I was thrilled to speak with Earl Woods, dad extraordinaire, and proven expert on how to raise a champion.

Rush: Mr. Woods!

Woods: Well, good morning.


Woods: Yes.

Rush: Are they in hardcover or paperback now?

Woods: Training a Tiger is in either hardcover or soft-cover, and the rest are in hardcover.

Rush: I know that after this, people are going to want to access as much information as possible. For our Father's Day issue, I wanted specifically to speak to you about how you viewed your role as a father. I am interested in finding out if it has been what you thought it was going to be and what surprises there have been along the way — what fatherhood was to you before Tiger was born, and how it actually has materialized.

Rush: That's a book!

Woods: (Laughs) Well, you can abbreviate it. No doubt you had an idea, a conception, of what your responsibilities as a father would be. Were you surprised at anything?

Woods: First off, let me say that the responsibilities of fatherhood are to provide and to prepare. Now what do I mean by that? I mean to provide in all ways for your family. Security, food, shelter, etc., and guidance, education and support. Now the other part is to prepare; and prepare means you are the ultimate one who is responsible to prepare your child for adulthood and to take his place in society. If you fail in that responsibility, you fail the child, because a child is stuck with that the rest of his life.

Rush: Were there any times that you questioned whether or not you were succeeding in that?

Woods: In my first family, yes, because I was in the military service and I was overseas, with involuntary separations from my family. I'd come back and I'd have three kids who had passed through a phase and they were in a different phase. Came home from Vietnam one time and my daughter said, “Mommy, who is this man?” Then by the next morning, she was all over me. But that just illustrates the point. Absences caused me to have large voids in the upbringing of my three children, and they suffered as a result of it. Tiger — he is a beneficiary of me being there every day of his life.

Rush: That leads me to a question, because when you say every day, I know you mean every day. How did you balance your responsibilities as provider with making sure that you were there for Tiger every day, at least as far as his needs for you to be there and your desires to be there? There had to be a lot of decisions you had to make, and you had to undoubtedly give up a lot, from one perspective, in order to meet these requirements you had placed on yourself in terms of fatherhood — but you still had to provide for the family at the same time. How did you balance those?

Woods: What I did was, I established a relationship; and the relationship was based upon trust and respect. It was a mutual thing, and it was earned. We both earned each other's respect and trust, and by doing that we were able to function at a level that transcends that of father-son. We became best friends. Then our relationship developed as he grew older, and it outgrew that of best friends. Right now we're out there somewhere undefined.

Rush: You're still obviously extremely close, that's obvious to any and all who watch you.

Woods: That's what I'm talking about. The closeness has gotten more pronounced as the relationship has nurtured and matured and as he got older. It is not necessary for it to be validated by daily contact or repetitive contact. It's just there.

Rush: Most kids reach a point in their lives, usually they're teenagers, where their parents are not cool. But it seems just from observing, that you and Tiger have never gone through the period that most sons and daughters go through with their mothers and dads, where their parents are embarrassing to them. They'd rather not go to the movie with them, they'd rather go with friends. Is that true? Have you always had an uninterrupted growth relationship with Tiger?

Woods: That's true, because of the pronounced trust and respect that he had for us, and we for him. We never did have these fluctuations.

Rush: You know how unique that is, don't you?

Woods: Yes, I'm aware, because I've had three other children, and it is a blessing. I've told my wife many times: “You have no clue how fortunate you are as a mother.”

Rush: Tiger is her only child?

Woods: Yes.

Rush: I know your child is special to you simply because your child is your child, but beyond that, there was a day you had to realize that Tiger was something special. Did you tell him at some point in his youth that he was a special individual in your eyes?

Woods: Constantly. The first time he wouldn't have “Mommy, who is this man?” Then by the next morning, she was all over me. But that just illustrates the point. Absences caused me to have large voids in the upbringing of my three children, and they suffered as a result of it. Tiger — he is a beneficiary of me being there every day of his life.

Rush: What was it at ten months that you saw?

Woods: I know your child is special to you simply because your child is your child, but beyond that, there was a day you had to realize that Tiger was something special. Did you tell him at some point in his youth that he was a special individual in your eyes?

Woods: Yes.

Rush: I know your child is special to you simply because your child is your child, but beyond that, there was a day you had to realize that Tiger was something special. Did you tell him at some point in his youth that he was a special individual in your eyes?

Woods: Yes.
there, because he refused to be taken out. He had to be fed between shots! All this time, he was learning the golf swing, but I didn’t know that. At ten months he could walk, and I unstrapped him from the high chair. He walked over, picked up his favorite toy, which was his putter, set up and wagged and hit a ball into the net the very first time. I fell out of the chair, and ran to get Mom. Meanwhile, he had picked up another one, was doing the same thing, because that’s what I did.

Rush: So he was emulating you. You didn’t say, I want my son to be a golfer?
Woods: No, no.
Rush: He was watching Dad and said, “I want to be like Dad.”
Woods: The problem was, he was hitting left handed, because of the mirror image. He didn’t know the difference. It took him two weeks to figure that out. Then all of a sudden, on the downswing, he stopped his swing and walked around on the other side, set up — and this is when I knew I had something special. He switched his grip from a left-handed grip to a right-handed grip, wagged and hit the ball in the net the first time. Now, I had never told him anything about grips. He just knew.

Rush: It’s not something I’ve experienced, to have a child who exhibits at such a young age that kind of awareness and intelligence. What did you experience in terms of your realization what was on your hands here?
Woods: Fear.
Rush: Not potential, but fear?
Woods: Fear. Fear of screwing the whole thing up, messing it up.
Rush: How did you deal with that?
Woods: I had to be very careful. I realized that he was a precocious child, and many times I said, “Why me, Lord, why me?” And I never heard an answer, so I must have been doing something right. I just tried to get the young man so that he would love himself. That’s the important thing, to love yourself.

Rush: We’ve been in an evolution in our culture in the past 20 years where it’s been said that we push kids too hard when they’re too young, that we ought to back off and let them seek their own level. From what I’ve learned about you, you pushed Tiger. You had in your mind the notion of teaching him that he was capable of more than he even thought and that you were hellbent on getting him to realize that. Was it painful for you to push him?

Woods: I’ve heard the story about how you mentally toughened him up by distracting him during his putting practice and so forth.

Woods: Okay, let’s go back to the first part of your statement. Unequivocally I will deny that I ever pushed Tiger. Tiger came in the garage as company for me, and he entertained me and I entertained him while he learned the golf swing. Later, Tiger chose golf as the sport of his choice. I tried to get him to play baseball and he would tell me, “Daddy, it gets in the way of my golf.” At two years old, he memorized my work phone number. He would call me each and every day religiously, because he knew exactly what time I got off, at 4:12, and he would ask me if he could practice with me that day. I would hesitate until there was a doubt in his mind, and then I would say yes. Oh, he was so happy! He was so happy. This happened every day. We would go to the driving range, where Tiger learned all the things that he displays now. I taught the value of hard work, the sheer joy of practicing.

Rush: That’s what I mean. When I said push, I didn’t mean steer into something he had no interest in. I mean, here he is exhibiting a talent. Did you make him work even harder at it?
Woods: Remember the preparer? That’s my job, to prepare him to face his responsibilities in life as an adult. Tiger wanted to be a professional golfer. He told me this. I said, “Okay, in order to do that, there are a couple of things that you have to learn, and I will make a contribution to.” I told him that when he was two years old. One was course management, which is thinking your way around a golf course. The other was mental toughness. I put him through a mental training program that I built from scratch, using my experience in Vietnam and prisoner of war interrogations and psychological warfare. I used all these techniques on him to prepare him, and he completed the training. And to this day he will tell you, nobody in match play or medal play can ever approach me as a distractor. He said, “I’ve seen it all.”

Rush: How about his mother, when you were engaging in this regimen? Did she understand it?
Woods: Very important. She was a very important element. You noticed I said that our relationship, Tiger and I, evolved from father-son to best friends? Well, the relationship with his mother was disciplinarian. She set the rules, and she established the conduct in the house. One of the first rules she established was, “You must do your homework before you go and practice golf with your father.” Now, a kid at two years old, what homework is

“We would go to the driving range, where Tiger learned all the things he displays now. I taught the value of hard work, the sheer joy of practicing.”
— Earl Woods

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there? Well, she was teaching him the times tables. He had mastered those by three years old. Later on, when Tiger began to play in Southern California Junior Golf Association tournaments, my job was to provide, so I worked. Her job was to raise Tiger in the home. And she took Tiger to all the tournaments. She would drive. I can remember hearing them at four o’clock in the morning: “Come on Tiger, get up. Don’t forget your pillow so you can sleep in the car.” They were going to a tournament that they had to drive about an hour and a half to get to, and then he had to play nine holes. She did this practically every day, until he was 13. All of this was a plan. I had planned my retirement from McDonnell Douglas, and when he was 13 I took an early retirement after ten years, and then I took him national.

**Rush:** How did you decide to make and then execute this plan?

**Woods:** By doing the best thing I could for him, and to prepare him, I took my life experiences and all of the things I had read about and tried to prepare him, to give him the best chance of succeeding.

**Rush:** Did you make Tiger’s life yours, in essence?

**Woods:** No, quite to the contrary. I’ve always respected his independence. I was there to support him totally. It was nothing mandatory, it was not arbitrary on my part. It was not directive on my part.

**Rush:** Granted, but what I mean is, you set aside your desires, your pursuit of comfort in exchange for preparing him.

**Woods:** Yes, I sacrificed, if that is the word you want to use, that is exactly what happened. I sacrificed time and I sacrificed finances so that he would have the best shot.

**Rush:** Now when you were putting him through the mental regimen that you described a moment ago, based on your training in Vietnam and the experiences there, was that tough for his mother to watch, or was she totally supportive of it?

**Woods:** She was supportive, but she didn’t get a chance to watch it because it was all on the golf course.

**Rush:** Ah!

**Woods:** It was all conducted in the course of playing the game. I can distinctly remember, he would be so angry with me, but he could not say anything back to me. We had a code word which he could use, and that would mean the training was over, that he had had enough. He never used the word, but he always had an out. I would distract him — he would be swinging and I’d drop a whole set of clubs on the ground. He would stop again. Then he would hit the ball without any distraction from me, and he’d turn around and look at me as if to say, “Now take that.” He never said it, but his eyes said, “Take that. Perfect drive.” I would bring him right up to the edge of total frustration and then back off.

**Rush:** How did you know where that was?

**Woods:** It is something that you learn through training and experience. I never wanted to hurt him, so that was also a mitigating factor.

**Rush:** Did you ever at any time cross the line?

**Woods:** No, no, because it was all in good faith, and it had a proper purpose and it was not dehumanizing, humiliating at all for him. It was conditional training and he understood it and accepted it and looked forward to it. He used to say, “Can I go play with you guys today?” Which meant another training session. One day I did every nasty little dirty thing that I could think of, and all he did was turn around and smile at me. When we finished the round, I said to him, “Tiger, the training is over. And I’ll make a promise to you. You’ll never, ever in your life run into another person that is as mentally tough as you.” And he hasn’t and he never will.

**Rush:** Mr. Woods, he seems to thrive on trying to meet those people. He seems to thrive in the midst of competitive situations that would make most people wilt. Seems like he seeks them out.

**Woods:** That’s extremely right because I am a very competitive person, but not to an extreme, and Tiger is extremely competitive too, but not to an extreme. He’s competitive in everything. Me too. We used to compete on everything. And that’s where he learned to compete. He learned also to handle success when he won, and how to handle failure when he lost.

**Rush:** I’ve heard — and when I heard this, I can’t tell you how impressed I was with it, and I’m seeking you to confirm this — that one of the many ways he seeks to motivate himself is that he only lives off his winnings for day-to-day living expenses, that the endorsement money he earns, he pretends he doesn’t have. Is that true?

**Woods:** That’s true to a degree. Functionally, that is about right. That’s the way it worked out. It started out with him winning his first check at the Greater Milwaukee Open, and he was so proud of that little two-thousand-some-odd-dollar check. He had just signed that day, I don’t know how many million dollar contract with Nike, and he was proud of this two-thousand-some-odd-dollar check.

**Rush:** That’s total upbringing. That has to come from the values that you and your wife instilled in him.

**Woods:** Yes. He said, “I earned this,” and that’s the way he looks at everything.

**Rush:** The thing that strikes me, how do you contain your pride? If I were in your shoes, I would be so proud, I’d be popping buttons. You genuinely have one terrific son. You’ve done just an awesome job in preparing him for life, just by virtue of the things that we know, and now what you’re telling us in addition to what we know. Do you ever take time, when the lights are off at night and everybody’s gone to bed, do you ever sit back and think about what you’ve done, Mr. Woods, in this regard?

**Woods:** No. See, all of this is about him and his success.

**Rush:** You think he wouldn’t be who he is, though, without you?
Woods: Agreed, but that’s my job. I’m his parent. And if other parents would do their jobs, we’d have fewer problems in this world.

Rush: Well, dare I ask, is there a single problem that you see, as you look at society, with children today you think needs to be addressed?

Woods: Yes, it has to do with parental involvement in a child’s life and accepting responsibility for that child’s development and growth, and not turning them over to social institutions such as the education system, the welfare system, the court system, etc. They’re not responsible for raising your child; you are. Too many people abdicate that responsibility. It’s manifested in runaways, single-parent families, on and on. But the child’s development is critical for the first five years.

Rush: Have there been many people consulting you about the job you did, and asking you to assist them or to perhaps lecture in this area?

Woods: Yes, I’m a motivational speaker around the country. I’ve spoken to everything from a preteen, prekindergarten group, all the way to executive and CEOs of organizations, Fortune 500 companies. It’s amazing, the same problems exist at all levels. To the CEOs, I say, “You know, you’ve had a very tough job at the office today and you come home and your child says, ‘Pop, could I talk to you a moment?’ And you say, ‘Look, I had a tough day. I want to say hello to your mother and I’ll have a cocktail, then I’ll talk to you.’ What you’ve just told your child is, ‘You’re a second-class citizen in this house,’ and he reacts accordingly.” I tell them, “The most important thing that you have or ever will be connected with is your child. It is not your car, it is not your house, and it is not your job. It’s your child.”

Rush: I imagine some don’t want to hear it, but you hit them between the eyes with that.

Woods: Yes. Sometimes people have to have shock treatment in order to get reality.

Rush: Back to Tiger’s childhood for just a second. Sometime after you noted that he was special, not just as a son, but as an athlete, as a golfer, did you and he sit down and discuss his future? Did you say things to motivate him, such as, “Tiger, if you want to, you can be the greatest golfer the world has ever seen?”

Woods: No, never.

Rush: Was that on purpose?

Woods: Yes, because it all has to come from him. See, I’m a firm believer that motivation and success come from within, not from external sources. I always assured him that I would be there. I’d be there to help him, I would be there to counsel him and guide him, but the decisions would have to be his. All I would do is tell him what I thought, and then he could use that information any way he wanted. That’s true today. No, there was no planning on my part — until later in his life, when I had to plan — for his transition from college golf to professional golf.

Rush: As I listen to you, I think of my own childhood. I know that as people read what you’re saying here, they’re going to be thinking of their own childhoods, too. And I remember my mother — this is one of the reasons I ask you — my mother told me that I was special. Not in an egotistical way, but it was a way that gave me self-confidence, made me feel good about myself. And she oftentimes did tell me that I was capable of doing whatever I wanted to do if I would work for it and apply myself to it and so forth. She agreed with you that people must be self-starters. But she also thought that it wouldn’t hurt if I thought there were others looking at me and saw a lot of potential. Because she was creating expectations. Her theory was that I would rise to the level of expectations and then eventually, I would give myself my own expectations to meet. Woods: You know, that’s funny — events in life parallel
special in music, art, everything. You’re just one of the special ones. Do you understand that?” he said, “Yes, Daddy.”

**Rush:** He obviously believed it. That was key, too. He believed it. He knew it.

**Woods:** He didn’t have to believe it; it was there, demonstrated every day.

**Rush:** That’s another thing. If he knew it, how have you and he, working together, kept his ego in check, Mr. Woods? And thereby, kept him humble, kept him focused on the objectives that are immediately in front of him? He has not gotten lost in who he is; he doesn’t hot-dog it around; he’s not better than anybody else, doesn’t act that way to people. That’s incredible, too.

**Woods:** I’ve always told him, “Be yourself and love yourself, and respect others.” When he was a little kid, we worked out this little game. I can’t say the words for publication, but I’ll tell you what I said to him, “You weren’t anything before, you aren’t anything now, and you never will be anything.” And he’d laugh and he’d say, “I love you, too, Pop.” (Laughs) And that broke the edge, and he always said, “Oh, I see what you’re talking about.”

**Rush:** You had an amazing presence of mind to have this all covered. In a *Sports Illustrated* interview in July 2000, you were asked if your training of Tiger was done and you said, “No, the painting isn’t complete, there’s some more scenery that has to be filled in, some smoothing of the rough edges, and besides, I haven’t signed it yet.” You also said in the same interview that you were in awe of Tiger’s physical prowess and his mental strength, but that his humanity and his compassion need work. That was July, 2000. Is that still the case? Is the painting closer to completion in your mind?

**Woods:** Yes. He reached physical maturity in the year 2000. And he was age 25 at the time, a late maturation date. But Tiger will be Tiger. And I never try to do anything to get in the way of Tiger being Tiger. I hope you understand what I’m saying.

**Rush:** I do, and I can relate it to something else you said. You’ve said that he is going to be a dominant figure in the world, not just in the golf course, that his potential goes far beyond the golf course. What, specifically, do you have in mind?

**Woods:** Well, I’m not the only one that has that opinion. We had a private audience with Nelson Mandela when we were in South Africa. We went to his house. And as soon as Tiger walked in the door, he immediately recognized Mandela, and later said to me, “I was in awe.” The reason he was in awe was that for the first time in his life he met somebody as charismatic as himself. Nelson told him what he could do and what he could achieve, not only in the United States, but in the world, and for humanity. So Tiger has been told this by other people, not just me.

**Rush:** Does he believe it as well?

**Woods:** Yes. I feel he does. Because he’s endowed with the family motto of care and share. He acts it out by words and deeds. This will only lead into greater responsibilities as he gets older.

**Rush:** You know, we’ve talked a lot about him, but I’ve done a little digging into you. Your own story is inspiring in and of itself. You were raised by your sister after losing both your parents by the time you were 13. You chose the military over what was a promising career in baseball. And you’ve credited your mother and the lessons that she imparted to you about family, faith and hard work which have helped you nurture and guide Tiger’s talent. Do you believe if you hadn’t faced the obstacles, say, of race prejudice, that your own athletic career could have flourished had you decided to stick with baseball?

**Woods:** No. I’ll tell you the reason why. I’m a firm believer that I was selected by the Man Upstairs many, many years ago, and I was put to the test and prepared for my job of raising Tiger. And it didn’t include me going in and being successful as a Major League baseball player. It included me going in and suffering and having problems and learning how to solve those problems, so I could pass all of this information on to him.

**Rush:** What racial obstacles did you have to overcome? You and he both.

**Woods:** I’m perceived as black in the United States. But genetically, I am one-fourth Chinese, one-fourth white, one-fourth American Indian and one-fourth black. But I am black in the United States. I don’t have a drop of Italian blood in me or I’d be Italian — no, I wouldn’t, not in the United States. Only if it’s a black drop. That’s the first problem I had. And Tiger has the same problem. He’s perceived as black in the United States. In Thailand, he’s perceived as Thai. In his mother’s country, he’s a Thai.

**Rush:** Was Tiger taunted? Kids can be kids.

**Woods:** He did on his first day in school. He was going to kindergarten and some of the older kids, because he was the only nonwhite in the whole school, grabbed him, tied him to a post, wrapped rope around him, then threw rocks at him and called him the N word. He was so embarrassed and humiliated he didn’t tell me about that for about three days. Finally he told me. I called the principal, and he said, “Mr. Woods, will you let me do my job?” I said, “Yes.” He called me back three days later and he said, “I have found out who the children were, and who the teachers were that were supposed to be supervising that area.” Let’s just say they were punished. I said, “Very fine.” He said, “I assure you, Tiger will have no more problems at my school.” And he didn’t.

**Rush:** One of your two tours in Vietnam is where you met and befriended the original Tiger, for whom your son is named. Tiger knows that whole story?

**Woods:** Yes, Tiger not only knows the whole story, he has been a part of the story.

**Rush:** That obviously, has influenced not only your approach to him, but his approach to life as well.

**Woods:** Yes. See, he knew the heartbreaking stories because *Golf Digest* went and investigated because they thought it was a hoax on my part. This thing was too good public-relations-wise to be true. They found out it was all true. They found out that Tiger was not alive, but had been dead a year after Vietnam fell. The Communists had not told his wife that he was dead, they didn’t tell her where he was for ten years. She went from camp to camp trying to find him. Finally, they told her that he was dead and where he was. They got his remains because his gravestone was made in concrete, out of respect by other prisoners. The rest of them were made of wood and had deteriorated. But they wanted the whole world to know where Tiger stayed. She left Vietnam and moved to Oregon. I didn’t know this, but it was discovered while writing the story. It was arranged to have her and their family come down to my house and meet Tiger and me. It was very emotional.

**Rush:** I bet it was.

**Woods:** Yes, and see, Tiger became part of the story.
then. It was a living, real story. Because he saw his father cry, and he cried.

**Rush:** Tiger’s tremendously grounded, and at a young age, learned of the larger meanings of life.

**Woods:** I’m very proud of Tiger. Not as a golfer, but I’m proud because he’s a better person than he is a golfer. Not many parents can say that. And that was the ultimate job and objective of ours, to make Tiger a good person. I think we’ve succeeded in that. The rest is up to him.

**Rush:** Speaking of that, what are his remaining goals in golf now?

**Woods:** That’s the irony of this whole thing. Tiger does not share his goals with anyone, not even me. He’s always been that way. Sometimes by his conduct and his actions and his talk, I can figure out what his goal is. But sometimes I can’t.

**Rush:** Why do you think he keeps that to himself?

**Woods:** Because the goals are so high, because he has to set them so high in order to make them almost unachievable, even for him. It also neutralizes any expectations that are placed on him by sportswriters, newscasters and society. They always undershoot his goals.

**Rush:** Wow, that’s saying something, because they’re shooting pretty high.

**Woods:** Yes, he was thinking of winning all four majors before he even turned pro. He was thinking of shooting a perfect round of golf when he was six years old. He used to tell me, “Some day, Dad, I’m going to shoot 18 birdies.”

**Rush:** You know, Mr. Woods, I had the privilege of meeting and talking with Tiger on the putting green on the first day of the AT&T tournament in January. I had seen a friend of his, who is also a friend of mine, the week before, Charles Barkley, in Las Vegas. And I told Charles, “Look, next time you see Tiger, would you do me a favor and just tell him how just in awe I am of the way that he dealt with the pressure of that championship season of 2000.” And he said he would. But I found myself, quite by accident, standing next to Tiger, who was there with Butch Harmon and Steve Williams. I looked up from a practice putt and there he was. I walked over and I asked if he minded if I interrupted him, and he said no. I introduced myself, and I told him how much I admired the way he dealt with the pressure. I can’t relate to it, knowing that everybody has the high expectations of you in the world, knowing that you have them, too, knowing that the eyes of the world are on your every move, and to still perform at the greatest championship level anybody ever has, to me is unbelievable. I was just thrilled that I had the chance to tell him that. I don’t think most people can understand what he goes through in that, and what it’s like.

**Woods:** No. No, totally. There’s no one in the history of sports who has ever had the pressures that he’s had to endure. He’s treading new water all the time. And the people who told him that were Michael Jordan and Charles Barkley, and these are people that have been under the pressure. Jordan said, “Tiger, I’ve never experienced what you’ve experienced.” Because, see, he’s not the only nonwhite in his sport. Tiger was. And his sport was not an elitist sport; Tiger’s was. So he has all this pressure. It’s amazing, but he had the pressure of the black community, because the black community wanted Tiger to be black. And Tiger would never deny the existence of his mother who was totally Oriental. He said, “You can’t call me black because I am black and I am Oriental.” I’ve always taught him to be who you are, not what people perceive you to be. That’s the way he is.

**Rush:** He’s an amazing individual, and I think you all are an amazing family, I really do. And I thank you so much for making time for me here today so that I could talk to you.

**Woods:** Well, thanks. I hope I answered all your questions.

**Rush:** Oh, more — much more than I ever thought that you would and I thank you for it.

**Woods:** I want to mention Tiger’s new book, his golf instructional book. This will be Tiger’s first book. He and I have an agreement that he will write my forewords and I will write his forewords of any books we publish. He’s written three forewords, and I got a chance to write one. I did it yesterday in about 35 minutes.

**Rush:** Who’s the author?

**Woods:** Pete McDaniels of Golf Digest.

**Rush:** Thank you again for your time, and I hope to meet you in person someday, Mr. Woods.

**Woods:** Yes, I would love it.