

QUICKEN LOANS NATIONAL MEDIA DAY
TPC Potomac at Avenel Farm
May 15, 2017



MIKE ANTOLINI: Good morning and welcome to media day for the 2017 Quicken Loans National. My name is Mike Antolini and I'm the tournament director and vice president of championships for TGR Live. Thank you all for joining us today.

We're excited to be here at TPC Potomac for the first time in the tournament's 11-year history. A special thanks to the membership here at TPC Potomac and general manager Michael Sullivan and his terrific team for their hospitality, not only today but throughout the year.

Many of you will be lucky enough to play today and you'll notice that superintendent Stephen Britton and his wonderful team have done an amazing job preparing this course for the PGA Tour's elite that will join us in just 45 days.

We're grateful for the continued support that we've received from Montgomery County and WSSC. The time and energy they put towards making this tournament a success is truly appreciated.

I would also like to thank our neighbors at the Avenel Homeowners Association for welcoming us into their community. It's our goal to make your members proud to host the Quicken Loans National.

We have a few volunteer chairmen here with us today. They are representing our core of more than one thousand volunteers who represent the lifeblood of this tournament, and on behalf of all of us at TGR Live and the Quicken Loans National, we would like to thank you for your continued support.

I would be remiss if I didn't add that we do have a few volunteer positions still available, so if you're looking to get a behind-the-scenes look at the tournament, there's no better opportunity. You can visit our website for more information at QLNational.com.

The Quicken Loans National benefits the Tiger Woods Foundation and I would like to acknowledge our president and CEO Rick Singer, who's here with us today. Since the tournament's inception we've opened three TGR Learning Labs in the Washington DC area and welcomed more than 30 local students into our Earl Woods Scholar Program, one of which we have today. Hebing, thanks for making us proud.

We are proud of this impact and it's really made possible through all of the support shown through this tournament. At the core of the support is our title sponsor, Quicken Loans, and our founding partners, AT&T, CDW and Lockheed Martin with their continued support of our military programs. Honoring the brave men and women of our Armed Forces has been a

cornerstone pillar for the Quicken Loans National since its inception in 2007. We've set the benchmark for military appreciation on the PGA Tour and this year's no different. We're fortunate to have a title partner in Quicken Loans, who shares our passion in this area, and we appreciate all they have done to help raise the bar for military appreciation initiatives at the tournament.

Here with us today to share more exciting news around Quicken Loans and the Quicken Loans National, please welcome vice president of marketing and sponsorships at Quicken Loans, Art Steiber. Art?

ART STEIBER: Thanks, Mike. We certainly are thrilled to be back here with our friends from the Foundation, Tiger Woods Foundation, as well as the PGA Tour. They've been great partners of ours and make this a premier event every year.

First, I'm excited to share the news that Quicken Loans brand ambassador Rickie Fowler will be returning to play in the Quicken Loans National this year. Rickie, of course, is a fan favorite and brings excitement to every tournament he participates in, so we're very happy about that.

When it comes to the Quicken Loans National, as Mike mentioned, one of the great things is the chance to recognize and honor the military. This event and all that it does makes the folks at Quicken Loans really proud to help serve those military folks that are serving our country every day.

One thing new this year, Quicken Loans is going to provide all active duty and retired military with a camouflage lanyard to hold their ticket. That lanyard will give all active duty and retired military some discounts on Quicken Loans National merchandise, gets them access to unique experiences throughout the tournament, and shortened concession lines, all sorts of great things that we're planning to do for the military this year.

We're also looking forward to the return of the Quicken Loans Shot for Heroes. If you've been to the tournament the last couple years, you've seen that, it's a chance for us to raise money to support some military foundation groups. And fans get involved. Fans can come and take shots and help raise money. The first two years of this activity, Quicken Loans has actually raised over half a million dollars to support Operation Homefront, Tiger Woods Foundation and other military charities. We're expecting a large turnout for the event, and for the Shot for Heroes, even if you're not a skilled golfer, just participating helps support those families.

This year we're also bringing something new, Rocket Mortgage Madness, which is an event that we've done recently. It's a chance for fans throughout the tournament to win instant prizes, Quicken Loans National prizes as well as the fact they can get their mortgage payments made. So watch for that when you're on the course.

So lots of things coming back this year and some new things to bring excitement to the

tournament. We're looking forward to an exciting event here in about a month and we hope y'all can make it. It's going to be exciting and fun for everybody, and thanks again to the Foundation for having us.

MIKE ANTOLINI: Thank you, Art. We certainly have a lot to look forward to at this year's tournament, and again, we appreciate the energy and time that Quicken Loans has put into this year's program.

Art mentioned that Quicken Loans is bringing the Rocket Mortgage Madness to this year's tournament, and as such, we'll have the Rocket Mortgage Madhouse overlooking the 17th green. Tickets for the tournament, including the Rocket Mortgage Madhouse, are available at our website at QLNational.com. We encourage all of you to go there to learn more today.

I'm also pleased to share that as part of our youth programs, we will be making complimentary tickets available to kids ages 12 and under with a ticketed adult. And on Wednesday of the tournament, we will have a youth clinic at the range at TPC Potomac featuring PGA Tour pros. We'll also feature a kids village activation zone featuring a TGR Learning Lab, expo tent and other family-friendly activation such as caricature artists, photo booths and mini golf opportunities.

Art announced that ninth-ranked player in the world, Rickie Fowler, will be competing in this year's Quicken Loans National. Obviously happy to have Rickie back with us, and I'm happy to share that several past Quicken Loans National champions will also be with us this year, including KJ Choi, Nick Watney, Troy Merritt and former FedExCup champ Bill Haas. He'll join another FedExCup champ, Billy Horschel, who will be teeing it up with us, along with recent PGA Tour winners Adam Hadwin, Brian Harman, Marc Leishman, Jonas Blixt and Wesley Bryan. Yesterday's PLAYERS Championship winner, Si Woo Kim, will also be joining us next month as well, and we'll be announcing many more commitments as we get closer to the tournament, of course.

As you've heard today, honoring the military is part of this tournament's DNA. In addition to the new camo lanyard program that Art announced we'll be again providing more than 30,000 complimentary tickets to military members and their families through our partnership with Lockheed Martin. These tickets will be welcomed into the Lockheed Martin military pavilion overlooking the 16th green.

During Wednesday of official -- our official pro-am, we will have military members on the 16th tee wearing camouflaged caddie bibs ready to take over for the pro caddies on the 16th hole. We'll have -- the hole flag on the 16th green will be donning the Stars and Stripes throughout the tournament. And then on Thursday through Sunday, we will have military members on the first and 10th tees serving as honorary military announcers all week.

New in 2017, proud to announce that we'll be inviting military support organizations to join us in the Heroes box overlooking the 18th green. This initiative will also provide military members with up close and inside-the-ropes opportunities during the week.

A staple of the Quicken Loans National each year, our Military Heroes Wall will be back and set up in the yard conveniently located past the Shot for Heroes just inside the main entrance. We invite and encourage everyone coming to the tournament to sign the wall and leave a message of appreciation for our Armed Forces.

You've heard a lot today about how the Quicken Loans National pays its respects to the military during the week. Our next guest is synonymous with military on the PGA Tour. As a graduate of the Naval Academy and former naval officer, Billy Hurley III authored what many have called the story of the year on the PGA Tour last year by winning the Quicken Loans National. Making the most of an exemption invitation, he held off surges from Hall of Famers Ernie Els and Vijay Singh for a three-stroke victory to claim his first PGA Tour win. We're proud to call Billy a friend of ours and our champion. Ladies and gentlemen, please welcome your 2016 Quicken Loans National champion, Billy Hurley III.

Billy, first off, thanks for joining us. I know yesterday we saw you kind of tackling the island green at TPC Sawgrass.

BILLY HURLEY III: It tackled me yesterday.

MIKE ANTOLINI: It tackled many. You're off to Dallas from here. It means a lot that you made time to join us all here today.

BILLY HURLEY III: Absolutely, yeah.

MIKE ANTOLINI: Take us back to last year. You've just won the Quicken Loans National. You've raised the trophy on the 18th green featuring our nation's capital. Before going off to the media center, you signed the last note of appreciation on the Heroes Wall flanked by two naval officers.

What do you think of when you think back to your first win?

BILLY HURLEY III: Well, it was career changing, for sure. To win any tournament on the PGA Tour, like sign me up, okay, I'll do it. But to win the Quicken Loans National, to hold the trophy with Tiger and sign the wall with two petty officers in the Navy next to me, I mean, it's storybook stuff for me. Being the only military veteran on the PGA Tour, it was just -- couldn't think of a better place to win.

MIKE ANTOLINI: Now we're almost a year from that point in time. How has your life on the Tour changed since becoming a PGA Tour winner?

BILLY HURLEY III: I think I'm a little more comfortable on Tour now. Obviously you have an exemption and you have some better tee times and more access to tournaments and hopefully a better parking spot in a couple weeks out here.

MIKE ANTOLINI: We've got you covered.

BILLY HURLEY III: So you have like those little perks, which are great, but it also is more -- it's just there's a comfort level of having done it. So now we're trying to get closer and closer and do it again.

MIKE ANTOLINI: Those who follow you on social media will see that you have gotten behind the RED, the Remember Everyone Deployed movement, wearing red on Fridays. How did you become involved with that movement?

BILLY HURLEY III: So some friends of mine kind of told me about it and kind of said, hey, this is something we should own. Like, I mean, you're the guy to really push this, this idea forward. It's been around for a long time, but we've kind of taken a hold of RED Friday. RED stands for Remember Everyone Deployed. Just a way to subtly honor our military and push some exposure and publicity out there to remember the people that are away from their families right now and doing things to defend our country.

MIKE ANTOLINI: Of course. At the tournament this year on Friday we're actually going to have everyone who signs the Military Heroes wall sign it in red in honor of the RED movement.

BILLY HURLEY III: Great, that's awesome.

MIKE ANTOLINI: You'll notice that up there. You debuted a new bag this week kind of paying homage to your time as a naval officer. How did that get designed and where did that inspiration come from?

BILLY HURLEY III: Yeah, my caddie actually designed it. We don't have a sponsor on the bag, so, you know, but we're open to sponsors is what I mean. (Laughs.) But so in the meantime we said, hey, let's make one that looks like a ship. So it's haze gray so it looks like a ship. That's the color, haze gray. It has a 93 on the side, which is the hull number of the destroyer that I was on, and it has my SWO pin and some other naval phrases, "Don't give up the ship" on the bottom of the bag. So it turned out to look really awesome. It's really a cool, sharp-looking bag and it was received really, really well by players and fans and the media alike last week.

MIKE ANTOLINI: I think I saw "Beat Army" on the bag?

BILLY HURLEY III: Yeah, that's there, too. We're not going to leave that off.

MIKE ANTOLINI: Let's turn to TPC Potomac. You practice here. Obviously the first time for the Quicken Loans National coming here in our history. What can you and your fellow PGA Tour pros expect next June?

BILLY HURLEY III: I think it's going to be a hard test. It's a good golf course. It's a tough,

tough golf course. We get away from Congressional and how hard that place is, but this isn't going to be any less difficult. It's just a different kind of difficult than Congressional. But Potomac here is in top-notch shape every week throughout the year, so I expect that we'll all really enjoy a fabulously manicured course, and I don't think you're going to see -- you know, maybe somebody gets it to 10 or 12 under, but it's not going to be 20 under to win a golf tournament here.

MIKE ANTOLINI: Do we have any questions for Billy in the crowd? I know we have a few microphones left and right, so if you could just raise your hand and state your media outlet before stating your question, that would be appreciated.

Q. Billy, I was just curious, when you look at the people who are most influential in your golf career, who stands out in that area? And then for the everyday golfer, as a follow up, what's a tip that you tend to give to your pro-am partners out just on the PGA Tour for these events here?

BILLY HURLEY III: My progression through golf kind of just occurred naturally in that sense. My dad was really instrumental in getting me into golf and then kind of got me to a certain point, and I think the best thing my dad did for me was recognize he could only get me to a certain point and then pushed me into professional instruction from a local PGA pro here in the area, Mark Guttenberg, and then Pat Owen is my college coach who was really instrumental in developing my game through college at the Naval Academy, and now I work with Mitchell Spearman on Tour. So the progression has just gone that way for me. Like I said, probably the best thing for me was my dad really realizing that I needed somebody else to keep progressing in that sense.

Tips. Most of my pro-am partners, I encourage them to try tennis. (Laughs.) It's funny, every Wednesday on Tour I see shots that I don't have. I cannot hit that shot, so in one way that's quite impressive.

But as far as tips, generally I look at golf in the sense that 80 percent of golf happens before we swing the club, whether that's choosing the club you're going to hit, the shot you're going to hit, the target you're going to take, stance, grip, posture, all those things. If you don't do that right, it doesn't matter what your swing looks like. So oftentimes the stuff that's before actually swinging forces you to make a bad swing because if you're aimed 30 yards right, you can't make a good swing and hit a good shot. If you have a 5-iron when you should have a 7-iron, then you can't make a good swing and hit a good shot. So that's really what I think about as far as most people could improve their game just by the fundamentals of setting up and thinking through the shot.

Q. Good to see you, Mike. First of all, kudos to you. You've been on the show numerous times and been a great interview, and your interviewing skills have really stepped up, so I want to commend you on that.

MIKE ANTOLINI: Thanks, Steve.

Q. To you, Billy, congratulations. Two things, one about sponsorship. No sponsor on your bag, lots of logos on your shirt. Coming in as the defending champion, talk about that and the feeling there, and then also about the sponsors that have come after you won your first event.

BILLY HURLEY III: Yeah, I mean, I joke about sponsorship, but I have a great team of sponsors around me. The Valspar Corporation's been with me for four or five years. Solenis is a chemical company in Wilmington, Delaware, who's been with me for four years or so. And then new this year is Leidos and they're a defense contractor, actually did a big merger with Lockheed Martin, so they're kind of a big part of this event as well. So I couldn't be more thrilled with the sponsors that I do have.

Q. And defending?

BILLY HURLEY III: Yeah, I want to defend more, you know? It's definitely -- in one sense it's -- you know, you might wish we were playing Congressional again because I've played and competed there very, very well, and in another sense it's great to be here at Potomac and maybe I can have a little leg up on guys because I've probably played the course more than anybody else on Tour.

Q. Billy, I'm just curious with your busy golf schedule, how much time, if at all, do you have to keep up with Navy athletics and just your thoughts on the Army-Navy football game, Navy losing for the first time in 14 years.

BILLY HURLEY III: I pay attention, and you know, we can make a whole bunch of excuses about injuries and having a sophomore quarterback having to start his first-ever game at the college level in the Army-Navy game. Obviously all that's true, but Army played a great game and we're just going to make sure they don't actually have a streak.

Q. Billy, I want to get you to walk through the admirals at the academy want the graduates to do their military service. You did that. What are your feelings?

BILLY HURLEY III: Well, I mean, I want to correct you in one sense because I think the Naval Academy has a different -- maybe a different position on this, that actually the secretary of defense is the one who canceled the policy, not the Naval Academy or any of the superintendents who run service academies.

But it's a tough thing there. I believe that we can use people in different capacities than traditional naval officers. We're truly talking about one or two guys every three or four years, right? I applied for those policies. The one that was just canceled was being discussed when I graduated, and I applied under the policy that still exists now where you serve two years active duty and have six years in the Reserves after that. I applied under that policy to serve my country. Not to get out of my commitment but to serve my country and just serve in a different capacity.

I think if you talk to Mitch Harris, if you talk to Joe Greenspan, if you talk to Keenan Reynolds, Joe Cardona and Chris Swain, like the guys that are doing it right now, that's the way we think about it, we are serving our country. None of us have ever tried to get out of a commitment, no of us want to run from a commitment. We want to serve our country and those guys are serving their country.

So that's just my take on it having been in it. I did serve five years and was completely honored to do that and it was the commitment that I signed up for. And so I think that there's unique ways that we use people all the time inside of the military and that's one way that we could use people a little bit more than we do. But I just want to dispel the belief that anybody's trying to get out of serving or get out of a commitment. It's just serving in a different capacity.

Q. Thank you for your service.

BILLY HURLEY III: Appreciate that.

Q. Billy, you had mentioned you played this course quite a bit. How many times have you played, when was the last time you played, was it in a competitive environment or just a round? And then secondly, dovetailing off that question, what do you think of the idea that's been put forward of letting guys play but then serve the five-year commitment after their professional career concludes. Keenan Reynolds may have a five-year NFL career, he could then serve his full five-year active duty commitment afterwards, but do you think that is an idea that could work?

BILLY HURLEY III: So regarding the golf course, I practice here a good bit. I played actually the Web.com event that was here in 2013. I played in that tournament and I haven't actually played the golf course in -- I don't think I've played the golf course this calendar year just traveling and everything. Most of my time when I am here is primarily practicing and maybe go play a couple of holes here or there.

I've read a little bit about the policy or the idea that you're talking about. I think a Washington Post writer wrote that article. I think that that's the way we could do it. I think that there are a lot of creative ways to do it. I think that the policy that we have in place is fine. I think that the policy that Keenan Reynolds and Joe Cardona and a couple others were given is also a way that we can do it. It just requires creative thinking, and we're not necessarily great at that in the military and so it just requires kind of a little bit of an out-of-the-box way to use things, you know.

It's kind of funny, the policy was primarily written for football and basketball players, so when I applied for it, they didn't really know what to do with me. You know, one of the things that they want you to have is a contract with a sports team. It was like, those don't exist in golf, right? No one has a contract out here, except for, you know, maybe a two-year exemption for winning and that kind of stuff.

It's definitely a delicate balance and just the chord on that that I want to make sure we strike is that nobody's trying to get out of a commitment. We're trying to serve our country and serve in any way that the country would have us serve.

Q. This tournament has obviously meant a lot to you being so close to your hometown. When you tee it up at the Quicken Loans National knowing that friends and family are everywhere, does that change your mindset going into the week? Is it easier, tougher to kind of go in through the week?

BILLY HURLEY III: It makes you have to talk to Player Services a lot more to get tickets, which you guys are very gracious to give me a lot of tickets, which is awesome to have so many friends and family out here.

In one sense it kind of puts a little more pressure on you, I think. You have a lot of people here. I know even last year people were like, oh, you finished top-10 here twice, like you're a shoe-in, you're going to be right there. It's like, it's not quite that easy. It turned out to look that easy. But I think that people don't generally understand how hard golf is and how kind of weird it is. You look at Si Woo Kim who won last week by three shots. I mean, I don't think he had a top 25 on Tour, maybe one top 25 this year and eight, 10 missed cuts. That's just golf, that's just how it is. I mean, you can say the same thing about me before I won last year, too.

I love having the support and I love having friends and family around and it will be fun to play here again near my hometown.

MIKE ANTOLINI: Just to kind of put a bow on this, thanks again for your time, but what is the one thing that you're looking most forward to when you step on that tee announced as the defending Quicken Loans National champion?

BILLY HURLEY III: Well, you know, I remember the first time that I was announced as -- in Vegas earlier in the fall, they kind of announced everybody who had kind of won, they were announcing. It was the first tee on Thursday and they said, "2016 Quicken Loans National champion, Billy Hurley III." There was literally half a second that goes, oh, yeah, it is me, it's my turn. So I think that that will be really special. I can only just imagine the cheers and applause on the first tee Thursday, so that's going to be really special.

MIKE ANTOLINI: Well, you have a lot of fans here and it's no surprise why. So thanks again for everything you've done not only for this tournament but for our country, and obviously we'll be rooting for you out here next month.

Thanks again to everyone for coming out today. I know many of you will be playing golf and seeing TPC Potomac, many for the first time and you'll certainly be delighted. I know we have lunch next door, and if there's any questions, you know where to get in touch with us. Again, we appreciate it and we'll see you all here in 45 days, Quicken Loans National.