

TROPHY PRESENTATION
June 23, 2019



JIM BUCHHEIM: Well, good afternoon. I'm Jim Buchheim, vice president of communications at American Family Insurance and I also serve on the board of directors of the Steve Stricker American Family Insurance Foundation.

The fourth year of the American Family Insurance Championship is nearly complete and I think I can say with confidence it's been another amazing year, don't you think?

We're going to bring up our champion in just a moment, but first we would like to recognize some of the individuals and groups who made this tournament possible.

First, I want to recognize my fellow members on the Steve Stricker American Family Insurance Foundation board. They include Steve and Nicki Stricker, Dan Kelly and Bill Westrate.

Also, I want to recognize the great staff here at University Ridge who helped put outstanding conditions in play all week: Mike Gaspard, Phil Davidson and Ryan Wayme. Thank you, guys.

Also want to acknowledge our generous sponsors who are all around the 14th, 15th, 17th and 18th greens. We could not make this tournament possible without your support. Thank you so much to all of our sponsors.

Also want to thank Dr. Alan Kaplan, UW Health and the American Family Children's Hospital for all of their involvement this week during our tournament.

And thanks especially to our tournament team, tournament director Nate Pokrass, Katie Elliott, Gail Perla, Shelby Cherney, Kip McBride and HNS Sports Group, and Mike Unitan and Legendary Way Marketing. Thank you so much.

And finally, thanks to our thousand-plus volunteers, many of who are here right now on the 18th green. Could not make this tournament happen without all of you. Thank you so much, volunteers.

And now to present our 2019 champion, it's my pleasure to introduce, Jack Salzwedel, chairman and CEO of American Family Insurance.

JACK SALZWEDEL: Well, Jim did a great job of thanking many different groups that are here; fans, partners, volunteers. How about that volunteer group behind us, can we give them one more nice round of applause?

And I would like to give a special shout-out to the head of all the volunteers. It's a very difficult job and she does a fabulous job at it, Gail Perla right over here.

And lastly, the guy who puts this whole thing together, let's give it up for Nate Pokrass over here, please.

We also have a big thank-you that goes out to the PGA Tour and the Tour pros. We saw great golf all week. We saw lots of birdies, we saw lots of great chips, we saw a John Daly shot off of this roof over here to 10 feet. We saw some great golf this week, didn't we, from a great group of pros? Let's give it up for them as well.

They love coming to Madison, they love the whole event, the whole week, and I think the field that we get here will just continue to get better and better each year going forward. And part of the help with the fans comes from the Celebrity Foursome, Andy North, Brett Favre, Toby Keith and Jack Nicklaus. Not too bad there either, right?

This event is about community investment. It's been about \$50 million over the last three years of economic benefit to Madison, the Madison region, and we think that's going to go up substantially this year.

It's about local impact in terms of charities. So far in the first three years, over 185 charities have benefited, over \$5 million. There was over \$2 million last year. We think we'll be well over that again this year, and we look forward to the end of this year where we actually hand those dollars out and half of it always goes to American Family Children's Hospital. Let's give it up for them, too.

And lastly, a big thank-you to our tournament host, Steve Stricker, Nicki Stricker, the whole family for their graciousness, their great golf. Let's give it up for our tournament hosts.

And now it's with great pleasure that I get to introduce our 2019 champion. He was born in Madison, he went to high school in Madison, and now he's Madison's own champ this year. Let's give it up for Jerry Kelly. Congratulations.

JERRY KELLY: Wow. Wow. I've got to start one place.

(Hugs Steve and Nicki Stricker.)

Wow, I don't know where to start. Jack, Steve, what a fantastic job bringing a tournament back to Madison. Yeah, I mean, we got to sleep in our own beds.

But this tournament has really grown to one of the premier events on our schedule. I hope you all realize that. It's because of those two and all of you as well. You come up, you show up Nate, you put on a great show. I mean, it is a fantastic tournament and it is all you fans, that's what makes it. So thank you very much for supporting us, for supporting Steve and myself, all the Wisconsin guys for all the years that you have held us up. We really

appreciate it.

Volunteers!

I've got to give a shout-out to the grounds crew. It's been a terrible winter. I don't think we've had -- I mean, this is about the first spring it seems like we've had. I mean, fantastic job getting this course in great shape and it was fantastic. Thank you.

It makes me feel great to do this in front of my hometown fans and family. No. 1, my wife Carol over there hiding behind everybody. It feels like -- I think it's been almost a year and a half since I've won. I mean, I wouldn't be here if it wasn't for that one right there. She makes me the man I am and I owe everything to you. Thank you.

Mom, you made it around the whole way, that was awesome. Dad was up there, he was looking down. The sun came out right as I made it. Yep, I know he was here.

Eric Miller, thank you sticking with me through my ups and downs. He's always got the ups.

But really, the whole friends and family, everybody, the entire tournament organization, all the volunteers, all the fans, Jack, again, thank you.

I want you to know my son was a patient at the American Family Children's Hospital. Thank you for having that organization, that hospital in this city. That's the most nearest and dearest thing to my heart. Thank you very much for this. And thank you all.

JIM BUCHHEIM: You don't have to say anything more. Jerry may not remember this, but four years ago at the Andy North & Friends event I had a chance to play with Jerry and I said, "Hey, we're about to play our event. Why don't we keep this trophy in Madison?" It took a couple years, but he made that happen.

Once again, congratulations to our 2019 champion, Jerry Kelly.