

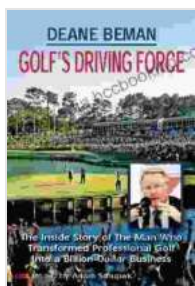
Deane Beman: Golf's Driving Force



Deane Beman's name is synonymous with the modern era of professional golf. As commissioner of the PGA Tour from 1974 to 1994, he transformed the organization into a global powerhouse and played a pivotal role in shaping the game as we know it today. Beman's legacy as golf's driving force is a testament to his vision, leadership, and unwavering commitment to the sport.

Early Life and Career

Deane Beman was born in Atlanta, Georgia, in 1935. He developed a passion for golf at an early age, and by the time he graduated from high school, he was considered one of the top junior golfers in the country. Beman attended the University of Georgia on a golf scholarship and turned professional in 1958.



DEANE BEMAN GOLF'S DRIVING FORCE by Adam Schupak

★★★★☆ 4.3 out of 5

Language : English
File size : 1721 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 365 pages
Lending : Enabled



As a professional golfer, Beman enjoyed a modest amount of success, winning several tournaments on the PGA Tour and playing on two Ryder Cup teams. He retired from competitive golf in 1965 and accepted a position with the PGA Tour as a tournament director.

Commissionership of the PGA Tour

In 1974, Beman was appointed commissioner of the PGA Tour, replacing the legendary Joe Dey. At the time, the PGA Tour was facing significant financial challenges and had a relatively small global footprint. Beman set out to change that, and he quickly implemented a series of innovative initiatives that would forever alter the landscape of professional golf.

One of Beman's first moves was to create a television contract with CBS, which gave the PGA Tour unprecedented exposure to a national audience. He also spearheaded the development of new tournaments and expanded the Tour's international presence by adding events in Europe and Asia.

Under Beman's leadership, the PGA Tour experienced explosive growth. Prize money increased dramatically, and the number of players on Tour doubled. Beman also established the Champions Tour for players over 50 years of age, and he oversaw the launch of the World Golf Championships, a prestigious series of tournaments that feature the top players in the world.

Innovative Leadership

Beman's success as commissioner was due in large part to his innovative leadership style. He was always willing to think outside the box and embrace new ideas. Beman also had a knack for surrounding himself with talented people, and he empowered them to make decisions and take risks.

One of Beman's most notable innovations was the creation of the FedEx Cup, a season-long points race that culminates in a lucrative playoff series. The FedEx Cup has been widely credited with increasing fan interest and excitement in the PGA Tour.

Legacy and Impact

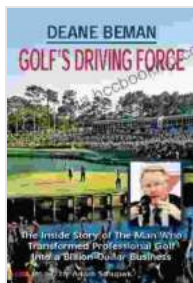
Deane Beman retired as commissioner of the PGA Tour in 1994. He left behind a legacy of growth, innovation, and excellence. The PGA Tour is now the premier professional golf tour in the world, and it continues to grow in popularity and influence.

Beman's impact on the game of golf is undeniable. He helped to make the sport more accessible to fans around the globe, and he played a key role in developing the careers of some of the greatest players in history, including Jack Nicklaus, Arnold Palmer, and Tiger Woods.

In recognition of his extraordinary contributions to the game, Beman was inducted into the World Golf Hall of Fame in 1998. He passed away in 2018 at the age of 83, but his legacy will continue to inspire generations of golfers for years to come.

Deane Beman was a visionary leader who transformed the PGA Tour into a global powerhouse and had a lasting impact on the game of golf. His innovative ideas, unwavering commitment to the sport, and ability to inspire others made him one of the most influential figures in the history of the game.

The book "Deane Beman: Golf's Driving Force" provides a comprehensive and engaging account of Beman's extraordinary journey as commissioner of the PGA Tour. This book is a must-read for anyone interested in the history of golf, leadership, or the power of innovation.



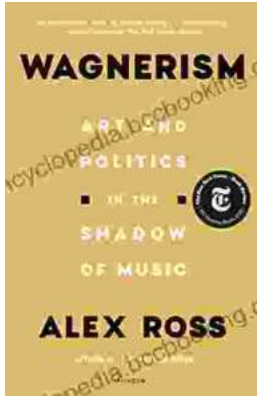
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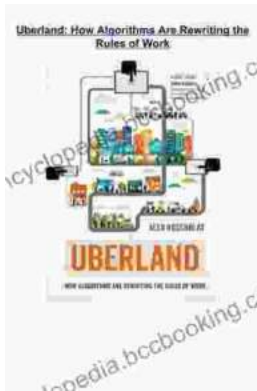
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