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## **FORE! Clear the Fairway!**

### **IWU Grad Bill Havle Takes His Shot With the Seniors' Pro Golf Tour**

BLOOMINGTON, Ill.--Some public relations pros wait a lifetime for a client like pro golfer Chi Chi Rodriguez. Then there's Bill Havle, who's first job out of college is working with Rodriguez, and other members of the Seniors' Professional Golfers Association tour.

Havle, who fancies himself a hack golfer, is working on a program called, "Keep Your Health Up To Par" sponsored by the American Foundation for Urealogic Disease (AFUD). The program's goal is to educate people about prostate cancer and its treatments. According to the Cancer Information Service, over 165,000 cases of prostate cancer are reported annually.

Rodriguez, along with fellow Seniors' PGA competitors Bruce Devlin and Jim Ferree, give golf demonstrations and attend receptions for the foundation. Havle plans these special events.

"He's amazing," said Havle of Rodriguez. "The man never practices. He's 5'8" and hits it about 350 yards, and here I am, 6'3" 225 pounds and I can't hit it farther than 150 yards."

Havle also sets up news interviews for the three golfers, and mans a booth at every Seniors' PGA event in the continental United States, where he hands out brochures and answers questions about the foundation and prostate cancer.

Edelman Public Relations assigned Havle, a 1993 graduate of Illinois Wesleyan University, to the program. He interned at Edelman during the summer before his senior year and was hired by the Chicago-based firm after graduation. "I put all my eggs in one basket," Havle said. "This is where I wanted to be. I didn't know anyone when I came here, but I've made a lot of friends."

Edelman is one of the largest and most respected public relations firm in Chicago. *Crain's Chicago Business* ranked Edelman third on its list of top public relations companies in the Chicago area.

Breaking new ground has become a habit for Havle. When he found out Illinois Wesleyan didn't offer a public relations major, he contracted his own PR major. Havle gathered a list of proposed classes that showed progression towards graduation, then petitioned the administration to approve the list. "I got the best of both worlds," Havle

said. "My PR major gave me a journalism background, as well as the business sense that I need."

Havle's persistence earned him a record five internships while a student at IWU. He had internships in marketing, advertising, as well as public relations. "Bill (Havle) had a lot to offer," said Ann Harding, internship coordinator at IWU. "He's got a warm personality, a great sense of humor, not to mention his size."

His size and determination have earned him accolades on the gridiron as well. Havle was a four-year starter at defensive tackle for the IWU football team, and was twice named to the all-College Conference of Illinois and Wisconsin squad. "Even from an early stage, he was very dedicated," said IWU defensive coordinator Mike Murray. "He set high goals for himself and went at achieving them in an almost religious way."

"Football taught me two important life skills, how to be disciplined and more importantly how to take criticism," Havle said. "Criticism in football used to be getting yelled at in film sessions and now it's getting back a story that's dripping with ink-- it has been edited so much."

Havle has had some problems adjusting to the business world. "The biggest adjustments," Havle said, "Have been learning my supervisor's writing style and becoming politically correct."

Although Havle views the PGA assignment as a great opportunity, he still keeps things in perspective. "I got this assignment because I was the lowest on the totem pole," Havle said. "I have the skills, but basically it's mine because I am able to travel. Everyone else has a spouse and kids to go home to."

So does Havle wish he had a family instead of this assignment? "No way! I'm young," Havle said. "When else will I get the opportunity to travel around the U.S. and have someone else pick up the tab."

The tab already has been picked up for Carlsbad, Calif., Tampa, Fla., Houston, Texas, and many other warm vacation spots. In April, Havle will be going back to Florida and Texas, then to Charlotte, N.C., Birmingham, Ala., and Atlanta, Ga. "I'm really happy the events are all in warm cities," Havle said. "It's better than covering dog races in Alaska."

IWU, founded in 1850, enrolls about 1,800 students in a College of Liberal Arts, College of Fine Arts, and a four-year professional School of Nursing. For five consecutive years, *U.S. News & World Report* has ranked IWU No. 1 in the Midwest among regional colleges and universities in its annual "America's Best Colleges" edition. *U.S. News* also rated IWU as a "best buy" in higher education in its first survey, "Paying for College," published in October, 1993.