

## ***William H. and Susan S. Bushman Golf Collection***

The ***William H. and Susan S. Bushman Golf Collection*** is the result of a lifelong love for the game of golf inspired by several special individuals. The collection itself is a product of Bill's experiences throughout his life. Along the way, he noticed that many golf books could be had for a song. During a visit to a tiny used bookstore in Tucson, Arizona, Bill found a book by Arnold Palmer. Upon closer examination, he discovered that his hero had autographed the copy of *Go for Broke* – thus launching over 30 years of searching for golf books around the world. This article attempts to capture the history of the influences and experiences that led to the establishment of the diverse Bushman Golf Collection permanently resident at the ***H.J. Lutcher Stark Center for Physical Culture and Sports*** on the campus of the University of Texas at Austin.

While stationed at Bergstrom AFB in Austin, Texas in the early to mid-1960s, Bill's father, Air Force pilot and B-52 crew chief, William J. Bushman, introduced him to the game when he was eight years old. At that time, retired Air Force Lt. Colonel, Clem Maloney, managed the nine-hole base golf course. Fortunately for Bill and the other children interested in golf, "Colonel" Maloney was a true gentleman who loved the game of golf and the collective futures of the installation's children. Accordingly, he was instrumental in making a positive life impression through free summer golf clinics at the Bergstrom course. One of the Colonel's primary instructional points was that prior to hitting a shot one's grip must be perfect. This principle has provided the basis for a lifetime of better than average golf. Not only did he improve golfing skills, (he was a great player himself) Colonel Maloney made sure his students knew about the game's history, its rules and etiquette. Most importantly, he was an extraordinary living example of how to properly act both on and off the golf course. Another lasting impression Colonel Maloney made that those lucky enough to live and play golf at Bergstrom AFB will never forget was that he was always welcoming and never failed to encourage our return. As a result of Colonel Maloney's life lessons, books on etiquette, instruction and the rules of golf found a special place on the Bushman "golf room" shelves.

When Colonel Maloney conducted the first tournament for the Bergstrom AFB youth, Bill shot the low round of the day and was awarded a small trophy that he still has today. Unfortunately, that day was 1 August 1966 – the same day of the "Tower Tragedy" on the University of Texas campus when a gunman killed 15 individuals and injured dozens more. Suffice is to say, Bill's victory was not the day's biggest story.

Two of Bill's heroes, Arnold Palmer and his grandfather Harold Maricle, cemented his lifelong dedication to the game of golf. Palmer was the regular star of the weekend golf telecasts winning – and losing – with his unique style and bravado. For over sixty years, Mr. Palmer inspired millions with his boldness on the course and his sincere and unique personal appeal off. He could do no wrong in Bill's mind. Personally meeting Mr. Palmer twice – the last time over breakfast at the Lodge at Pebble Beach on the Monterey Peninsula in 2012 - are at the top of Bill's list of best personal life moments.

Bill's mother's father, Harold Maricle, was a hardworking man blessed with the natural ability to inspire and motivate those around him through his actions rather than his words. "Granpa" was a great athlete who excelled at many different sports. He loved to take young Billy to play with his friends in Cedar Rapids, Iowa when the Bushman family returned home on vacation. On one occasion, while playing one of the city courses in town, Bill witnessed his grandfather chip-in an amazing three times in just nine holes! The die was cast. About the only thing Bill did not agree with his grandfather on was who was the best golfer at the time. When Granpa told Bill that Jack Nicklaus would be the "greatest of all time" Bill told him, "no way, Granpa" as he loved Arnie so much. Of course, time has proven that Granpa was right. Now, Bill considers Mr. Nicklaus, along with Arnold Palmer and Bobby Jones, as three of the greatest Americans of all time. Not just golfers, but Americans as these gentlemen set the standard for the game as players and life as phenomenal examples on to live a proper life. As a result of his grandfather's profound impact on his life, golf biographies, histories and books on golf courses around the world have long been a mainstay of the Bushman collection.

Throughout his life, Bill did as much as he could to stay connected to the game. He played on his high school golf teams in Riverside, California and Montgomery, Alabama. He worked on three different golf course maintenance crews over the years that included an Air Force course in California, a city course in Iowa and an exclusive daily fee club that catered to well healed tourists in Arizona's Valley of the Sun. This section of Bill's life was responsible for the addition of many books on the care of turf, soils, pest management and other agronomic topics.

Loving the outdoors and the smell of fresh cut grass was not enough to keep Bill's interest in becoming a superintendent – one of the toughest and least appreciated jobs in the game. He considered becoming a club pro and secured a job as the "assistant golf professional" at the Maricopa County-managed Sierra Estrella Golf Course on the far west side of Phoenix, Arizona. Teaching others the game was the highlight of his relatively short employment in the professional management aspect of golf. Consequently, golf instruction books came to comprise a significant portion of the collection.

Bill's other grandfather, William Henry Bushman, was another great influence in his life. "Granpa" Bushman was a skilled carpenter and worked the land at a small farm on the outskirts of Cedar Rapids, Iowa. Granpa's love of the outdoors and his ability to outwork nearly anyone ingratiated him to young Bill. When asked, "what kind of tree is that, Granpa?" he always knew the answer. This worked with birds, animals and just about any other natural feature of the farm. Granpa Bushman fueled Bill's desire to learn about nature that continues today. As a result of his love for the outdoors and a desire to forge a career in golf course design, Bill and his dad visited the University of Arizona campus in Tucson. It was a fruitful visit and Bill began work on earning a professional, five-year bachelor of landscape architecture degree almost immediately. After graduating in 1984, he explored potential employment opportunities in the golf architecture business. With his timing being less than perfect and truly needing a job as his education had absorbed most of his financial resources, Bill secured a position at Davis-Monthan AFB in Tucson as their first Base

Landscape Architect. He spent over eight years working in the Sonoran Desert utilizing natural landscape design techniques that featured the use of native plant material, low maintenance requirements and minimal irrigation water use. He incorporated these principles in a redesign of part of the Air Force base golf course where he also directed the in-house construction effort. Numerous books on landscape and golf course design, plant materials, construction techniques and grading and drainage have become valued items in the golf book collection.

Bill later sought after and secured the first ever Air Force Landscape Architect position as a charter member of the Air Force Design Group at the newly-formed Air Force Center for Environmental Excellence (AFCEE) in San Antonio, Texas. He moved to the Alamo City in 1993 where he was fortunate to meet his future wife, Susan Sassman. Although a non-golfer, Susan has become integral to building the collection.

Bill moved to the environmental branch at AFCEE in 1997. His primary job was managing environmental impact analyses for major aircraft and mission beddowns and major construction projects worldwide. With little true experience in the environmental arena, Bill decided to remedy the situation by pursuing a Master of Science degree at the University of Texas San Antonio at night. His thesis, *A Process to Quantify the Environmental Compatibility of Golf Course Management Practices*, is part of the golf book collection. During this time, he conceived, developed and implemented the U.S. Air Force Golf Course Environmental Management (GEM) program. Managing the GEM program enabled him to travel from Italy to Japan helping Air Force golf superintendents stay in compliance with the innumerable and diverse laws and regulations. Environmental impact analysis, climate change and natural resource books became a new focus and dramatically added to the collection.

With help from relatives, friends and his wife, Susan, the golf book collection grew to over 500 titles along with assorted artwork and golf collectibles and novelties. It was at this time that Bill began to be concerned about where it all would eventually end up. Initial research on the topic revealed the existence of only a few major golf libraries and undetermined number of university and personal collections. Two of the libraries were fairly accessible to the general public at the world's two principal golf organizations, the Royal and Ancient Golf Club in St Andrews, Scotland and the United States Golf Association in Far Hills, New Jersey. The other publicly accessible golf library in existence at the time was at the Industry Hills Golf Club in Los Angeles. Unfortunately, the golf property along with the massive golf book, art and photography collections had to be sold.

After unsuccessfully investigating many ideas that might provide a special place for the Bushman Golf Book Collection in its totality, one consideration appeared to finally have merit. The local San Antonio First Tee chapter had recently completed construction of a wonderful headquarters facility at the Polo Field nearby the state's first public golf course, Brackenridge or Old Brack. Bill approached Mary Carriker, Executive Director of the San Antonio First Tee chapter, thanked us for our offer but thought new friends of hers might be a better fit for the collection. Those friends turned out to be Doctors Terry and Jan Todd at the University of Texas' H.J. Lutch

Stark Center for Physical Culture & Sports in Austin. Bill and Susan visited the facility and found it to be beautifully housed under the end zone of the university's football stadium. To say the least, they were greatly impressed. The discussion between Doctors Todd and Bill and Susan proved to be delightfully fruitful and delivery of the first golf books occurred in the fall of 2016. Several deliveries have followed and will continue until all of the golf collection items are forever in the hands of the Stark Center for the scholarly study and pleasure of all.

A collection like ours could only have been realized with a lot of help. From Bill's Granpa Maricle to Susan's aunt and uncle Fay and Joe Sassman, countless people have contributed. We will continue to look for additional books to grow the collection as well as to solicit others to do the same. Please enjoy and thanks for the opportunity to preserve the literature on the great game of golf.

Susan and Bill Bushman  
San Antonio, Texas  
January 2019