

## | IN-HOUSE COUNSEL |



**JOSEPH W. ANTHONY**, general  
counsel, U.S. Golf Association  
AGE: 60

# No duffer

### GOLF'S RULING BODY

The founding of the U.S. Golf Association in 1894 represented the formal organization of the American game. The USGA governs the sport in this country and Mexico, an area that encompasses more than half of the world's golfers and golf courses. The centralized body writes and enforces rules and regulates equipment. It conducts 13 national championships, including the U.S. Open, U.S. Women's Open, U.S. Senior Open, U.S. Amateur and U.S. Women's Amateur tournaments. It finances turf research and was the creator of a national golf handicapping system.

The nonprofit association has more than 300 regular employees, aided and abetted by thousands of volunteers. Its "Golf House" headquarters in Far Hills, N.J., contains the sport's archives and a museum that serves as golf's hall of fame. The facility highlights historic greats like Arnold Palmer and Ben Hogan and features a putting green where visitors can play with vintage clubs and golf balls. An interactive area allows golfers to "virtually" play on the site of the latest U.S. Open tournament.

### LEGAL TEAM AND OUTSIDE COUNSEL

Joseph W. Anthony is a rare example of a general counsel who performs on a voluntary basis; like the rest of the USGA's executive committee, he serves "for the good of the game." He recently embarked upon a three-year term in the position, working with three paid staff attorneys. If a matter requires outside counsel, he turns to Chicago-based Mayer Brown. The association has enjoyed a long-standing relationship

with the firm, whose Lee N. Abrams was instrumental in securing Anthony's appointment as general counsel. Anthony reports to association President Jim Vernon.

## DAILY DUTIES

No single day is par for the course at the USGA. A wide variety of golf-related issues crop up, and Anthony continues to participate in trials or depositions for his law firm, Minneapolis-based Anthony Ostlund Baer Louwagie & Ross. The association's in-house lawyers handle contracts, intellectual property and day-to-day concerns. Agreements with entities including NBC Sports and ESPN are negotiated by nonlawyer contract specialists and completed by the USGA's in-house attorneys. Anthony oversees extraordinary matters including litigation, should a suit arise. Spectators

## RATING AND GRADING

The USGA classifies every golf course in the country. It has devised the USGA Index, a handicapping system that levels the playing field so that players with unequal skills can compete against one another. Anthony's USGA handicap is a respectable 5.6, which rates him at five to seven shots over par for most courses.

The association donates significant amounts of money to charitable causes. Through its First Tee and USGA foundations and For the Good of the Game grants, during the past 11 years the association has spent more than \$62 million to bring the game to disadvantaged youngsters and people with disabilities.

## ULTIMATE CHAMPIONSHIP

Anthony served as a rules observer for "America's golf tournament," the recently completed 109th U.S. Open. He walked

pressure" to keep the course playable, he said. Unfortunately, the elements prevented Anthony himself from playing the course, which he had been scheduled to do on the day that the rain-delayed Open eventually was completed.

## ROUTE TO PRESENT POSITION

Anthony has been a practicing attorney for almost 35 years. He is president of his business litigation firm, which he co-founded in 1985 as Fruth & Anthony. Before that, he was a partner in Larkin, Hoffman, Daly & Lindgren in Minneapolis. His service with the USGA dates from his recent defense of an antitrust case for the golf group. The association's outgoing general counsel asked Anthony to succeed him. With the encouragement of Abrams, his colleague at Mayer Brown, he assumed the post early this year.

## PERSONAL

Other than golf, Anthony's hobbies include photography and travel, with Italy a favored destination—he is fluent in Italian. Anthony and his wife, Megan, a banker, have two daughters: Brooke, 30, an attorney at Chicago's Grippo & Elden; and Lindsay, 28, who works in advertising for MTV.

A native of Bridgeport, Conn., Anthony graduated from the University of Connecticut in 1971. He received his Juris Doctorate from Temple University Beasley School of Law in 1974. He quipped that golf mirrors life: "You can hit your best shot and still get a bum break."

## LAST BOOK AND MOVIE

*World Without End*, by Ken Follett; and *State of Play*.

—ROGER ADLER

“**Y**ou can hit your best shot and still get a bum break.”

attend tournaments at their own risk, but the association is insured to cover the occasional injury by errant shots. Theoretically, Anthony would participate if a suit were filed, such as the one filed by handicapped golfer Casey Martin in 2001. Martin successfully sued to force the PGA Tour, which is not formally linked to the USGA, to let him use a golf cart.

Rules, equipment and other standards are important areas of oversight for Anthony and the association, as are determinations of whether a player qualifies for professional or amateur status. One issue under review has to do with the grooves etched on club faces. Their shape affects the spin of the ball and, as of January 2010, they will have to be “V”-shaped, rather than “U”-shaped.

the famously difficult Black Course at Bethpage State Park in Farmingdale, N.Y., with the Phil Mickelson group one day and accompanied Tiger Woods on the next. Anthony described the experience as “spectacular.” He contrasted the PGA's “stately and cultured, prim and proper” Masters Tournament in Augusta, Ga.—which he likened tongue-in-cheek to the Republican National Convention—to the “very Democratic” Open, where this year fans in flip-flops slogged through the mud to cheer on their heroes.

Anthony faced a sticky rain-check situation due to heavy rains that dogged the tournament, disappointing fans. Anthony and the USGA ultimately made it possible for those first-day ticket holders to attend the final day's competition. The association was under “extreme