



HP BYRON NELSON  
CHAMPIONSHIP • 2009



## 2009 HP BYRON NELSON CHAMPIONSHIP

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**Dates:** May 18-24, 2009

**Where:** TPC Four Seasons Resort Las Colinas; Irving, TX

**Par/Yards:** 35-35--70/7,166

**FedExCup:** 500 points to winner

**Purse:** \$6,500,000; **Winner's Share:** \$1,152,000

**Format:** 72-hole stroke play; **Field:** 156

### KEY STORYLINES:

- Adam Scott set to defend his title at the 2009 HP Byron Nelson Championship**
  - Scott birdied the third extra hole from 48 feet to edge Ryan Moore in the 16<sup>th</sup> playoff at the 2008 HP Byron Nelson Championship – and the first since Sergio Garcia's victory in 2004. Scott's only other playoff appearance came at the 2005 Nissan Open, when he edged Chad Campbell to post an unofficial victory at the 36-hole event.
  - The win by Adam Scott, who was 27 years, 9 months, 11 days old at the time, was the sixth of his career and made him just the third Australian to win the HP, joining Bruce Devlin (1969) and Peter Thomson (1956).
  - Scott's 7-under 273 winning score was the highest at the HP Byron Nelson Championship since Craig Stadler's 276 winning total in 1984.
  - Adam Scott (68-67-67-71) became just the fourth champion of the HP Byron Nelson Championship in the last 14 years who failed to record all four rounds in the 60s. The others were Brett Wetterich (2006), Sergio Garcia (2004) and Jesper Parnevik (2000).
  - Scott is attempting to become the first player to successfully defend a title at the HP Byron Nelson Championship since Tom Watson won three in a row from 1978-80.
- Charity at the heart of the HP Byron Nelson Championship** – The PGA TOUR has generated more than \$1.4 billion in charitable contributions since its first donation in 1938. That figure wouldn't be possible without the help of tournaments such as the HP Byron Nelson Championship, who over the last 40 years has raised more than \$107 million to help children and families in the area. Net proceeds from the tournament support the work of Salesmanship Club Youth and Family Centers. Funds raised at the event enable SCYFC to find innovative ways to help transform children's futures and create new possibilities for success.
- Remembering Byron Nelson** – The HP Byron Nelson Championship celebrates the life and legacy of Byron Nelson, one of the game's most respected and revered individuals.
  - Nelson reached the pinnacle of his golfing career in 1945, which saw him win 18 tournaments, including a record 11-tournament winning streak that will likely stand the test of time.
  - Throughout his relatively brief career, he won 54 times, including the 1939 U.S. Open, 1937 and 1942 Masters Tournaments, and the 1940 and 1945 PGA Championships.
  - Above and beyond his accomplishments on the golf course, Nelson (who passed away in 2006) is universally regarded as one of the game's true gentlemen.
  - The tournament has several ways of honoring Nelson, including the Byron Nelson International Junior Golf Awards (recognizing the achievements of junior golfers around the world) and the Byron Nelson Prize sponsored by the T. Boone Pickens Foundation (awarded each year to a person or organization in the golf world who exemplifies the ideals of sportsmanship, integrity and philanthropy). Past recipients of the Byron Nelson Prize include Tom Lehman (2007) and Ken Venturi (2008). The 2009 recipient will be announced at the Championship's Opening Ceremony on Tuesday, May 19 at noon.

4. **Corey Pavin Seeks to Make History as the Texas Swing Rolls On** – The HP Byron Nelson Championship is the third leg of the Texas Swing on TOUR, with Paul Casey having captured the first leg with his playoff win at the Shell Houston Open earlier this year. The remaining events include the Valero Texas Open (May 14-17) and the Crowne Plaza Invitational at Colonial (May 28-31). No player has ever won the Texas Grand Slam, but a number of players, many Hall of Famers, have won three titles. Corey Pavin, who is making his 22<sup>nd</sup> start at the HP Byron Nelson Championship, is seeking to make history this week by becoming the first player to perform the feat. Here are the players who have won three of the four Texas tournaments during his career along with the missing link:

<b><i>Player</i></b>	<b><i>Missing Tournament Victory</i></b>
Bruce Crampton	HP Byron Nelson Championship
Ben Crenshaw	Shell Houston Open
Roberto De Vincenzo	Valero Texas Open
Ben Hogan	Shell Houston Open
Gene Littler	HP Byron Nelson Championship
Corey Pavin	HP Byron Nelson Championship
Arnold Palmer	HP Byron Nelson Championship
Sam Snead	Shell Houston Open
Mike Souchak	HP Byron Nelson Championship

**ADDITIONAL STORYLINES:**

1. **Top Names bolster field at HP Byron Nelson Championship** – Recent commitments to the HP Byron Nelson include the likes of 36-time TOUR winner and 1996 HPBNC champion Phil Mickelson, 2008 FedExCup champion Vijay Singh (2003 HPBNC champion), THE PLAYERS Championship runner-up Ian Poulter (finished T3 at the 2007 HPBNC), 2003 Masters champion Mike Weir and Dallas resident Anthony Kim, just to name a few. Field highlights include:
- Phil Mickelson and Sean O’Hair, ranked second and third, respectively, in the FedExCup race
  - 2009 winners Michael Bradley, Brian Gay, Dustin Johnson, Phil Mickelson, Sean O’Hair, Pat Perez and Y.E. Yang
  - Eighty-one PGA TOUR winners, accounting for 312 victories and led by 36-time winner Phil Mickelson, 34-time winner Vijay Singh, 15-time winner Corey Pavin, 13-time champion Mark Calcavecchia and 12-time winners David Toms and Justin Leonard.
2. **History abounds at the HP Byron Nelson Championship** – The HP Byron Nelson Championship, the first PGA TOUR event to be named in honor of a professional golfer, has one of the richest golf traditions in the game. The tournament has been conducting TOUR events since 1944, making the Dallas-area tournament the TOUR’s ninth-oldest event (see chart below). The only breaks since that year came in 1947-55, 1963 and 1965. The inaugural tournament in 1944 was played at Lakewood Country Club, with Byron Nelson recording a phenomenal 10-stroke win over his nearest challenger Harold “Jud” McSpaden. Nelson’s victory that year was the beginning of a two-year stretch in which the Hall of Famer won 26 tournaments, including the amazing streak of 11 straight wins in 1945.

<b>Rank</b>	<b>Event</b>	<b>Year Established</b>
1.	BMW Championship	1899
2.	RBC Canadian Open	1904
3.	Valero Texas Open	1922
4.	Northern Trust Open	1926
5.	FBR Open	1935
6.	AT&T Pebble Beach National Pro-Am	1937
7.	Wyndham Championship	1938
	Zurich Classic of New Orleans	1938
<b>9.</b>	<b>HP Byron Nelson Championship</b>	<b>1944</b>
10.	Crowne Plaza Invitational at Colonial	1946
	Shell Houston Open	1946

3. **Danny Lee Accepts Sponsor’s Exemption** – Danny Lee, who recently turned pro after playing in the Masters, earned recognition worldwide last August as he became the youngest winner of the U.S. Amateur (18). His win earned him the No. 1 spot in the World Amateur Golf Rankings. He was then victorious at the 2009 Johnnie Walker Classic, making him the youngest winner ever on the European Tour. Most recently, he made his first cut as a pro at the Quail Hollow Championship.

4. **Several local favorites look for success at HP Byron Nelson Championship**
- **Chad Campbell** – Andrews, TX native teeing it up for the eighth straight time at the HP Byron Nelson Championship, with a fifth-place effort in 2006 his best outing out of six made cuts.
  - **Anthony Kim** – Dallas resident and two-time TOUR winner finished T19 in '08 and T51 in '07.
  - **Colt Knost** – Dallas resident making his third start at the event, missing the cut in '08 and finishing T67 in 2007.
  - **Justin Leonard** – Dallas, TX native and resident is making his 16<sup>th</sup> start at the event, with only missed cut coming in 2000. Has two top-10 finishes, including a T6 in 2001 and a T9 in 2003.
  - **Scott Verplank** – Dallas, TX native will be making his 23<sup>rd</sup> start at the HP Byron Nelson Championship, with his most recent finish resulting in a T61 finish (2008). Verplank is the tournament's all-time earnings leader, thanks to a win in 2007 and a runner-up finish in 2001.
  - **Brian Gay** – Fort Worth, TX native is hoping to ride the momentum of his win at the Verizon Heritage to a great finish at Las Colinas. He has made five weekend appearances in nine starts at the tournament, and is coming off of his best showing – a T7 in 2008.
5. **HP Byron Nelson Championship on the Web** – The HP Byron Nelson Championship is on the cutting edge of the latest online tools to keep fans engaged daily with all aspects of the tournament. In addition to one of the TOUR's best tournament websites, the event also has hugely popular Facebook and Twitter pages. Beginning May 4, daily trivia contests will be featured on the sites, with prizes including championship hats and t-shirts, merchandise gift cards, premium parking passes, brunch and spa treatments at the Four Seasons, tournament badges, etc. Links are listed here:  
**Website** – <http://www.hpbnc.org/byronnelson/>  
**Twitter** – <http://twitter.com/hpbyronnelson>  
**Facebook** – <http://www.facebook.com/people/Hp-Byron-Nelson-Championship/1456189821>
6. **HP Byron Nelson Championship Goes Green** – In keeping with the spirit of Earth Day, the HPBNC announced a number of initiatives to reduce the Championship's carbon footprint. An official celebration will not take place on April 22, but rather will be practiced and carried out tournament week, May 18-24. The 2009 Championship plans to implement the following "green" initiatives:
- Paper usage in 2009 has been greatly reduced by converting printed items to online versions.
  - Media Guides will not be printed but will be placed on reusable HP jump drives.
  - Recycled waste bags for all trash receptacles will be utilized.
  - Continuing to recycle aluminum, plastic, paper, and food waste through vendor Allied Waste.
  - Bio-diesel fuel will power generator's on-site.
  - Recycled mulch will be used in decorative areas.
7. **J. Erik Jonsson Community School is the Spotlight Charity of the Week** – Nestled in the heart of Oak Cliff, the J. Erik Jonsson Community School is a nonprofit school where students from three years old through fifth grade come to achieve and be part of a community that learns. You won't find elaborate materials or supplies here, just fantastic teachers with great lessons, and people who put relationships and learning above all else. The school specializes in forging powerful relationships among teachers, students and families, and in the process meeting the educational needs of low-income children and their families. A group of first-graders will pay a visit to the HPBNC this week and get the opportunity of spending a few minutes with a yet-to-be-determined PGA TOUR player.
8. **FedExCup modifications for 2009:**
- Shifting the points reset from the start of the Playoffs to after the BMW Championship, meaning points earned during the Regular Season will be carried through the first three Playoff events
  - Quintupling points awarded at Playoff tournaments relative to Regular Season tournaments
  - Changing the field size of the Playoff events to 125 at The Barclays, 100 at the Deutsche Bank Championship, 70 at the BMW Championship and 30 at THE TOUR Championship; they previously were 144, 120, 70 and 30
  - Streamlining the points structure for ease of understanding.
9. **Historical Notes**
- Trevor Immelman missed the cut at the 2008 HP Byron Nelson Championship after winning the Masters in his previous start. History wasn't on his side. Over the last 20 years, only one player has been able to follow up his Masters victory with a PGA TOUR win in his next start – Tiger Woods at the 1997 HP Byron Nelson Championship.
  - In 2008, the cumulative scoring average at the newly-redesigned par-70 TPC Four Seasons was 72.028, compared to 70.237 in 2007. Just 12 players finished with under-par scores in '08.

- The current course record of 61 has been set on three occasions: Billy Mayfair (1993), Charlie Rymer (1996) and Justin Leonard (2001). The tournament scoring record of 262 was set by Loren Roberts and Steve Pate in 1999.
- 2006 champion Brett Wetterich finished T10 in 2007, the first defending champion since Fred Couples (T10) in 1988 to record a top-10 at the tournament the year after his win.
- Should Adam Scott successfully defend this week, he'll join K.J. Choi with victories in four consecutive seasons. The current list of consecutive victories in a season includes (minimum of 3): Tiger Woods (14, 1996-2009), Vijay Singh (7, 2002-08), Phil Mickelson (6, 2004-2009), K.J. Choi (4, 2005-08), Adam Scott (3, 2006-08) and Zach Johnson (3, 2007-09).
- The 2007 win for Dallas resident Scott Verplank came in his 21<sup>st</sup> appearance in the event, the most starts by a winner claiming his first HP Byron Nelson Championship. Loren Roberts won in his 17<sup>th</sup> start in 1999.

#### 10. Additional Off-The-Course Story Ideas

- **Twitter** – Twittering has become the rage all around the world, and the PGA TOUR is no exception. Several pros have already opened their own “Twitter” site in order to communicate with their family, friends and fans, with more to follow soon. The list of players includes:
  - *Stewart Cink* – <http://twitter.com/StewartCink>
  - *Parker McLachlin* – <http://twitter.com/ParkerMcLachlin>
  - *PGA TOUR* – <http://twitter.com/PGATOUR>
- **Facebook** – Facebook is a social utility that allows users to keep up with friends and family by uploading messaging, posting photos, sharing links/videos, and learning more about the people they meet in person and online. The TOUR has its own site for fans to learn more about the TOUR in general. It can be accessed at <http://www.facebook.com/pages/PGA-TOUR/10643196329>.
- **Course Setup** - What is the process of setting up the course for a PGA TOUR event? Aspects such as hole locations and yardages are determined each day depending on the weather, course conditions, the pace of play, etc. Visit with a TOUR Rules Official to find out more about this process – or even ride along with them one morning and experience the process first hand.
- **Traveling Caravan** - The motor home trend has swept the TOUR, with many professionals and their families traveling week to week in their mobile “home away from home.” Find out how important it is to the players to have the comforts of home easily within reach, sometimes little more than a driver and a 9-iron away from the course.
- **PGA TOUR Meteorologist** – A meteorologist from DTN Meteorlogix is on-site each week to assist tournament officials with dangerous weather situations to ensure the safety of players and fans.
- **Player Wives Association** – Many charitable efforts are undertaken during the season by wives of PGA TOUR players. The effort put forth by these individuals was officially formalized in 1988 with the organization's incorporation. Its membership is approaching 200 wives, with a simple goal of raising funds each week to support local charities in cities where tournaments are held.
- **Fitness Trailer** – TOUR pros enjoy the luxury of large fitness trailers onsite each week for all of their training and rehabilitation needs. State-of-the-art exercise and cardio equipment is on hand, including experts in the field of training/physical fitness for pre- and post-round training sessions.
- **Equipment Reps on TOUR** - Monday through Wednesday, the traveling caravan know as the equipment reps for the respective manufacturers gather on the range and putting green to assist players with their equipment needs and promote their products. Get an inside look at the high-tech trailers that travel from tournament to tournament.
- **Volunteers** - Without hundreds of volunteers each week, the TOUR would be unable to conduct its nearly 50 official events each year. Many volunteers take vacation time from their to assist the Tour in conducting the event serving on a variety of committees including marshals, security, parking, hospitality, scoring, daycare, transportation and player relations.
- **Phil Mickelson “Secrets of the Short Game” DVD** -- Phil Mickelson teamed with Emmy Award-winning producer-director Terry Jastrow for Secrets of the Short Game, a two-disc DVD focusing on all shots played from 50 yards. “The goal here,” says Mickelson, “is to help golfers build a foundation so that their practice time directly correlates to improved scoring on the golf course.” The DVD set includes sections on putting, chipping, sand shots, and the flop shot Mickelson popularized soon after he joined the PGA TOUR in 1992.

#### 11. Schedule of Events

##### **Celebrity Pro-Am**

**Monday, May 18**

**All Day**

This closed-to-the-public event will be held at the Vaquero Club in Westlake, TX, featuring a host of celebrities, including country music's Pat Green, hockey great Brett Hull, football legend Roger Staubach, Tim Brown, Tony Casillas, Matt Doherty, Billy Joe Dupree, Rudy Gatlin and Ed Jones, just to name a few.

**Opening Ceremonies****Tuesday, May 19****Noon**

Ceremony will be held in the Verandah at the Four Seasons Resort and Club.

**Youth Golf Clinic****Tuesday, May 19****5 p.m. (TPC Driving Range)****Pavilion After Dark****Thursday-Saturday****End of Play until 9:30 p.m.**

Pavilion After Dark, a post-play entertainment venue, will be open to all Championship patrons Thursday through Saturday. Highlighting the scheduled performers will be Jack Ingram as he kicks off Memorial Day weekend on Friday, May 22. Ingram is a Texas native and winner of the Academy of Country Music's Top New Male Vocalist award in 2008. His 2007 album "This Is It" rose to No. 4 on U.S. Charts, and included the single "Measure of a Man". The nightly entertainment includes Emerald City (May 21, 7:30 pm), Jokersdeck (May 22, 7:00 pm), Jack Ingram (May 22, 8:30 pm) and Professor D (May 23, 5:30 pm).