

# ANNIKA *Sorenstam*

INTERVIEW

Golfing legend Annika Sorenstam is involved in numerous golf initiatives and causes through the ANNIKA Foundation. Most recently, her foundation in partnership with the Columbus-based Haskins Commission launched the ANNIKA Award, which goes to the most outstanding female collegiate golfer in the United States.

*By John Carroll*

IRON LADY

Annika Sorenstam shot the lowest round in LPGA Tour history with a 59 at the 2001 LPGA Standard Register Ping. Sorenstam received the Golf Writers Association of America Female Player of the Year awards 8 times: 1995, 1997, and 2000-2005.



**F**ormer No. 1-ranked women's golfer in the world Annika Sorenstam is the namesake of the ANNIKA Award, given to the top female collegiate golfer of the year. Sorenstam played collegiately at the University of Arizona and said that experience gave her the confidence to excel on the LPGA Tour. Retired from competitive golf since 2008, Sorenstam recently spoke to SVM about her ongoing passion for golf and how she is involved with the development of young golfers.

**You have taken an interest in women's collegiate golf as the host of the ANNIKA Intercollegiate Presented by 3M, and as the presenter of the ANNIKA Award for the Most Outstanding Collegiate Female Golfer. Why is women's collegiate golf important to you?** College golf is very important to me. Moving to the United States to compete at Arizona was a huge step in my life. My game really improved those two years and when I had some success, it gave me confidence to think that I could make it on the LPGA. It was also very important for me in terms of personal growth. My Foundation initiatives have always included junior girl's golf, and college golf bridges the gap between that and professional golf.

**Tell us more about the ANNIKA Award and how that became a reality.**

The Haskins Commission came to us a couple years ago saying they were interested in starting a women's award. The men have had an award for 43 years and we have not had one. Hard to believe. Needless to say, it is an honor that I am very proud

of and that we take seriously. 3M came on board as the presenting sponsor for both the ANNIKA Award and ANNIKA Intercollegiate soon thereafter. We are thrilled that such a first-class, diverse, global company believes in our initiatives.

**What are some other perks of winning the ANNIKA award besides receiving a beautiful trophy and going down in history as one of the best female collegiate golfers ever?**

I would like to think it would be a big honor for any player to win this Award. They will obviously receive extensive coverage from both Golf-Week and the Golf Channel, including the live trophy presentation on Golf

Channel. We are also working to try and get an LPGA exemption for the winner.

**You retired in 2008 as arguably the most successful female professional golfer of all time. Do you ever miss the competitiveness of professional golf? And do you ever consider playing professionally again?** I am still very competitive, it's just at different things. I really don't miss competitive golf. My husband, Mike and I have two young kids (Ava 5, Will 4) that keep us very busy. They both have school and then daily after-school activities like gymnastics, karate, soccer, T-Ball, swimming, etc. We also have several different businesses that we run, I still have 10 corporate partners, do some TV work with the Golf Channel, and of course our Foundation. That keeps us very busy. I am determined to work hard and be successful, just like when I played golf.

**You must be really busy with the ANNIKA Foundation with all of its events and programs. And then you have your various business ventures in golf course design, the ANNIKA Academy, and other concerns. How do you stay organized and manage your time?**

I have never been one to sit still, so I enjoy staying busy. I think time management has always been a strength of mine. I also have a great team around me that helps with the businesses. There's no doubt that when you throw in the kids, we have long days. But my husband and I love it and wouldn't have it any other way.

Annika Sorenstam's goal is to teach younger players her passion and holistic "Winning Approach" to each girl golfer – the same philosophy she used throughout her illustrious career.



**Of all the great accomplishments that you have achieved in golf - 10 majors, 89 worldwide wins, 72 PGA Tour wins, etc.- is there anything that you hope or believe will be your greatest legacy to the game of golf?**

It's hard to say in terms of accomplishments on the course. I would hope that one day 20 years from now people can say I helped grow the game, whether

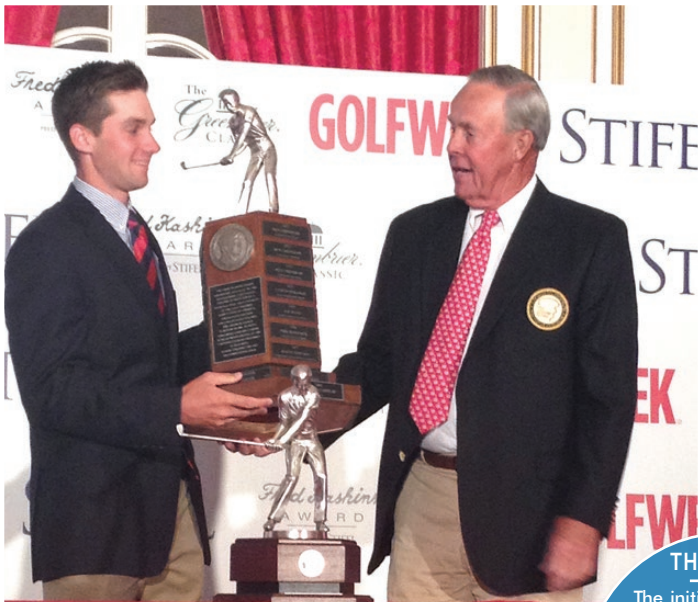
it's through events or Awards like the ANNIKA Award. I hope we'll have even more junior golf tournaments around the world and that they will be thriving. I hope to inspire young kids to chase their dreams no matter what they are, and to give thousands of junior girls the opportunities to excel in the sport I love.

**What's it been like working with the Haskins Commission and supporting their mission to promote and recognize the best players in collegiate golf?** The Haskins Commission has been great. They are first-class and we appreciate the work they do to make the award happen. I look forward to partnering with them for many years to come. **svm**

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2014 Haskins Winner, Patrick Rodgers, receiving the trophy from Madden Hatcher.

**THE AWARD**  
The initial recipient of the Fred Haskins Award, often referred to as the Heisman of Golf, was Ben Crenshaw in 1971. Past winners of the Haskins Award include Phil Mickelson, Tiger Woods and Luke Donald.



Haskins Commission member John Shinkle and Stifel CEO Ron Kruszewski.

# The Fred Haskins Commission

By John Carroll

**T**he Fred Haskins Commission is a nonprofit organization formed in 1971 with the mission of giving an annual award to the most outstanding golfer in men's collegiate golf. The award is named after Fred Haskins, who was the long-time golf pro at the Country Club of Columbus. CCC members, such as Billy Key, Jack Key, Bryan Rust, and George Hamer, initially created the award.

The initial recipient of the Fred Haskins Award, often referred to as the "Heisman of Golf," was Ben Crenshaw in 1971. Crenshaw also won it in 1972 and 1973. Past winners of the Haskins Award include Phil Mickelson (Arizona State), Tiger Woods (Stanford), Matt Kuchar (Georgia Tech), Russell Henley (Georgia), Bill Haas (Wake Forest), and Luke Donald (Northwestern). For a complete list of all winners, visit [www.haskinsaward.com](http://www.haskinsaward.com).

The Haskins Award is unique from other collegiate golf awards because the winner is decided on votes from college players, coaches and golf writers. The Haskins Commission administers the balloting and vote counting process. In 2011, the Haskins Award signed a sponsorship agreement with Stifel, a brokerage and investment-banking firm based in St. Louis, Missouri. That same year, the Haskins formed a media partnership with GolfWeek magazine to promote the award and provide regular updates on college golfers to watch who were in contention for the "Heisman of Golf."



Fred Haskins

Member of the Haskins Commission consist primarily of golf aficionados from the Columbus area, such as Madden Hatcher Jr., Madden Hatcher, John Shinkle, Wright Waddell, Kee Evans, and others. There is one female member of the commission, Kristin Christman, a former All-American golfer at Ohio State University.

In 2013, the Haskins Commission saw the need to create a similar award for women's collegiate golf. They approached the camp of golf legend Annika Sorenstam and reached an agreement to start the ANNIKA Award, which goes annually to the most outstanding golfer in women's college golf. The Haskins Commission administers and oversees all aspects of both the Fred Haskins Award and the ANNIKA Award. The inaugural ANNIKA Award was given to Alison Lee of UCLA in 2014. Read more about the ANNIKA Award, sponsored by 3M, at [www.annikaward.com](http://www.annikaward.com).

In 2012, the Haskins Commission, in conjunction with GolfWeek magazine, formed a relationship with the Greenbrier Resort, whereby the winner of the Haskins would receive an exempt spot to play in the Greenbrier Classic, an official PGA Tour event. A similar arrangement is being sought for the winner of the ANNIKA Award to play in an LPGA Tour event.

The 2015 winners of the Haskins and ANNIKA awards, respectively, were Maverick McNealy of Stanford University and Leona Maguire of Duke University. Both winners were announced in special live presentations on The Golf Channel. **svm**