

**GREG NORMAN**

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**DOUG MILNE:** Really no one that needs an introduction, but Greg Norman, thanks so much for having us here. Tournament founder 29 years ago now, World Golf Hall of Famer, we appreciate everything you've done. I know I heard you talking earlier in the week about obviously thrilled to have QBE on board beginning this year. So just with that said, just some thoughts on the 2017 event about to kick off.

**GREG NORMAN:** Well, let's focus on QBE, number one. We were fighting hard to find a title sponsor, and at the end of the day the way the golf schedule sits and where we sat being conflicted sometimes with the Father-Son made it a little difficult on us, but when QBE stepped up to the plate and had seen the value of what it is, it was extremely important to us but I think more so important to QBE because they're using golf as a platform to get their name recognition out there in the United States. The rest of the world, they're a very, very well known company. I think they're the fourth largest in the world. So for them to come in here and use golf as a platform to get a little bit more exposure was really advantageous to us.

**DOUG MILNE:** With that we'll go ahead and open it up and take a few questions from you guys.

**Q. Greg, you watch the game, you're a fan of the game, what's your take on all these 24-year-old guys like Spieth and Thomas, just the youth that's come into the game and dominated?**

**GREG NORMAN:** Well, I think the youth has always been there. I think just the number of good youth players today as we speak now is probably the most we've seen it. I would say there's a dozen guys out there now of the Thomas and the Spieth world and the Rory McIlroy -- he's getting a little older now, believe it or not. So when you see those kids, I think the game of golf is extremely healthy.

But what I love more than anything else that I see in this generation is the way you get four or five of these kids running off to some island in the Bahamas to have a fun time. That never existed in my career. I don't think that probably existed in Jack's or Raymond Floyd's career. We all disappeared once the golf tournament was over to our own wherever we went, right?

But to see these kids interact the way they are today, especially in the United States, I think it's fantastic for the game. And I've seen that happen in Europe. The European guys got together and travel together and did things together. So it bodes well for American golf going into the future.

**Q. And you mentioned the camaraderie, they make a pretty tough team these days. You saw it in the Presidents Cup and the Ryder Cup.**

**GREG NORMAN:** Yeah, well, I think that all comes from socializing together, right? I don't follow too many of everybody's social account, but just the interaction, the way they are on social media is fantastic. I wish I had social media in my day because I think it would have been fun to interact with the other players and do what they do and say what they say and needle each other back and forth a little bit. But it's all done out of great friendship and great spirit and you see it coming out on the golf course. There's probably five or six, seven, eight kids today under 26, 27 that could be No. 1 player in the world tomorrow.

**Q. Greg, your thoughts on the partnership you have with Verizon and just the small part of it I guess coming here with the video board, too. What do you think that's going to mean?**

**GREG NORMAN:** You mean the Shark Experience?

**Q. And the Shark Experience, yeah.**

**GREG NORMAN:** It's just something I discovered virgin space is really what happened. I walked into a cart barn facility one time and saw about 72 cars in the facility, and I was the second largest shareholder of GPS, which we had 90 percent market share in the United States which is putting in GPS units on a golf cart.

We worked very, very closely with Club Car all these years about putting the motor control unit, the Visage unit, on the golf cart where you can control it going anywhere. So that was all GPS interface with the motor control system within Club Car.

Occasionally you would get the screen put up there, depending on what golf club wanted a screen on their golf cart. Walked into the basement of a golf club one time and I saw about maybe 20 percent of them had a screen on. I thought, this is just like a hotel. Every room in a hotel's got a TV, more than one, maybe three, and every TV you've got kids, you've got music, you've got adult entertainment, you've got news, whatever you wanted. Whatever genre you wanted, you could pull it up.

I thought why can't we do this with a screen on every golf cart? Why can't we pull in what we have on our iPhone and give the people the ability to listen to music, put speakers in the roof of the golf cart and take their iPhone away, take their bluetooth speakers that they pull around all over the world with them from golf course to golf course and put it all on the screen. That was my -- that's what I envisioned, that's what I thought about. Then we wrote a business plan and four and a half years later here we go to market next year.

So I think it's great for the masses. We titled it "Your game, your way." If you don't want to use it, you don't have to use it. If you want to use it, you can have different choices of what

you want, so really you make it what it is.

And it's going to be the first cashless system that's ever been done on the golf course. Just like a hotel, just like Disney World, just like everywhere you go, nobody likes to carry cash with them. And then our beta, alpha-beta testing, we've been showing we have not slowed up play one bit. As a matter of fact, one of our test sites we've actually increased the speed of play by 13 minutes. That's a big testament about -- and on top of that, all the management companies and NGCOA, which is the National Golf Course Owners Association, which is 4,000-plus strong, they've been all crying out for it. We need this, we need this, we want this, we want this.

So fingers crossed, knock on wood we found something that's good for the golf industry, and yeah, the icing on the cake for us is and from my perspective is it's a rev share with the golf clubs that have it. So they have a chance of increasing their bottom line by having Shark Experience at their golf club.

**Q. Do you think that also might lead to maybe not drawing new golfers but having golfers play more, or in a Top Golf kind of way, too, you're sort of providing an entertainment?**

**GREG NORMAN:** I'll let you think about it this way: It's more of an out-of-market media platform than anything else ever done in golf before.

Now what do we mean by an out-of-market media platform? Take the PGA TOUR for example. PGA TOUR, we're in negotiations right now because the PGA TOUR loves this out-of-market opportunity, and what does that mean? You and I go play golf on Thursday, Friday, Saturday, Sunday or Saturday, Sunday and now we can watch -- if our agreement goes ahead, which I'm pretty sure it will, they can watch live streaming PGA TOUR golf on their monitor and they're playing golf at the same time. Instead of being home on the couch with their buddies drinking beer, they're in a golf cart drinking beer, watching the PGA TOUR and playing golf. So you're bringing it all in. And the PGA TOUR goes, Whoa. When Club Car, there's 93 million golfers play on a Club Car every year. 93 million people. You know, on Saturday, Sunday, you can break down the math but there's millions and millions of people that now have a chance of watching the PGA TOUR.

So it really made a lot of sense in a lot of ways and these are the only things that we've discovered as we've grown this opportunity out. And it's a platform, it's not like bending metal, right? It's like your iPhone. Every month you download a new iOS, you get a new upgrade. Same thing's going to happen with the Shark Experience. It's a platform, not a product.

**Q. This week there's only one non-U.S. team this week. Is that the way the penny dropped, is there any reason or what?**

**GREG NORMAN:** I never even looked at it that way.

**Q. Two Irish guys?**

**GREG NORMAN:** Yeah, I never looked at it that way.

**Q. Someone mentioned it to me this morning.**

**GREG NORMAN:** Well, Graeme wanted to play and then Graeme had a choice of a couple of guys we looked at, and obviously Steve was the guy that got the nod. So it wasn't anything intentional about non-Americans.

**Q. The buzz about Lexi being the first female to play multiple times in this event, given the way her season's gone, the way she faced adversity, what does it mean to you to have her in this event once again?**

**GREG NORMAN:** Well, for me it means a lot, but for the event it means a magnitude of great things because quite honestly, when the tournament finished last year, we got more requests through our tournament office to have Lexi back than any of the other male pros. That was a pretty powerful testament, right, because of the way she conducted herself the whole week, the way she was with the clinic, the way she was on the golf course, she was just magnificent. She was the consummate professional, but Lexi was Lexi, right?

So at the end of the day it was very easy for us to start thinking about inviting Lexi back one week after the tournament finished last year, and as it played out it worked out beautifully. When she was invited back, she said yes in probably half a second, so it was great.

But it's the power of the brand, right? It's the power of what Lexi is. The people love watching her play. So I'm glad she's teaming up with Tony Finau. Tony wanted to play with Lexi, which is a great thing, too, so it's very easy to put those two together.

**Q. Can you comment on Lexi's season and the adversity that she faced and just being here two weeks ago and how very differently things could have gone?**

**GREG NORMAN:** Yeah, but that's golf. I think there's not a player who hasn't been at the top of the tree or close to the top of the tree that something like that hasn't happened. You can go down the list of every one of us, but that's golf.

But the way she recovered from it and the way she will continue to recover from it, you know, from the rules to the missed putt, that's just a character builder. Those things are going to happen again and how you deal with how it happened and immediately thereafter and then the next couple weeks and then moving into the next season is the builder of your strength. She's handled herself extremely well in that way. And I haven't really spoken to her about it, I'm just an observer.

**Q. Speaking of comebacks, what do you think Tiger adds, regardless of whether he**

**wins another major or whatever, but there was certainly a lot of buzz last week when he was playing and he was up there?**

**GREG NORMAN:** For sure. Look, he's a name, he's moved the needle for quite a long time in the game of golf. Everybody was wondering, you know, the speculation of him saying, "I may never play golf again," and then all of a sudden he says he's hitting the ball 330 yards. Big difference from there to there, right?

But you just hope it just continues on for him because a lot of the stuff he's done has been self inflicted, but a lot of the stuff that he's going through now is more, you know, the wear and tear of the body hitting a lot of golf balls, being a power player, your body breaks down and that's going to continue to be there because he just got ready to play one event, which was an 18-man field, right? When you start getting up in a 156-man field and the golf courses are a little bit more difficult than Albany, a lot more rough out there and he's got to manage his expectations. Instead of trying to power a 7-iron out of the rough 220 yards, your body may -- you do that a few times, you never know what's going to happen after that.

So I hope he manages his expectations more than everybody else's expectations being like he's going to come back and be Tiger of past. I think he still has a little bit of time on his side, but not a whole lot.

**Q. Greg, when you look down there at the Wall of Champions here, you see some guys like I believe Kenny Perry has won with different partners. Is there an art to forming these teams or is it just a matter of getting two guys, or in Tony and Lexi's case, a guy and a gal who are hot at the same time?**

**GREG NORMAN:** I think it's a combination of two really good friends getting together and just being so relaxed they're playing practice rounds and at the end of the day things happen a lot easier and you make more putts and you're high-fiving. It's not a Ryder Cup, it's not a Presidents Cup, it's like a practice round for the guys.

So I think it's a lot easier to get in synch that way and have a little bit more fun and that's why I think the guys love to keep coming back.

You think about this year's tournament, 16 of the top 50 in the world are here in a 24-man field. That's pretty strong stuff for a silly season event. And the final comment is in 29 years I've been -- well, 17 years basically coming to here, when I go into the gym like I did last night, when I first came here there was never a player in the gym, there was never a player in the gym for 10 years, maybe 12 years. It's only been last year to this year where now you're seeing the gym is full of players. Not full, but last night there were five other guys outside of me using this as preparation for the rest of the year, which means 2018 season.

So we've evolved in a lot of ways, this tournament, from being a silly season event to actually being something with real meaning and substance to it. I actually see that now amongst the players and it's pretty impressive. That's why I think we have the strength of

the field that we have this year.

**Q. How's your own golf game at the moment? I know you were at the Bahamas as well last week, but you had that leg injury during the course of the year?**

**GREG NORMAN:** No, my golf game is very scratchy, good and bad. I just don't practice or play enough. I'm going to play the Father-Son next week. This is the first time I've played two days in a row I bet in 10 years, but it needs work. If I had a little bit more WD-40 I think I would be okay.

**Q. Would you get back to maybe wanting to delve into playing on the Champions Tour, was that a --**

**GREG NORMAN:** No, no, never.

**Q. Never sort of laying in bed thinking maybe you might just give it --**

**GREG NORMAN:** I thought about laying in bed, but never laying in bed thinking about the Champions Tour. No, no interest, no desire, no thought about doing it. Quite honestly, I've got so many other great things going on in my life. It's a pleasure doing the things that I do without having to grind away and try to figure out ball high left to right or low right to left.

**Q. Matt Kuchar was in a couple hours ago and he was very, very perplexed why you did not show for a 4:00 tennis engagement.**

**GREG NORMAN:** Yeah, he texted me because I said to him, I brought my tennis racquet, let's go play, but I had something else to do. I am involved with the golf tournament. I thought I would have the flexibility to go out and hit balls with them for a couple hours or hour and a half, but I had to do something from 4:00 to 5:00 unfortunately. I still have an open invite. Hopefully we'll get to hit sometime over the weekend.

**Q. How will you approach next week playing with (inaudible)?**

**GREG NORMAN:** I've got a custom made saddle that perfectly fits his back and I can put it on him and I can ride him as hard as I want to ride him. I have no expectation for myself. I'm looking forward to playing with him because he's really, really excited about it. He's been practicing every day, wanting to do well. So that's why I've been trying to practice every day just to sharpen my game from zero to one or two, which would be great for him. I'm looking forward to, actually really looking forward to it.

**Q. You'll get to see some of the other guys, too. I don't know how much you get to see some of the other fathers?**

**GREG NORMAN:** That's true, yeah. I've seen Jack, I saw Jack a month ago, but I haven't seen Trevino. I see Raymond Floyd a little bit, I think he's there. Outside the rest of the

field, I'm not too sure. But yeah, it will be good to catch up with everybody?

**Q. What's your son Gregory playing off of?**

**GREG NORMAN:** He can shoot anywhere from a 69 and probably mid 70, depends, and he hits it like 330, which is good.

**DOUG MILNE:** Well, Greg, as always, we appreciate your time, thank you very much.