

CEOs bring talents from boardrooms to golf course

By ALEX FRIEDRICH
Herald Correspondent

Costner, Shmostner.

While the gallery fawns over the actor and his pro partner, Tiger Woods, it may be overlooking corporate America's biggest athletes. Who cares that some of these guys have handicaps far exceeding their shoe size?

Besides, many of them are natural athletes who can maintain an eight or nine handicap even though they can play only the odd weekend.

"Golf is a game of mental toughness," said golfer John Kluga. Success there "is a carryover from business."

Here's a guide to some of the high rollers playing this weekend:

Samuel Bronfman II (10 handicap)

► President, Seagram Chateau & Estate Wines Co. and a director of The Seagram Co., Ltd.

► Heard on the green: He's known for his "power fade," which he would love to turn into a "power draw." He



Lurie

rarely offers gimmies and is a stickler for rules.

Herbert V. Kohler, Jr. (18)

► President & Chairman, Kohler Co., the plumbing giant

► Heard on the green: Kohler's a gentleman golfer

who took up the game late in life. He doesn't have a golfer's natural gifts, and he doesn't have much length off the tee. But he's a good player with pride in his short game.

Riley P. Bechtel (18)

► Chairman & CEO, Bechtel Group
► Heard on the green: He once said, "I wish I had a hook. I tend to slice like most hackers." He's a good, strong athlete but an untrained and infrequent golfer. His game is undisciplined, and he has a big slice. But he's not at the level he could play.



Hazen

Paul Hazen (14)

► Chairman, Wells Fargo & Co.
► Heard on the green: He's not big, but he's a strong guy who uses his leverage well. He's a big putter, but he admits that his iron play and chipping need improvement. Don't ever bet against him.

Chuck Schaffer (12)

► Chief Operating Officer, United Parcel Service

► Heard on the green: He didn't start playing golf until he got out of the Army at 25, when his future father-in-law started dragging him around public courses in Chicago. He only plays on weekends.

Charles R. Schwab (11)

► Chairman and CEO, The Charles



Bechtel

Bob Lurie (12)

► Ex-chairman of the San Francisco Giants

► Heard on the green: Another lefty, Lurie doesn't hit very far but loves to flip wedges into the hole. He is a very good putter and chipper, and one of the best executive athletes on the course.

Frank Herringer (15)

► Chairman & CEO, TransAmerica Corp.



Schwab

Schwab Corp.

► Heard on the green: Here's another gentleman golfer. He's an excellent all-around player, though he could improve if he got out of the office. Schwab can hit some pro-type golf shots, but he's not

very consistent.

► Heard on the green: Herringer is a quality weekend golfer and a very good ball-striker, one who is capable of making pars and birdies when you need them.

Peter Jacobi (15)

► President & Chief Operating

Officer, Levi Strauss & Co.

► Heard on the green: A natural. He's young and quick. He could be better in his short game, though, which is getting rusty from neglect.

Anthony Ridder (14)

► Chairman & CEO, Knight Ridder
► Heard on the green: He needs to control the tempo of his swing. As one golfing buddy put it: "If he were a better dancer, he'd be a better golfer." He's strong, with very good eye-hand coordination, but tries to hit the ball too hard.



Ueberroth

Louis V. Gerstner Jr. (15)

► Chairman & CEO, IBM

► Heard on the green: Another lefty. He's serious about winning, but he learned the game late in life and is an inconsistent player. He only plays two or

three times a year, so he could be better.

Peter Ueberroth (12)

► Time's 1984 Man of the Year, president and CEO of the 1984 Olympic Games in Los Angeles, sixth commissioner of Major League Baseball (1984-1989).

► Heard on the green: Ueberroth is a good but casual golfer who occasionally plays better than his handicap. He hasn't been putting well in this year's AT&T, though. He drives the ball pretty well.