

# Celebrating Augusta's Black Caddies at Annual Golf Tournament

On Saturday, May 18, 2019 the Lucy Craft Laney Museum will host its fourth annual fundraising golf tournament. The tournament format will be a four-person best ball (Captain's Choice) at the Augusta Municipal Golf Course. Late registration will be from 7:00AM-8:30AM, with tee-time scheduled for 9:00am. The Early Bird entry fee for golfers is \$75.00 is good through May 17th and comes with a one year free subscription to Golf Digest Magazine. Entry fees are \$85.00 per golfer on day of the tournament. **The tournament is paying tribute to the Black Caddies of the Augusta National.**

A Friday evening Pairing Reception will be held at the Museum on May 17th from 6:00 – 9:00pm. The reception will include live entertainment and a tour of the museum, including the Annual Black Golf Exhibition. Funds raised from this event will be used to support the Lucy Craft Laney Museum's community educational programming and facility maintenance. **A special private screening of the upcoming film "Loopers" The Caddies Long Walk narrated by Bill Murray will be shown.**

To register in the golf tournament, please visit [www.LucyCraftLaneyMuseum.com](http://www.LucyCraftLaneyMuseum.com). For questions please call Mr. Leon Maben, the Tournament Chairperson, at 404-488-3207 or Mrs. Christine Miller-Betts at 706-724-3576.



## A special thank you

Mrs. Carmen Matthew, former employee with the Pilgrim Health and Life Insurance Company donated her typewriter and several photographs connected to the company

## Featured Sponsor: Augusta & Co.

An innovative experience center located in the heart of downtown, Augusta & Co. invites both the “company” of fellow Augustans, or that of visiting friends and family, to experience the authentic flavors of Augusta through its rotating art gallery, tasting bar, and curated local merchandise, while sharing can't-miss information on regional attractions and events. More than just an elevated shopping experience, Augusta & Co. is a community hub fully staffed with local Augusta Experts, eager to introduce guests to the “new” Augusta, alive with a revitalized arts & cultural scene, chef-driven restaurants, and outdoor adventures; stock up on everything from Augusta merchandise, to event calendars, and customized dining recommendations before venturing out into the city yourself! Keep up with scheduled tastings, art installations, and local pop-ups through the Augusta & Co. social media channels.

On July 9, 2018, Bennish Brown started his new position as President/CEO of the Augusta Convention & Visitors Bureau. Known as the Augusta CVB, it is the official destination marketing and management organization enhancing the region's economy by promoting the Augusta region as a preferred visitor destination. Bennish previously served for six years as the President/ CEO of the Tacoma Regional Convention & Visitors Bureau in Tacoma, WA, and before that at the Rock Hill (SC) Convention & Visitors Bureau for 12 years.

Besides his daily work, he is involved in tourism in a variety of ways. Last year, Bennish was elected to the Board of Directors of Destinations International, based in Washington, DC. It is the world's largest resource for official destination organizations, convention & visitor bureaus and tourism boards. Locally, he is a member of the Board of Directors for the Augusta Metro Chamber of Commerce, the Augusta Sports Council, and the Alliance for Fort Gordon. Before working in the tourism industry, Bennish spent nearly two decades in communications. He has worked in the radio industry, including time as an on-air radio personality. He has been a newspaper reporter, and worked in many aspects of public relations and public information. He holds a bachelor's degree in broadcasting and a master's degree in public relations from the University of South Carolina. He is a life member of Alpha Phi Alpha Fraternity, Inc.

A native of Hampton, SC, where his mother still lives, he is married to Dr. Sandra Lindsay-Brown, and they have one adult son. Together, they are a family that literally loves to travel the world.



Delta House, Inc.  
*The Lucy Craft Laney*  
MUSEUM OF BLACK HISTORY

2019 NEWS

## Epochs of Courage - The Black Caddies

The Lucy Craft Laney Museum of Black History is pleased to present a new Epochs of Courage African American Golf Exhibition, "The First Generation of Black Golf: The Caddy."

Epochs of Courage Black Golf Exhibitions provides the opportunity to immerse one's self into a cultural side of golf that has yet to receive the recognition nor accolades that is so well deserved. "Black Caddies are the First Generation of Black Golf. That is where this rich history began," says Epochs of Courage Exhibition Founder/Owner Ramona Harriet. This year Epochs of Courage celebrates its 20th anniversary. Since 1999, Ramona Harriet has traveled throughout the United States exhibiting and teaching about African American golf history. Ramona Harriet is the author of *A Missing Link In History: The Journey of African Americans in Golf* and *African American Golf History Brain-Aerobics*. For more about Epochs of Courage visit: [www.AfricanAmericanGolfHistory.com](http://www.AfricanAmericanGolfHistory.com)



A luncheon lecture on May 8th from 11:30 until 1pm at the Laney Museum will feature a panel of professional black caddies, including Augusta National Caddie legends Jim Dent, Jariah Beard and Bobby "Cigarette" Jones, who will discuss their journey in the sport of golf.



## "Lucy Craft Laney, John Wesley Gilbert, and the Early History of Public Education in Augusta"

Join us Tuesday April 30th at 5:30PM for the Spring Lecture at the Lucy Craft Laney Museum of Black History by John W.I. Lee, Ph.D., Associate Professor of Ancient History at USC-Santa Barbara. Dr. Lee is distinguished in antiquity studies as The Great Courses lecturer on The Persian Empire.

He will discuss the lives of internationally acclaimed educators Gilbert and Laney, whose work in racial uplift is linked and exemplified through their 1917 charter membership in The Augusta Branch of the NAACP. Georgia Humanities Scholar Joyce Law will precede Dr. Lee's presentation with a brief insight on Reconstruction Era education in Augusta.

## A Celebration of Lucy Craft Laney

On April 17 the luncheon at the Lucy Craft Laney Museum was centered around the life of Lucy Craft Laney, who was born April 13, 1854. Dr. LeJeune Hickson's book "Having So Little, Giving So Much" was read by Walter McDonald. Dr. Hickson conducted special activities with the audience after the reading. Each person in the audience received a copy of the book on Miss Laney's life.

- Lucy Craft Laney was born April 13, 1854 in Macon, Georgia. She would grow to be 5'5 tall.
- Miss Lucy often described herself as "blacker than black."
- She recalled her childhood as having a home filled with children. Her parents took in orphans and raised them.
- One of the orphans the Laneys took in was Rev. A.A. Jones; who, with his wife, followed Miss Lucy in founding a school in McConnellsburg, SC. Their school ran for 50 years.
- Miss Lucy thought of her mother as tender and frail. Her father was loving to his wife and would bring her peanuts and candy. This is how Miss Lucy came to love peanuts and candy.
- Even though David Laney did not have a son to succeed him in ministry, he did have two daughters, Maggie and Lucy, who excelled in education. The Califf Middle School in Gray, GA is named in Maggie's honor.





## March Luncheon Speaker, Maddie Lawson

Mrs. Mattie Mae Tarver Lawson was born and reared in Blythe, GA in the outskirts of Richmond County, during the beginning of the historical Civil Rights Movement. She recalls the era as one when she met struggles of racism, poverty, inadequate education, and the endurance of life as a cotton-picker! With faith and a determined mind, she used her struggles as a driving force towards motivation to attain a better quality of life. A series of manual labor positions at the Medical College of Georgia propelled her toward her pivotal selection as an Operating Room Surgical-Scrub Technologist. She attended several institutions to further the deficits in her education. Starting with night school at Lucy Craft Laney High School and steadily gaining credentials from Emory University, Mrs. Lawson became the first African American female Laparoscopy Coordinator for the state of Georgia. Her achievement included selection as the first female surgical technologist for the Talmadge Hospital Kidney Transplant Team. Mrs. Lawson's various medical experiences enabled her to form the background for elder care. She now owns and operates Spice of Life Personal Care Home. She has written poems published and archived in Treasured Poems of America & Poetic Voices. Her autobiography *From Colored Water 'Til Now* chronicles her inspiring story and is a great voice of the era.

## "Honoring Excellence in Golf"

### Jariah Beard, Professional Caddie (Retired)

Jariah Beard, a graduate from Lucy Craft Laney High School, is a legend in his own time. He worked at the Masters Tournament for forty years. He is included in the book, "MEN ON THE BAG, The Caddies of Augusta National" by Ward Clayton, where he is ranked as the seventh best caddie of all time. He is also included in the upcoming film, "Loopers" The Caddie's Long Walk, which comes out in select theaters on June 7th. Jariah has been proclaimed the unofficial historian for Augusta National caddies.



Jariah was born on January 19, 1941 in Columbia county and moved to Augusta, Ga., at an early age. He was introduced to the game when he began to caddy at the age of twelve. He had an unusual route to the caddie yards at Augusta National. First, at the age of 11 he was an apprentice caddie at Augusta Country Club. Then he graduated to Augusta National a few years later at the age of 16. After that he earned a steady job at the Masters Tournament and carried a bag from 1957 to 1983 cadding for a variety of players. Beard first caddied for Bob Koskie, known as "The Mighty Might", who later became a world renown golf instructor. Other great golfers that Beard worked with included Don Sanders in 1964 and Don January, whom he caddied with for close to thirteen years. Beard also caddied for Fuzzy Zoeller in 1979 when he won the Masters Championship. After the rookie won the Masters, he gave credit to the victory to Beard, who successfully guided him through every shot. Beard served as a caddie at the Masters for four decades.

Jariah, like many African American caddies of the day, was also a very good golfer. He played in numerous golf tournaments over the years. Jariah says his greatest victory was winning the Jim Dent Invitational held at Forest Hill Golf course in 1991. He decided not to dedicate the time and energy to focusing on building a career as a golfer. He was a great caddie and he also had potential as a golfer but at the time, he had a wife and five children. He also had a good paying job with International Paper. Beard always loved the game and the extra money came in handy. He chose to caddy during the day and worked at the manufacturing plant at night. He used his vacation time to caddie during the Masters Tournament until 1983, when the ban on non-Augusta caddies was lifted, making Beard, and many other Black caddies essentially unemployed. Since that time, he has never worked another Masters Tournament.

**Saturday, May 4, 2019**

## Laney Museum Charlotte Day-Trip

Join The Lucy Craft Laney Museum of Black History on its out of town day-trip to Charlotte, North Carolina on Saturday, May 4th. Explore many of the museums, art galleries, historic African American churches and other historic sites in the area including the campus of Johnson C. Smith University.

Bus leaves at 6:30am from the museum and returns at 6:00pm.

**Early Bird Cost** is \$75.00. Cost AFTER April 19th is \$85.00

Register by calling 706-724-3576. For questions please call 706-724-3576.



## UPCOMING EVENTS

- **May 2019 - Civil Rights in Georgia Mini Exhibition** at the Lucy Craft Laney Museum. It's not too late to catch the best parts of this show.
- **April - May 2019 - Annual Golf Exhibition**, Ramona Harriet, Curator.
- **Tuesday April 30, 5:30PM, Spring Lecture**, John W.I. Lee, Ph.D. Associate Professor of Ancient History at USC-Santa Barbara speaks on his recently published research on classical scholar Rev. Dr. John Wesley Gilbert and the role of Lucy Craft Laney as a pioneer educator.
- **Saturday May 4th, 6AM-6PM Annual Cultural Excursion Destination Charlotte, NC**
- **Wednesday, May 8th, 11:30AM-1PM Senior Luncheon - Special Black Caddies Panel Discussion** including Augusta National Caddie legends Jim Dent, Jariah Beard and Bobby "Cigarette" Jones
- **Saturday May 18th, 4th Annual Lucy Craft Laney Museum Golf Tournament**
- **June - July 2019 - Housing Development Authority Exhibition** at the Municipal Building and Lucy Craft Laney Museum

## 2019 HERITAGE GALA

For more photos visit  
[www.lucycraftlaneymuseum.com](http://www.lucycraftlaneymuseum.com)



**Week One: June 3-7, 9:00-1:00 p.m.**

**Week Two: June 10-14, 9:00-1:00 p.m.**

**Cost: \$25.00 per student per week**

The Lucy Craft Laney Museum of Black History is excited to announce its annual summer camp to be held in two sessions, June 3-7 and June 10-14. The camp will expose students to the cultural side of Augusta.

- art classes • ballroom dancing lessons • etiquette classes
- puppet class • African American History Scavenger Hunt
- workshop conducted by the Savannah River Ecology Lab
- and more!

The \$25.00 is payment for one student for one week. A new group of students will enter the camp during Week Two.

For further information please contact the Laney Museum at 706-724-3576 or e-mail [ocur761@gmail.com](mailto:ocur761@gmail.com).