt Kuchar	843	\$1,888,233
14.	Jhonattan Vegas	816	\$1,499,350
15.	Charl Schwartzel	808	\$1,766,104
16.	Hunter Mahan	796	\$1,583,594
17.	Steve Marino	783	\$1,564,966
18.	D.A. Points	773	\$1,578,856
19.	Bill Haas	760	\$1,415,728
20.	Vijay Singh	701	\$1,439,240
21.	Brendan Steele	684	\$1,333,319
22.	Spencer Levin	660	\$1,312,364
23.	Dustin Johnson	659	\$1,481,572
24.	Justin Rose	656	\$1,314,366
25.	Jason Dufner	649	\$1,221,685
26.	Tommy Gainey	649	\$1,250,497
27.	Lucas Glover	622	\$1,291,905
28.	Kevin Na	619	\$1,208,465
29.	Y.E. Yang	581	\$1,223,596
30.	Jason Day	573	\$1,274,300
31.	K.J. Choi	561	\$1,205,049
32.	Steve Stricker	559	\$1,164,163
33.	Charley Hoffman	554	\$931,704
34.	J.B. Holmes	500	\$1,066,087
35.	Adam Scott	487	\$1,143,257
36.	Chris Kirk	479	\$795,323
37.	Brendon de Jonge	474	\$618,066
38.	Rickie Fowler	455	\$753,353
39.	Jimmy Walker	445	\$811,829
40.	Charles Howell III	444	\$836,114
41.	Brian Gay	441	\$664,438
42.	Marc Leishman	434	\$716,749
43.	Fredrik Jacobson	433	\$686,582
44.	Robert Garrigus	431	\$850,318
45.	Ryan Palmer	430	\$781,082
46.	Robert Allenby	423	\$759,280
47.	Pat Perez	422	\$800,274
48.	Jim Furyk	420	\$736,070
49.	J.J. Henry	418	\$643,368
50.	Ryan Moore	411	\$817,843



Streeter Lecka/Getty Images

Padraig Harrington (left) showed PGA Tour rules official Jon Brendle where he teed off on No. 13 Sunday after a marshal reported that Harrington teed off ahead of the markers in the Wells Fargo Championship. No penalty was assessed.

ON TOUR THIS WEEK

PGA Tour

Players Championship, today-Sunday, TPC Sawgrass, Players Stadium Course, Ponte Vedra Beach, Fla.

TV: Golf Channel (today-Friday, noon-6 p.m., Saturday-Sunday, 8-10 p.m.) and Ch. 5 (Saturday-Sunday, 1-6 p.m.).

LPGA Tour

Next event: Sybase Match Play Championship, May 19-22, Hamilton Farm Golf Club, Gladstone, N.J.

Champions Tour

Next event: Senior PGA Championship, May 26-29, Valhalla Golf Club, Louisville, Ky.

COMMITMENTS

CROWNE PLAZA INVITATIONAL AT COLONIAL

May 19-22, Colonial CC, Fort Worth

Blake Adams	John Daly	Brandt Jobe	Rocco Mediate	Vijay Singh
Fulton Allem	Brian Davis	Zach Johnson	Bryce Molder	Heath Slocum
Stuart Appleby	Jason Day	Matt Jones	Kevin Na	Brandt Snedeker
Arjun Atwal	Brendon de Jonge	Robert Karlsson	Joe Ogilvie	Kyle Stanley
Ricky Barnes	Jason Dufner	Jerry Kelly	Sean O'Hair	Brendan Steele
Cameron Beckman	Steve Flesch	Chris Kirk	Nick O'Hern	Henrik Stenson
Matt Bettencourt	Rickie Fowler	Colt Knost	Jeff Overton	Kevin Streelman
Kris Blanks	David Frost	Matt Kuchar	Ryan Palmer	Steve Stricker
Jason Bohn	Jim Furyk	Martin Laird	Rod Pampling	Daniel Summerhays
Steven Bowditch	Tommy Gainey	Derek Lamely	Corey Pavin	Vaughn Taylor
Keegan Bradley	Sergio Garcia	Tom Lehman	Pat Perez	Nick Taylor
Michael Bradley	Bobby Gates	Marc Leishman	Kenny Perry	David Toms
Olin Browne	Brian Gay	Justin Leonard	Carl Pettersson	D. J. Trahan
Angel Cabrera	Lucas Glover	Spencer Levin	Alex Prugh	Bo Van Pelt
Chad Campbell	Bill Haas	Bill Lunde	Tag Ridings	Scott Verplank
Kevin Chappell	Hunter Haas	Jarrold Lyle	John Rollins	Jimmy Walker
Stewart Cink	J. J. Henry	Hunter Mahan	Rory Sabbatini	Mike Weir
Tim Clark	Tim Herron	John Mallinger	Adam Scott	Charlie Wi
Keith Clearwater	Charley Hoffman	Steve Marino	John Senden	Dean Wilson
Chris Couch	J. B. Holmes	Troy Matteson	Michael G. Sim	Mark Wilson
Ben Crane	Trevor Immelman	Billy Mayfair	Webb Simpson	

HP BYRON NELSON CHAMPIONSHIP

May 26-29, TPC Four Seasons, Irving

Blake Adams	Joe Durant	Matt Jones	Nick O'Hern	Brandt Snedeker
Stephen Ames	Steve Elkington	Sunghoon Kang	Jeff Overton	Jordan Spieth
Stuart Appleby	Steve Flesch	Jerry Kelly	Ryan Palmer	Scott Stallings
Arjun Atwal	Harrison Frazar	Anthony Kim	Rod Pampling	Paul Stankowski
Ricky Barnes	Tommy Gainey	Bio Kim	Carl Paulson	Kyle Stanley
Chris Baryla	Sergio Garcia	Chris Kirk	Pat Perez	Kevin Streelman
Cameron Beckman	Robert Garrigus	Kevin Kisner	Tim Petrovic	Will Strickler
Rich Beem	Bobby Gates	Jeff Klauk	Carl Pettersson	Chris Stroud
Shane Bertsch	Brian Gay	Colt Knost	Martin Piller	Daniel Summerhays
Matt Bettencourt	Tom Gillis	Matt Kuchar	D.A. Points	Kevin Sutherland
Kris Blanks	Fabian Gomez	Derek Lamely	Alex Prugh	Vaughn Taylor
Jason Bohn	Andres Gonzales	Marc Leishman	Ted Purdy	Josh Teater
Steven Bowditch	Scott Gordon	Justin Leonard	Michael Putnam	Roland Thatcher
Keegan Bradley	Nathan Green	Spencer Levin	Fran Quinn	Michael Thompson
Michael Bradley	Scott Gutschewski	Bill Lunde	Jeff Quinney	Peter Tomasulo
Joseph Bramlett	Hunter Haas	Jarrold Lyle	Chez Reavie	D.J. Trahan
D.J. Brigman	J.P. Hayes	Hunter Mahan	Jim Renner	Cameron Tringale
Chad Campbell	David Hearn	John Mallinger	Tag Ridings	Marc Turnesa
Alex Cejka	J.J. Henry	Ben Martin	Chris Riley	Bo Van Pelt
Greg Chalmers	Jim Herman	David Mathis	Alexandre Rocha	Scott Verplank
Kevin Chappell	Tim Herron	Troy Matteson	John Rollins	Johnson Wagner
Chad Collins	Justin Hicks	Billy Mayfair	Andres Romero	Duffy Waldorf
Michael Connell	Charley Hoffman	William McGirt	Rory Sabbatini	Jimmy Walker
Ben Crane	Billy Horschel	Matt McQuillan	John Senden	Nick Watney
Brian Davis	Charles Howell III	Rocco Mediate	Michael Sim	Brett Wetterich
Jason Day	Ryuji Imada	Shaun Micheel	Webb Simpson	Charlie Wi
Brendon de Jonge	Brandt Jobe	Zack Miller	Vijay Singh	Garrett Willis
Chris DiMarco	Dustin Johnson	Kevin Na	Heath Slocum	Dean Wilson
James Driscoll	Richard S. Johnson	Sean O'Hair	Nate Smith	Gary Woodland
Jason Dufner	Kent Jones			