

**ROUND 3 INTERVIEW: NATE POKRASS**  
**June 26, 2016**



**MODERATOR:** Well, Nate, last day, what do you think of the way things have gone so far and what do you expect today?

**NATE POKRASS:** Phenomenal. It's been an unbelievable week. Look at the weather, the weather has been great for us all week. Sure, we had two inches of rain last night. We had a wet plan right in place, we were up at 3:30, 4:00 this morning, instantly implemented it and it seems to be going off with great success. We're getting the patrons in, they're enjoying their experience, and more importantly we look forward to crowning a champion today.

**Q. What kind of feedback have you gotten so far?**

**NATE POKRASS:** It's been great. The fans, the volunteers, the players, we've been getting great feedback. The volunteers, the feedback received from the players, how cordial and appreciative they are. Everybody is working extremely hard, working long hours and everybody's having a great time. So we're getting feedback for the future, we're getting ideas on how we can make this even bigger and better. So we're excited for what the future brings.

**Q. Can you share maybe one idea that might be obvious to a lot of people who have been out here?**

**NATE POKRASS:** Yeah, given the number of fans, the fan support has been off the charts. We know we can build bigger bleachers, we can build larger concession stands, we can put more access in more holes as we've seen fans spread throughout the course. So that's what was the unknown for us was how many fans would come out. Now that we've seen what the basis for attendance can be, now we know we can provide even greater amenities.

**Q. Before Friday did you think you were pushing the envelope on what you had out there, and are you surprised at how maybe underutilized -- or that you needed more space?**

**NATE POKRASS:** Yeah, we had an initial plan in place going into kind of the winter. Hospitality and sponsor support drove us to get that even bigger to begin with, so that was even larger than we initially planned. And now that we've seen the great supportive fans being out here in attendance, we know we can take this even the next step further. So it's a great situation and we know we have a bright future.

**Q. Is there a ballpark estimate yet on the number of fans for the three days?**

**NATE POKRASS:** We had roughly 15,000 on Friday, we had 20,000 Saturday, and we'll see here how today comes and see what our final number for the week is. We went into this

thinking 50,000 over the entire week when you factor in all the events we did and it seems like we're heading towards that direction.

**Q. Maybe you've heard the term Dream Big, but is this bigger than you guys could have imagined, just the response from everything?**

**NATE POKRASS:** Tremendously. We all had this big vision and it started back with Steve and Jack leading that first vision. And now as our team has come together to start to bring that to life, it's gone beyond what we could ever picture. And more importantly it's excited us for the future, knowing where we can take this, how the community has embraced us, how all of you have embraced this, we know this has a really bright future. And the PGA Tour has given us feedback that we're on track to be one of the best PGA Tour Champions events around the country and we want to be there. So we're going to make that aggressive push to be considered the best one in the country by next year.

**Q. You've talked a lot about the future. I was wondering, do you guys have a plan to have the PGA come back here?**

**NATE POKRASS:** Very much so, yes, American Family Insurance has made a minimum of a three-year commitment to this event and we're going to see how those three years go and see where we can take it from there. So we look forward as a team to breaking down over the next 30 days, learn what went well, learn where we can make some improvements and get right back to planning for 2017 to make it bigger and better.

**Q. Nate, you made several site visits to other tournaments. How much bigger did this become than what you saw, you know, on those visits?**

**NATE POKRASS:** Sure, I went out to Toshiba at Newport, went down to Allianz in Boca, in Branson, the Bass Pro events, few others as well. They all are unique in their own right. Whatever everybody's doing, they're trying to make it unique to their own community and all their communities are doing outstanding jobs. What we tried to do was make this unique to Madison, make it fit with our culture, make it fit for this state, and hopefully in the end when we get the feedback from the all the fans and the sponsors, hopefully we've done that and hopefully we've made it to fit Madison.

**Q. Have the players made the best of the locker situation with three players to a locker and limited facilities?**

**NATE POKRASS:** Yeah, you know, everybody's been totally comfortable with it. In fact, they're joking with who their partners are in the locker room. Most of them don't use it very often. They use it, leave their shoes, get their equipment, the manufacturers leave gloves and balls and that type of thing, but they're perfectly comfortable with it. We knew that going into it. Other tournaments that we went on site visits do double up, so from that standpoint we feel our amenities are pretty strong when it comes to the players.

**Q. How about the response to parking, seems like you really jumped on that?**

**NATE POKRASS:** Yeah, we reacted, we had a plan in place going into Friday and when we saw the long lines to get in right away on Friday we reacted instantly with law enforcement officials, Madison Police, Verona, UW Police have been extremely supportive and have been great to work with. We've been planning since the fall. We instantly put that plan in place quicker than we expected, so by Friday afternoon the traffic was flowing. We then had that plan ready to go Saturday. I heard it moved extremely well, didn't hear much feedback, same with this morning. We instantly got into that rain situation, we got the offsite parking ready to roll and it sounds like the shuttles are working smoothly. So kudos to all our law enforcement officials for being supportive, embracing this event, seeing the positive to it. And we'll continue to vault from here. We'll reevaluate after this year to see how can we get even better and be even more efficient.

**Q. Fans adjust pretty well to the offsite today?**

**NATE POKRASS:** Yeah, I believe so. We got the message out real quick through all social media and website and we were able to email all people who bought tickets direct, we were able to email our sponsors direct so we could get that information out fast. Again, all our signage and VMS boards, our team was out at 4 and 5 this morning getting those signs out and everyone reacted well. I think those that attend golf tournaments a lot understand things can happen, it's an outdoor event. I know I've personally attended events where things change in the middle of the night. So everybody reacted well, which is great. And we'll continue feedback throughout the day and the coming days to see if everything reached everybody's end point to understand how it worked.

**Q. Did you fill the first lot, are you on to the second lot?**

**NATE POKRASS:** Yeah, we're on to the second lot and I may even hear radio chatter going into this, we may even be on to our third lot right now. So we filled up Verona Schools, Ride & Park, and I believe they're starting to transition over to West Madison Bible Church right now and Epic would be our next location after that. So we still have more room to go if the crowds keep coming in.

**Q. Do you think that will keep people away today knowing that there's maybe something different?**

**NATE POKRASS:** I think those who are interested in golf understand the change in it. Some people have said they enjoy the shuttles because it brings them right to the front door. So I think just the opposite, some people may be more comfortable knowing they park in a service lot, jump on a bus, you're right at the front door and off you go. So I think everybody understands, everybody goes to Camp Randall, you go to the Kohl Center, you understand parking, you understand traffic. You go to Packer games or Brewers as well, so knowing you're going to a sporting event everybody can adjust and accommodate and we appreciate everybody's flexibility.