

June 23, 2019

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**Q. What would the challenges be, if any, with moving forward three weeks on the schedule?**

**NATE POKRASS:** So again, how the day comes together, we work in partnership with the PGA TOUR Champions on setting the date every year. The PGA TOUR set the schedule. The USGA and PGA of America, they set their schedules pretty far out and the PGA TOUR adjusts from there.

So as we work with the PGA TOUR to look at a date for this year, the U.S. Senior Open is in this same week next year. So we had a couple options, and ultimately the first week of June was presented to us. We felt it was a great week, we wanted to stay in the month of June, we feel it's a good time of year, and as it relates from an operational standpoint, the golf course can be ready. We get enough of a growing season, so that will be good from that element.

Just so happens Verona schools will still be available to us for parking. They're closing school a little bit early due to construction there. So from that standpoint, we feel good. We feel the sponsors will continue to support, fans will be there, volunteers as well. So we feel good about the first week of June.

While this is our primary choice, we would love to stay in this week, just didn't work out for 2020. We don't have any concerns about the first week of June.

**Q. What would be the opposition to moving it back into July or August?**

**NATE POKRASS:** Definitely in the month of August, we don't want to get into football season. The Packers and Badgers, they're the primary focus when it comes to August. And of course American Family's got strong relations with both those organizations, so we definitely want to be supportive in that area.

And when you look at July, it's really just a primary vacation month for families. Great time to go up north or travel around the country. So we certainly respect that and want to let all the families out there enjoy the summertime as well. So that's why July and August (inaudible.)

**JIM BUCHHEIM:** The other piece in July is American Family typically hosts a significant agent recognition event. It's usually in the middle part of July, but that's a thousand of our agents. So we want to try to have as much of a buffer between this event and that event as we can, so that's another reason why July doesn't work for us as a title sponsor.

**NATE POKRASS:** And if you go one step further and tied into that, too, as you go to late June, Summerfest is going on as well. American Family's a proud partner of Summerfest, so we certainly don't want to compete with that.

**Q. (No microphone.)**

**NATE POKRASS:** Somewhat to be determined. The PGA TOUR Champions only sets their schedule one year out from their events. We think we have indications this may only be a one year element. We're not certain we can get back to this exact same week in '21, but they ultimately, they don't set their calendar until 12 months out.

So the reality is we probably won't know our '21 until next May, June, somewhere in that time frame. But somewhat early indications, this may just be a one week piece. We'll stay in June, it just may be a different week. As Father's Day shifts, U.S. Open shifts, all of those elements, when you look at an Olympic year, all those factors come into play and we'll find out in the next 12 months where we are for '21.

**Q. Based on what you heard, seen with the PGA, and there's always that case with the British that they wanted the Senior Open the week after, do you think the USGA's going to keep that Senior Open --**

**NATE POKRASS:** They've set it out a handful of years out. I don't know them all off the top of my head. I know they've publicly put out when the Senior Open is, so you can look based on that and when the U.S. Open is. And that right there, we know when open weeks are available for us then to have some options.

But then as you look at other tournaments, of course whether it's Principal Charity Classic in Des Moines or other tournaments, they obviously have to work the shuffle as well. The U.S. Open and U.S. Senior Open pick their dates first, and then the PGA TOUR from there ultimately starts working the shuffle.

**Q. Nate, are the maintenance staff here and the superintendent confident that even in a bad spring, should there be a bad spring, that the course can be ready for these guys in the first week of June?**

**NATE POKRASS:** Very much so. All indications, and even with talking with the PGA TOUR agronomy team that comes in and works on a consistent basis with the team here, they know the course can be ready early June.

Even this year we had a pretty wet spring, but even if you get into a late winter, I think you can look back maybe last year was the NCAA Women's I want to say regional championships here in the first week of May and even that was getting close, but they were still able to get the course in excellent shape in early May. But end of June's a better time frame for the golf course as a whole, but every indication is this will be in great shape.

**Q. If there is a downside at all, it's probably that schools are still in session and that Friday ticket sales could be impacted?**

**NATE POKRASS:** Yeah, certainly with school on Friday I think that could impact from a family perspective. Certainly kids 15 and under are free for the tournament. We want to have as many families out here as possible, it's part of the fabric of our tournament.

Certainly that just may grow our Saturday and Sunday element as well, so there will still be two great days for kids to come out.

You never know, too, based on timing and how TV works out and where our schedule plays out, we might be able to get late in the day and maybe have a late in the day hour that kids can still come out. We certainly want to have a lot of families out here and we're respectful of that, and Saturday and Sunday should be strong.

**Q. You mentioned the USGA sets the times, so I guess no surprise with this? Like basically how long have you, A, kind of known or at least forecasted even just knowing the USGA dates let alone the Tour?**

**NATE POKRASS:** We talked about it. You can see the USGA dates out for a while, so we knew this week had its challenges. We didn't know, though, this official week until just recently. It's taken the PGA TOUR Champions a while to set their schedule as they work their element.

So this element, confirming us to June, was pretty recent -- the first week of June -- but we knew the U.S. Open, the USGA had set their schedule for a while.

**Q. I guess there was no -- you wouldn't want to run into any conflicts with the national championships, either. The field strength, right?**

**JIM BUCHHEIM:** The Tour's not even just going to allow it from that perspective, so we do have to follow what their directive is on this.

Again, for us, if we can get it into June, it's one that our employees can still be engaged in this event. We do bring in agents here as well from an agent recognition. That still works for us.

And in some ways we actually have a bigger gap between this agent recognition and the one in July. It actually works -- that works well for us. We prefer this date, but from a title sponsor perspective, earlier in June works really well.

**Q. (No microphone.)**

**NATE POKRASS:** I'm not certain if they've announced their dates. The PGA TOUR

ultimately has to officially announce their dates. We just know our slot. So the PGA TOUR will confirm who is before us and who's after us.

**Q. Can I ask a question about the celebrity foursome yesterday, your takeaway?**

**NATE POKRASS:** It was an amazing day I think from top to bottom. To have the greatest of all time here was impactful on so many levels. Our team, all of us had moments, just had to take it all in. Just to be able to have Jack here, and great having Brett, and Andy's been so generous with his time, and Toby is a ton of fun.

So from a logistical standpoint, outstanding crowds. We got everybody in and out safely. We had buses flowing consistently on the outbound. Consistently heard our operations team giving updates on bus traffic and moving that along. Concession lines, restrooms, all those elements from an operational side went really smooth.

Fans seemed to have a great time. Every point along the way we had a lot of smiles, a lot of cheering, and that led up to even groups before that. Stood on 14 for a handful of groups coming in. Those bleachers were packed early. Same with 15, and 17 was packed almost all day. Then I caught a few glimpses and I made stops and saw it on TV and the pictures were magical. Just to see that element on TV and see those crowds, those who were at home I'm sure really got to see a great show.

Couldn't be more excited, honored and humbled Jack was here. He is an unbelievable ambassador of the game and we were honored and privileged to have him here.

**Q. The event seems to get bigger and better every year. How do you top it going forward?**

**NATE POKRASS:** We're going to enjoy this week. Our team certainly takes notes. We're taking notes. We're always taking notes and thinking about the future. We're always grabbing notes.

How we'll get it bigger and better, every year we've sat here and said, "How's it going to happen," and sure enough every year we get there.

But on the same token, we need to let this week live in its own element. When you have Jack Nicklaus here, we don't need to find ways to top it. We're just going to keep making it exciting. How can we make it fun and enjoyable again.

So let's let this week live in its own moment. We all are extremely excited and proud. We'll have a great champion today. Next year will be next year.

**Q. Is this a little bit difficult to take given what you guys have done with this tournament, this scheduling move, given how successful you've been? It seems no one's immune to this.**

**JIM BUCHHEIM:** I guess I would say our strong preference, we've communicated very consistently to the Tour is that this week, the week right after the U.S. Open is our absolute preference. That's what we will keep striving for and working toward in the years to come.

I would say what helps us with the move is we've been successful in the first four years, so we think we've got that ability to slide a little bit earlier and make that happen.

The other is, as I mentioned earlier, it actually gives us a little bit of breathing room between some of our other big events that we're the sponsors of or dealing with our agents. So it's not a bad thing and it gives us, I think, a chance to see is there something about that week that might even make it better for us.

So we'll see, but we'll keep advocating to stay in the week after the U.S. Open with the PGA TOUR as we continue to work with them to extend this tournament out.

**Q. Do you want to have some leverage (inaudible) with the success of this tournament on the Tour? It's one of the best events on the Champions Tour, that gives you some leverage, right?**

**JIM BUCHHEIM:** I think it does. I think we also have a strong advocate in our player-host, Steve Stricker, and we have him helping us advocate there as well.

So that said, we want to be a good partner with the Tour and we want to do -- you know, we want to try to seek as many win-win situations as we can. We'll go into next year with a lot of confidence that it will be a great tournament, but we'll keep -- like I said, we'll keep working it to probably bring it back to this week.