

**AMERICAN FAMILY INSURANCE CHAMPIONSHIP
MEDIA DAY
May 31, 2016**



JIM BUCHHEIM: Well, good morning. I can't speak for all of Wisconsin but American Family is ready for the PGA Tour and the champions of the PGA Tour to be back in Wisconsin.

Good morning and welcome to media day for the American Family Insurance Championship. I'm Jim Buchheim, communications vice president at American Family, and it's my honor to welcome you to today's event.

I send greetings and regrets from Jack Salzwedel, our chairman and CEO who can't be with us today, but if he were here he would tell you just how proud American Family is to be the title sponsor for this new event and that we expect this tournament to have a great positive impact on the local community and for very worthy charities, including American Family Children's Hospital.

So as you can tell we're going to have a panel discussion here for today's media day, and we'll introduce the panel in just a moment. After a little managed dialogue with the panel, we'll open it up to folks in the media for questions. We'll ask that the media wait for a microphone to come to them before you ask the question of the panel, and then after the panel discussion, there will be a brief time for individual interviews and Q and A with anybody here who is assembled.

Before we get to the panel, I do want to introduce a few special guests and recognize some folks who are with us today. First, starting with our partners from University Ridge, we have Mike Gaspard, general manager, Phil Davidson, superintendent, and head pro, Ryann Wieme. So thanks to those guys for being here.

I think yet this morning from the athletic department we're expecting Bruce Van De Velde and the coach, Barry Alvarez, to be joining us as well.

From the PGA TOUR Champions we have two individuals and great supporters of our event, Dave Senko and Bill Oakley, who are here with us.

From the First Tee of South Central Wisconsin, we have Joe Loehnis, who is here today. The First Tee is one of the benefactors as well of this tournament.

From HNS Sports, our operations partner, we have Kip McBride with us today.

And then from American Family Children's Hospital, the lead charitable beneficiary of this event, we have president Jeff Poltawsky and Nancy Francisco-Welke, vice president of development. So thanks to all of our special guests for being here today.

And now a quick introduction of our panel. I'll start down on the end and I'll work my way around a little bit. We have Greg McLaughlin, president of the PGA TOUR Champions. Greg is entering his third year in this role and previously he spent 14 years leading the Tiger Woods Foundation.

Closest to me we have Nate Pokrass, who is the tournament director for the American Family Insurance Championship.

In the middle we have two of golf's greatest players and golf's greatest ambassadors, both of whom have received the prestigious Payne Stewart Award given annually to the player who best exemplifies the values of character, charity and sportsmanship. Jay Haas has nine tour wins and 17 Champions Tour wins. He also served as the captain of the winning U.S. Presidents Cup team in 2015.

And of course Steve Stricker, a 12-time PGA Tour winner. Steve served as an assistant to Jay on that Presidents Cup team and was recently named the 2017 Presidents Cup captain. Steve serves as host for this tournament and has been instrumental in helping bring professional golf back to Wisconsin.

Finally, I would like to introduce a special guest who we're very happy to be with us today who is going to lead the dialogue with this panel, a true professional in that manner. He is himself a three-time PGA TOUR winner, including the 1978 and 1985 U.S. Opens. He's a six-time winner of the Liberty Mutual Legends of Golf and he was a member of the 1985 Ryder Cup team and is lead analyst for golf at ESPN. He's also a great ambassador for the game of golf and for the state of Wisconsin, so please welcome Andy North.

ANDY NORTH: Thank you, thank you. This is really a special day for all of us in the golf business in the state of Wisconsin. It's been a long time since we had an event here that we play year after year after year, and that's what makes it so special. And Steve has worked so hard to get it to this point. We've been lucky enough to have the PGA a couple times, the U.S. Open next year is going to be here, but to have an event that you know is going to be a certain time of the year, year after year after year, where people can plan their vacations around and your weeks off to come out to the tournament's going to be very special. We can't thank American Family enough for all the work that they've already done on this and standing up and being the lead sponsor in this great, great endeavor.

We truly believe that Madison is going to be a terrific venue for this. It's a great city. All of you who live here, there's a reason you live here. The great people, a lot of people get involved in things. The people, all the volunteers that are needed and all the things that are so positive about Madison will come out in this event. So we're really excited to have that.

And it's really cool to get these four guys up here today that I'm not usually in a position -- I can barbecue the president of the PGA Champions Tour, but it's going to be fun to do a little of that. As Jim mentioned, Greg ran the Tiger Woods Foundation for a bunch of years, but I

think more importantly for our organization, he was the tournament director for three different tournaments years ago, including the Western Open, and I believe was tournament director when you won, Steve?

STEVE STRICKER: Yes.

ANDY NORTH: So he took good care of you there, huh? So anyway, Greg has done a great job, has brought a lot of energy and the Champions Tour has been expanding under his leadership, which is really terrific.

To ask, first of all, could you talk to us about the direction that you see the PGA Champions Tour going right now?

GREG McLAUGHLIN: Well, thanks, Andy. Great honor to be here. I was here when we did the kickoff event, which was almost literally a year to the day. So we're excited to be here, excited really to bring golf back to the great state of Wisconsin.

Andy mentioned the PGA Championship, U.S. Open, will host a Ryder Cup. We had the Greater Milwaukee Open, which was an annual event here in really the state of Wisconsin and great golf supporters. Forty-two years it was held here, so we're excited to come back. Jay actually won that event in 1981. You beat Chi Chi Rodriguez, if I'm not mistaken, which was great. So I want to really thank Jay, thank Andy really for being here as well. Andy didn't win the GMO, Andy just won majors, and he also won the '71 Western Amateur, too, for those of you. Andy, thank you for being here, thank you for your support of the Champions Tour as well.

Events like this, as Andy said, under the growth of the Champions Tour is really all around title sponsors and American Family Insurance stepping up and being the title sponsor, bringing an event and having a hometown corporation being the title sponsor is really, it's very unique because it gives you the ability to activate on a 52-week year basis. And when you have great partners certainly like Jack Salzwedel, CEO, and partnering with Steve and his foundation, we're excited about the opportunity here and what we're going to be able to do in Madison, and we know it's actually going to be a great event in effectively three weeks. So thank you all for being here and thank you for the support of the event.

ANDY NORTH: Are you putting your game on display this afternoon?

GREG McLAUGHLIN: No. We have an event in Des Moines this week so I'll be heading with the team down to Des Moines for our event. We have our event, the Principal Charity Classic, in Des Moines this week and then the SENIOR PLAYERS Championship next week, so it will be an exciting time for us. We have on our tour 26 events, about \$55 million in earnings that our guys will play for. This is week 11 of our schedule, so it gets to a pretty steady run. And then, of course, we're back here again in three weeks, the week of June 22nd to the 28th.

ANDY NORTH: Can you tell us a little bit about the Charles Schwab Cup and how all these events fold into that?

GREG McLAUGHLIN: Of our 26 events, what we'll do is we have a playoff system very similar to the FedExCup Playoffs system that was created. This is our inaugural year. We have the Schwab Cup Playoffs. There will be three events that will be comprised of our playoff system. The first event will be in Sherwood Country Club, which will be the PowerShares Championship, top 72 players will compete. The top 54 players, 18 being eliminated, move to the Dominion Charity Classic in Richmond, Virginia, close to where Jay played and Jay grew up in that area. That will be the first week in November. And then the final top 36 advance to Desert Mountain for the Schwab Cup Finals.

So each week, week in and week out, players earn money very similar to how they earn on the PGA Tour and top 72 advance to our playoff. So we're excited about the launch of the Schwab Cup Playoffs beginning this year.

ANDY NORTH: Thank you, Greg.

Nate Pokrass. A lot of you have known Nate for a long time. Nate was involved in doing some other things, raising money for the university and the athletic department many, many years ago. Not many years ago, but both Steve and I got to be good friends with Nate over that period of time. And he found that he had to leave Madison, which we quite -- to go to Illinois, which we couldn't quite figure that one out, but it's nice to have you back in town, we really appreciate it.

Can you tell us about some of the interesting parts of getting this event on the ground for the first year?

NATE POKRASS: Yeah, it's been an exciting year bringing this tournament to life. It really takes a team effort to bring this together, whether it's from a volunteerism -- when we put out a request for volunteers back in October, we had a goal to reach 800 volunteers. Within six weeks we had 1,100 sign up. We have 1,200 to date that will be helping us out with 300 on a waiting list for next year, so the community has really rallied behind us. And beyond that we built a great team from other staff from American Family as well as part of the foundation and other entities to help bring this together and we're excited to put on a good show in three weeks.

ANDY NORTH: We talked six, eight months ago about your head blowing off at some point in time. How many meltdowns have you had over the last few months?

NATE POKRASS: I think I'm okay. Maybe ask the team, maybe I've had a few that I don't realize yet. But no, there's been so many good people that whether it's having the local knowledge of Madison or the state of Wisconsin or being part of other golf tournaments, PGA Tour events around the country, having that experience, so collectively we've been able to bring this together. So far, so good. My head's still on as of right now.

ANDY NORTH: Thanks a lot. You've done an awesome job getting this all put together and getting it to this point, so now it's all about weather that week, so you can handle that.

NATE POKRASS: Correct. If anybody has a dial-in with Mother Nature, we'll gladly take that in June.

ANDY NORTH: Thanks, Nate.

And obviously Jay and Steve. To get a player to be deeply involved in a tournament's very important. You go back, look at the success on the regular tour with Arnold at Bay Hill and Jack at Memorial, those are events that are well thought of by the players. They're special events because there's another player involved, and that's why it's so special to have Steve putting his name on this event. And his relationship with American Family has really gone a long way to make this event happen, so we can't thank Steve enough for doing that.

At the same time, how hard is it going to be to be out here wandering around not getting to play this year?

STEVE STRICKER: Yeah, it will be hard but kind of something that I'm looking forward to to kind of see what the Champions Tour is all about and see how Jay's going to play. But just to be around, say thanks to the sponsors, get into some of the chalets that week and just be here. I'll play the pro-am both days, so just to be out here, it's all for great causes. That's what this tournament's all about and bringing this to the area to benefit the Children's Hospital and other charities that our foundation's going to donate to. So that's what it's all about and we're just thrilled to be here, and can't thank you all for coming and American Family as a sponsor, too. They've been incredible to be with and to work with. And to have this guy right here to my left, he's the best. You know, to bring him back from Illinois and to come back to his home and to put all this together, he's done a great job, so can't thank everybody to be helping out. And I just sit back and I don't do much, you know. I just go to a couple meetings here and there and just take it all in and try to support it as much as I can. But it's been fun to be a part of so far and look forward to three weeks from now.

ANDY NORTH: As Greg mentioned, and Jay was a champion in 1981 at the GMO and played in support of that event every single year, we can't thank Jay enough for coming today and being around this. And how cool is it to get back and get a chance to get back in this part of the country and get some cheese curds and get some craft beer and some of the that good stuff?

JAY HAAS: We had a few cheese curds last night. They were gone quickly.

I grew up in southern Illinois, so this kind of feels like home. The midwest values that people have here and certainly where I grew up, feel a certain kinship with the people here, the courses here. And let's talk about that '81 Milwaukee Open. What do you think? Let's go back that far.

To sit up here on this stage with Steve Stricker, as you know, what you see is what you get with Steve. What a great champion he is on and off the golf course, and to have him lead this event, the respect that he has among the players, being the Presidents Cup captain coming up, it's just, it's a win-win all around.

And the event that we're getting ready to have here is -- the guys are going to love it, I'm going to tell you that. Just from what I've seen riding around the golf course, just the facility, the town of Madison, but right here, this guy right here is going to be a huge reason why people continue to come. And with him going to be joining the ranks of the old men in February, it will be fun to have him teeing it up and bringing people around.

Everything around here, as you guys know, what you have here is an amazing facility and is going to make for great Champions Tour golf. I think the Champions Tour kind of reinvents itself every year or two, and this coming here in 2017 they're going to have three new faces; this guy right here, David Toms and Jerry Kelly, another local boy. So they'll be the new kids on the block and, as they say, the new sheriffs in town.

So things are getting ready to take off here and I'm glad to be a part of this, I'm glad to get to see the event here. My career's down the tubes here lately, but maybe I'll get a lesson from Steve today.

Again, like Steve said, I want to thank all of you for being here today and certainly American Family for putting on an unbelievable event. As Greg mentioned about being a local company, I think that's very important also. The charity dollars that will be raised, Steve mentioned a number and it's pretty incredible that a first-year event, just the impact that it will have in the community is going to be incredible and hopefully it's the beginning of a long-term deal.

ANDY NORTH: Thanks, Jay. And that's one of the things that we're so proud of golf and particularly the Champions Tour is the fact that so much of the money ends up in these great communities all over the country that can do an awful lot of good for a lot of people. And we're lucky that our sport is built to be able to entertain people, so it works out really well and it makes Greg's job really simple selling sponsors on doing these events, so we appreciate everybody doing this.

We would love to open it up for questions to grill anybody you want to grill, but particularly the two guys in the middle.

Q. Question probably for any of you: Realizing that there's 26 events throughout the year and realizing that players' schedules are pretty busy, how tough of a sell was it to try to get -- seems like you've got a star-studded field for this. Did you have kind of a premonition that guys were going to be available? And how tough was it to maybe draw from other events at the same time of year?

GREG McLAUGHLIN: I would say that on average our players play about 22 events, 22. Some guys will play all 26 events. The view and the structure of the tour really is designed where it's three on, one off, two on, one off. We don't go opposite of majors. We try and keep the travel reasonably close so they're not crisscrossing the country. Most guys, and Jay will tell you because he's competed out here for a long time, is they're going to want to play most events. I think certainly with Steve's involvement, the relationship that he has, Nate's been to several tournaments with Jim Buchheim and others, and I think it's a welcome amount of support and I think our players all want to come and play. It's a nice purse, great community, great fans. These guys like playing in front of hometown crowds, so we think for a first-year event, this is already an A. So we're really looking forward and three weeks can't come fast enough, I think, for our players.

JAY HAAS: I think with only 26 events, it sounds like a lot. People say, Oh, 26! Well, that's half a year, that's nothing. It's just golf. It's not like we're, you know, doing a lot of hard labor out here.

So I think the fact is you get about 28 of the 30, top 30 guys every week, so that's a pretty good sell when you're trying to sell a golf tournament. I know on the PGA Tour you might get 15 out of the top 30 in some weeks. Other weeks you get a lot. But the fact that you can guarantee you're going to have 27, 28 guys of the top 30 at an event, I think the slot of this event with the open week before and after, you're not going to get guys wanting to take three or four weeks off, so they'll definitely come here. I think you'll see a full field here this year and in the future.

Q. One more question if I could, not to take over. This golf course is what, about 7,300 yards as it is. What kinds of adjustments are we going to see when the big-hitting 50-plus guys come out here? Are you going to making greens harder or are there going to be different tee boxes? What kinds of things specifically for the event are you going to be making adjustments to on the golf course?

JAY HAAS: Well, from a player's perspective, I think generally we play about 7,000 yards right now, and that's longer than I played in my prime say on the PGA Tour, but certainly the ball goes farther and things like that. So I would expect we wouldn't play every back tee here, but you still have guys, obviously Steve as long as he's ever been probably, you know, the length of it is not going to intimidate most of the guys. But there will be some adjustments as far as tee placements. They don't just cookie cutter it every single day, the tee in the same spot on a par 3; they'll move it forward and back, things like that. But the length is adequate. I don't think you want guys coming in with woods on every other hole, but the distances that we play on the Champions Tour is not as pitch-and-putt as you might think. I don't know, Steve, do you want to address that?

STEVE STRICKER: I have not played out there yet, so I don't -- yeah, I'm just kidding you.

You know, I don't know. I imagine, it's only from what I hear from other guys that have played on the Champions Tour and people that I've talked to, that it's still a good test of golf

usually. You know, 7,000 to 7,200, like Jay says, and they'll mix it up. Some days it may be a little bit shorter and some days a little bit longer, and weather conditions may dictate some of that, too. But yeah, it still seems like a pretty good test of golf. I watch it on TV when I can, the Champions Tour, and it looks like they're coming in there with longer clubs and it's not all wedges all the time, like Jay said. So I imagine this will be the same. And Greg could probably talk a little bit more intelligently about it than I can. They'll mix it up and vary it up.

JAY HAAS: The cups are bigger, though. We play a six-inch cup. (Laughs.)

ANDY NORTH: I will tell you the funniest thing I ever saw, though. I was on the regular tour for 28 years and my first Champions Tour event, I walked into scoring and the guy's sitting there and there's like four pairs of cheaters sitting there in scoring, and I was like, wow, that's like a flash out of the past. Guys come in, caddies have the cheaters on.

I think Jay said it, I think a common misnomer, I thought they played it at 6,300 yards, right? That's kind of what you thought they did, and you come out here and a lot of these guys will tell me that they hit the ball farther today than they did at the height of their career, you know, with equipment, some fitness. You look at guys like Langer that, you know, may be playing their best golf. It's kind of hard to believe that at age 58 that they're able to do it, and certainly the ball and the club and everything.

But, yeah, I think Jay's right, 7,000 yards is probably the magic number. Could go up some days. A lot depends on the conditions and really what the golf course is going to offer. But they'll see the whole golf course for sure for the week.

Q. For Jay back here, I imagine for those of you wanting to win this event, having Steve on the sideline this year is a good thing and something you've got to take advantage of?

JAY HAAS: Well, definitely. As I said, a player like Steve, Jerry Kelly, David Toms coming out, Bernhard's seemingly endless supply of great golf, the field never plays poorly. There's somebody shoots good every week and it will be no exception here. But yes, I would say this guy's going to have, I don't know if it's a home course advantage or not, but you've got to think a guy who's still playing competitively on the PGA Tour will just kind of transition into the PGA TOUR Champions -- is that how you say it now, PGA TOUR Champions?

It will be, you know, you've got to look to this guy, and for my money I'll be 63 when he's 50, so it will be a tough challenge to beat somebody like Steve.

Q. Jay, as far as the intensity of the Champions Tour versus the regular tour, how would you compare and contrast it? Is there a lot more, you know, kind of backslapping and good times here than there were back on the regular tour?

JAY HAAS: I think without question the guys seem a little more relaxed here. However, finishing down the stretch when guys are trying to win the golf tournament, you kind of have

that game face turns on and the guys are still very, very competitive or they wouldn't still be playing. They still want to have that opportunity to grab the brass ring and to be the champion that week. When you're trying to finish off a round of golf to win a golf tournament out here on the PGA Tour, LPGA, whatever it might be, it's a pretty tough test, the fact that you have to trust your game and things like that.

So coming down the stretch there's certainly less conversation. Of course, depends. If you're playing with Fuzzy, there's chatter. Steve and I are not great conversationalists on the golf course, we're not going to be entertaining the crowd too much certainly when we're in the hunt, but the intensity is there, and once on stage, always on stage. That's what we're looking for, the applause. You hit a great shot under pressure, there's nothing like that.

Q. For all the fans that have been to the GMO or PGA events and this is their first Champions event, those of you that know it, what would you tell them that is really cool or different or you can take advantage of, or is it just like going to the GMO or a regular PGA event? Are there other things that you can do that make it feel different that they can enjoy?

GREG McLAUGHLIN: I'll have Nate answer it. I will tell you, though, what you're able to see is you're able to see legends of the game that have competed and participated for, you know, Hale Irwin plays on a regular basis and Hale's 71 and he's competed for some 60 years. So you're able to come out and see legends and that's our tag line really, where legends play. So for me, if I was a fan, to be able to come out here and see both young and old legends of the game that are able to still come out here and compete, and the golf is really amazingly -- it's very good at this level, which is pretty wild. I think Jay really undersold how competitive it is. They have a good time, it's friendly competition, it's like playing with your best friend, but once it gets into Friday, Saturday and Sunday, the level of play I think's amazing.

I think this venue for me, and Nate will tell you all the wonderful things, I think it will be a great walking golf course. You can watch a lot of golf. The guys are interacting I think with the fans and that's probably the biggest difference that you find on the regular tour is there just quite isn't that as much intensity and they love the fans and they love the fans' support.

NATE POKRASS: To follow up on that, from a fan perspective, 17 and 18, we'll have the bulk of our hospitality. We'll have some fan pavilions down on 17, great par 3 over the water, should be a lively atmosphere. And then, of course, 18 finishing up on the hill, we'll have some great locations to watch. The clubhouse will have some nice amenities. And then, too, just from a fan perspective, we've got about 40 acres of the cross-country course just next to the golf course that we'll be able to park on. Fans will park, walk, and get right to the course assuming weather conditions hold. So from a logistics standpoint, it should be easy to park, walk right in and not have to worry about a shuttle system, of course assuming the weather holds.

On top of that, having the ropes close to the course, the fans can interact and engage and

tie into what Greg touched on, should be a neat experience.

Q. Question for Steve. I know you've been playing golf in Wisconsin for quite some time. With Whistling Straits a couple years and Erin Hills next year, what's kind of the reputation of golf in Wisconsin among of the best players in the world right now and how can a tournament like this help that?

STEVE STRICKER: I think the reputation here is wonderful. We've been holding big-time events these last 10 to 15 years on a pretty regular basis. U.S. Open here next year at Erin Hills, Ryder Cup in 2020, doesn't get much bigger than that, I guess. You know, it was always kind of a sour taste in a lot of locals, Andy's, myself, Jerry's, that golf wasn't here on an annual basis, so we're very excited. Andy, Jerry, we're all very excited, American Family, to be bringing this back again on a regular basis.

But the reputation out on tour is very good for Wisconsin golf. And Herb Kohler has done a lot with that and now Erin Hills next year, so we're just a part of it in this small little event here with the Champions Tour. It's something different but we feel like it fits the area well, the demographics well, and the charity at the bottom line, again, it the important thing. But guys are, you know, excited to come here. I hear it from -- when I do see some of the older guys around, they're very excited to come here and look forward to coming here.

Q. Steve, besides your first tournament this year here and your Ryder Cup responsibilities, you look at next year, you add Presidents Cup captaincy, you'll probably be playing a little bit on two tours and then you'll be playing here. How do you balance all that over the next year and a half?

STEVE STRICKER: I seem to have retired from golf about three years ago but I've gotten more busy, I guess, over the last three years. All very good stuff. I'll probably play a little bit more next year, play a little bit more on the regular tour, especially towards the summertime when the selection comes for the guys to make the Presidents Cup team next year. Looking forward to the Ryder Cup, being a part of that this year to learn a little bit more and to be with the guys there again.

But it's a busy time and it's all good stuff, though. It's all for great things. Excited to be a part of them. But my schedule probably will -- I look forward to coming out and playing, too. I'm getting antsy. It's a new challenge, I think. I don't know how Jay felt. He was kind of in a similar position. He played all the way through your 50th or 51st, maybe even 52 on the regular tour?

JAY HAAS: 51.

STEVE STRICKER: So here's a guy that I've always looked up to and talked to and appreciated along the way. So I look forward to this new challenge and playing a little bit of both next year, but maybe concentrating a little bit more on the Champions Tour just to see what that's all about.

Q. Nate and Steve, can you tell us the balance of having to recruit players to play in this tournament? Who did most of the one-on-one interaction and did Steve have to be looked to, Nate, as maybe a closer on the deals?

NATE POKRASS: Our team went out to a couple events in the fall and in February and March as well talking to players on the range. You know, it necessarily wasn't a hard sell because they all know great things about Madison, they've heard great things about the course, they want to support new events, and many of them came back to they want to support Steve and they want to be here for him and make sure this tournament's a great success.

So everybody was extremely welcoming. They were excited to get here. And as Greg touched on, too, the way the schedule lays out coming in off an open week and an open week after us, they all joked they don't want to be home, they want to be out playing. So from that scheduling standpoint, it helped build us a strong field. Every once in a while we're always shooting Steve a text here and there just saying hey, someone's on the fence, maybe you can help put a good word in. I know as he's been on the road, he's been helping along as well.

STEVE STRICKER: Yeah, I haven't done much in that regard, I guess. Here and there I'll ask a guy. But like Nate said, it's been -- and I think Jay and even Greg has said it, too: Because of the number of events there are on the Champions Tour, guys want to play. They have those forced breaks off, you know, a week or two off and they get excited to play again. These are guys that have played golf their whole career. We are golfers. I mean, that's what we know and that's what we've learned to do and that's what we are. So they continue to play and they play great golf, and it really hasn't been too many arm twistings to get guys to come here. They've signed up, they've signed up early. Obviously we could always use a couple more guys here and there that haven't committed yet, but it's been a pretty easy sell. That's, I think, a good thing on the Champions Tour side. You know, there's a limited amount of events and guys still enjoy playing, so they come out and support the events. It seems like a good combination, a good fit for everybody.

Q. Steve, you mentioned all the PGA events that have been in this state, but how important was it for you to bring an event to Madison, and in some ways did you feel like it was overdue?

STEVE STRICKER: Well, it hasn't been the first -- I haven't been the first guy to try to bring events back. Andy and myself and Jerry, we've all tried to do it. It really wasn't until we talked to American Family and they, along with a dream of mine and Andy's and Jerry, we all dream about bringing a Champions Tour or a regular tour event, golf back to Wisconsin on an annual basis.

So my hat's off to American Family by taking this and running with it. They've been unbelievable. They've been so good. They've been putting all their resources into this event

to make it the special event that it's going to be. Without them, you know, I can't support an event. Jerry and Andy, we don't have the money to put up and have an event here. But American Family does and they want to get their name out, they want to grow, they want get bigger and it's great for the community. The economic impact for the community is huge for this tournament in the week that we're going to have it. So you put all those things together and it takes a great sponsor, and here a local sponsor, so without them it obviously wasn't going to happen.

NATE POKRASS: Jim, before you close it out, I just wanted to acknowledge two people. One, we talked a little bit about the golf course, University of Wisconsin. I want to thank Barry Alvarez for hosting us and for allowing us to play here. This was the only golf course, and we talked to American Family, we talked to Steve, that we really wanted to play so we're delighted to be here. We know it's going to be a test of golf. Andy mentioned earlier, Steve won the 1996 Western Open 20 years ago when I met Steve. I didn't have to help him out very much, he won by eight shots that day, Andy, so it was his second win in his career and we've been friends ever since.

I really want to thank him because without his foundation and Nicki's support and really what they're trying to do with their foundation, this event wouldn't have come to Madison, it wouldn't be on the Champions Tour, we wouldn't certainly be helping youth and family programs through his foundation, the American Family Children's Hospital, so I would love to give Steve a round of applause and really thank you for your commitment to charity.

(Applause.)

JIM BUCHHEIM: Well, with that we'll wrap things up, but a quick thanks to our entire panel, Andy, Nate, Steve, Jay and Greg, thank you all for participating.

I recognized a few folks earlier. I did not recognize all the members of the team, so Lindsay Koth, Katie Elliot, Gail Perla, Mike Unitan, and we have a number of other folks from the communications and media team at American Family, so thanks for all of your support in putting on this tournament and putting on this media day.

A couple housekeeping items for the media as we wrap- up. For this tournament, media credentials are required, so if you haven't requested them already, please make sure you see Janet Masters before you leave today to get your media credentials requested.

Our panelists will be available for a quick photo op and brief one-on-ones right now. Enjoy lunch, then golf for those who RSVP'd. Thanks again for being with us this morning, we're looking forward to a great tournament and seeing you back here in 23 days.