

**PRE-TOURNAMENT INTERVIEW**  
**June 21, 2018**



**JERRY KELLY**

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**JACKIE SERVAIS:** Welcome, everyone, to the third annual American Family Insurance Championship. I have Wisconsin native Jerry Kelly here.

Welcome, Jerry. Could you give us a little background on the course here and how you've played?

**JERRY KELLY:** On the U Ridge Golf Course, I was a volunteer assistant captain for the University of Wisconsin golf team to my brother-in-law, Jim Schuman, who was a coach, and I never really played a full 18 out here. So I would go out and I would work with some of the guys and give them tips here and there. A lot of it would be range and short game.

So I haven't really played too many rounds. I played more rounds last year during this tournament week than I had combined the rest of my life. I don't have a ton of experience here, but it's always nice to go around a tournament course the second week, the second year, however you want to put it. You learn a lot of things. You usually learn them by doing the wrong things and then say, "I'm not going to do that again," and then you make changes. But I'm ready to play.

**JACKIE SERVAIS:** Seven top-10s in 11 starts this season. Can you just talk about your success and how you've gotten there?

**JERRY KELLY:** I still haven't felt very consistent, even when I -- I don't know how to put this one.

If I was Tiger, I'd say I've got my B game going, or my C game. I haven't played consistent. I think Atlanta would be a great way to describe my year so far. We played 36 holes on Saturday to finish up the tournament. I had my best round of the year and my worst round of the year in the same day, so go figure. That's kind of been my career, the model of inconsistency, yet overall being very consistent.

I'm an anomaly, I know that. I'm okay with it.

**JACKIE SERVAIS:** Can you talk about what this hometown rivalry will be like with Steve Stricker this weekend?

**JERRY KELLY:** I mean, it totally is, though. We both feed it. We really enjoy competing with one another and against one another. Every time that one of us had a lull in our career, the other one seemed to be at a high and it would always bring us up to get the other one.

So I think we've helped each other tremendously throughout the years just between that competition. We make fun of it all the time. You know, we enjoy you guys getting into it. It is a competition. We're competing against each other every week unless we're playing with each other, you know, in those partner events is fantastic.

**JACKIE SERVAIS:** I would like to open it up to questions.

**Q. You played enough of these now to feel a buzz around a tournament when you walk into the place. How does the buzz at the American Family Insurance Championship compare to the buzz elsewhere at other tournaments on Tour?**

**JERRY KELLY:** Well, I mean, there's a buzz even before tournament week, before setting foot out here. I was trying to figure out what my normal routine was because I'm so consistent on the road. You know, I want to get out of that hotel room. Well, I don't really want to leave my house all that much. So it's a struggle in trying to figure out what is a week off, what is a week on, what is my work week.

I've got more obligations this week than I normally would, but I welcome those. I mean, it's something that we get to do a little bit more rather than, "Oh, I have to go do this." We get to do some of the things with the people that are close to us in Wisconsin, things like that.

**JACKIE SERVAIS:** We'll take a question from The First Tee.

**Q. I'm Angelina Myrh, a junior course reporter. What would it mean to you to win in your hometown?**

**JERRY KELLY:** Oh, that's a good question. I think it would mean just about everything. I mean, really? The people have been so great to me over the years, they've rooted for me, and for me to actually come out and succeed in front of all those people, I think that would be the coolest thing.

Milwaukee was always our fifth major, now this is definitely a major for us, for Steve and I because this is hometown and it is everything. It's fun.

**Q. You mentioned that it's easier the second time through the schedule to see some of these courses. Do you have an example so far of a course that you really felt you played significantly better the second time through than the first, and what little things did you see that second time through that maybe got you there?**

**JERRY KELLY:** I would have to look at where I've even played. I don't bring those things back. I leave them in the past. But the second that I show up at a golf tournament, I know some things that I didn't do the last time that I have to do this time.

No. 4, you know, I can't push a draw down the left-hand side on No. 4. Those trees come in too quick, and if you're in the rough at all and having to hook it around those trees, you've

got no chance, so I'm going to play a fade there. And it was into the wind there and I had 3-iron utilities in, but it doesn't matter, I would much rather have a longer shot in, clear shot to that green than trying to push it up there farther with my draw and getting close to that left side.

Those are the types of things, and you can kind of do that on every hole with different pin locations as well. "Well, I don't want to be putting from here again."

So you learn so much, it's incredible. I look at the 22 years on the PGA Tour. I mean, that's why I was able to compete with the young guys and the longer hitters and the bigger hitters, and their game's a little more sharp, I'm older. But I knew how to attack each golf hole and each golf course no matter what the conditions because I've pretty much seen everything. So that's what you bring back, those are the types of little things that add up over 18 holes to a lot.

**JACKIE SERVAIS:** Take another question from The First Tee.

**Q. Since you're from Madison, do you feel that you have an advantage over everyone having played University Ridge more?**

**JERRY KELLY:** I will say I feel like I have an advantage because I'm hoping there will be so many people emotionally behind me that even if something goes wrong, you know, the people lift you up. You can feel their positive energy and you want to take that and run with it.

I haven't played University Ridge a ton, so I don't think that the course knowledge -- but once we play a tournament at a course, we know it better than we would know a course that we just go play for fun, so there's definitely an advantage.

You're stumping me on these questions, you're good.

**Q. Jerry, you remember all the years at the GMO they struggled to get what many would feel would be a great field. You've got a great field here, 10 out of the top-10, I think 19 out of 20, 37 out of 40.**

**Can you feel how good this field is, and what does it say about either the tournament or, you know, how often you have to play to get where you want to go on this tour?**

**JERRY KELLY:** Yeah, you've got to play to stay up there unless you're Steve and you never take out of the top-2, that tends to help. Playing definitely -- I mean, it's three days, we can handle that. I can't speak for the -- you know, for the 60-year-olds and up. That's got to be tough because it's tough for me at 51. So what was the first part?

**Q. Just about the quality of the field. Is it significantly better than an average week?**

**JERRY KELLY:** I think it is. I don't think we can play all of them. I would have signed up to play all of them and now I looked at the schedule and see that there's not a two-week break again until November, so I'm going to have to make some hard choices to people that I've said I would be at the tournament.

But the body just can't go through and play every single week. It put me in the same position that I did on the PGA Tour, which is play too much, body breaks down and then you go into a lull. So I would rather play a little less and more consistent, but that means maybe missing one, maybe missing two. That's like pulling teeth for me, just missing one.

But the quality of the field here, I think Steve has a lot to do with that, I really do. I think what Jack and American Family has done in conjunction with Steve was just put on a great tournament. It makes a huge difference when you've got a sponsor willing to do the things to make the event appealing for every single player. But when you've got a figurehead like Steve Stricker attached to it, you know, it makes you want to come play for him, it really does. And he holds that kind of weight on Tour, he really does.

**Q. To follow up on that, I mean, now you're hosting a tournament with Cologuard, Exact Sciences, and Andy is going to host one out in Sioux Falls this fall on the Champions Tour.**

**JERRY KELLY:** Yep.

**Q. Is that the blueprint, and I guess what does it say about you three guys that you're among the first to be the high profile hosts attached to these tournaments?**

**JERRY KELLY:** Yeah, it's just really strange that three guys from Madison are hosting tournaments. I mean, we don't really know how -- I mean, I know how it came about with Exact Sciences with me. It fell into an incredible spot and we need to get the word out for colon awareness and that's A-No. 1 why I wanted to put myself out there is just for that reason and that reason alone. If it wasn't that, I wouldn't be a host, but this is really important to me.

And American Family stepped up to do the Cologuard Challenge this week and I expect all of you media as well, you being part of the Tour family of ours, to be smart and get screened during the guidelines that you need to get screened. I mean, why wouldn't you when you've got something like Cologuard? It's a no-brainer.

I just played today with Rob Andringa. Won the national championship with Wisconsin and was diagnosed I think a little over a year ago with Stage 4 colon cancer, not given a very good prognosis. He has completely bucked the odds and he's doing fantastic.

But those are small stories because understand that 9 in 10 survive with early detection, okay? One in 10 survive with late detection. You guys want to take your chances?

So I need to emphasize everywhere I go that for the people that I care about, which you guys are, I want you to do this. That's why the Tucson tournament came about, because I want to get that word out really bad. And Kevin and Maneesh, both with Exact Sciences, they feel the same way. That passion is there, you can see it. It's for the people, it's not driving a business. I don't think the business would be what it is today if it was just driving for a business. I think it's really caring for a cause, so that's why I do it.

**JACKIE SERVAIS:** Are there other questions for Jerry? All right. Thank you and good luck this weekend.