

**FINAL ROUND INTERVIEW: STEVE STRICKER
JACK SALZWEDEL**

June 26, 2016



MODERATOR: We'll just open it up for questions. We've got Jack Salzwedel, CEO and Chairman of American Family Insurance, and Steve.

Q. Hey, Steve, given this is the first year, expectations to reality, what was the comparison?

STEVE STRICKER: The expectations, you know, I don't think anybody really knew. I mean, we knew what we wanted to put out and what kind of entertainment we wanted to have out there for our community. We talked a lot about it, tried to sell it, you know, and tell the community and the all the companies that we knock on their door, all that, you try to paint a good picture. But until you actually can touch it and feel it, I think we were all a little blown away. I know I was and I think everybody who came here this week was taken aback to what they saw. And we heard so many positive things leading up to the event, which kind of gave us a feeling that something good was going to happen, that people were really going to support it, and we still don't know what's going to happen. So to actually see it and to experience all the people coming out here, to see the whole town and the whole community get behind it, like I said, all for great causes that were giving back to the community, the charities, the hospital, you know, it's just nothing but good things came from this week. And it just tickled us to death to see the excitement and enthusiasm from everybody out here this week.

Q. Jack, as the leader of this company, as you looked at all the volunteers, so many of them that work for American Family in some capacity, when you saw the way each one rolled out the red carpet, what kind of feelings did you feel?

JACK SALZWEDEL: A lot of pride in not just the agents for American Family and the employees, but the community, people that rallied behind this, the sponsors, you know. We had over 150 actual partner sponsors who helped us. And I think I've heard that there are some tour events that are more corporate sponsored and they don't really have the walk up, they don't have the fan base, but they have the corporate sponsors so they can keep the tournaments going, but we from the start did not want this just to be a corporate sponsor tournament. We want to be supported by the sponsors, but then we want to have a lot of people here too. So the volunteers got behind it, the city of Madison, the state of Wisconsin, I mean, it was just amazing. And the Tour, when you talk about expectations, the Tour had originally said when we first started talking to them, Steve, that, if you break even your first year, you really probably aren't going to give any money to charity your first year, but you build to that after three or five years. And we put a goal of 500,000 and they said, Good luck if you get that. And I think we're going to be close to doubling that. And so the turnout of the volunteers, the community, what we're going to be able to help with in terms of charity is just unbelievable.

Q. Steve, when you see the winning scores of 17-under and all the people who 10 12 14, 15-under, what does it tell you about these guys and what does it tell you about what you have to do next year to stay with these guys?

STEVE STRICKER: Well, I know they're all good and they play this game for a reason, and that shows you the condition of the golf course, too. It was perfect. You know, the fairways were running out, the greens were holding, the greens were in great shape. The guys could make some putts and they're good players. You put all those combinations -- and not a lot of wind the first day. Had a little bit more challenging conditions the last couple days, but you put all those factors together and it leads to good scores and, yeah, it's very competitive out here. I talked to a number of players this week and every week you've got to go low and shoot some good scores except for a few weeks here and there. But we all kind of were thinking of a number and we knew it was going to be low, and it was. And they had a gas with it, though. The players loved it, they loved coming out and showing off, making birdies. They enjoyed that rather than grinding out pars. So it was good in that respect.

Q. So now that this one's over, does the team get to rest at all or are you starting to plan for next year? And for both you guys, just your favorite part of the tournament overall?

JACK SALZWEDEL: Renewals start tomorrow. We're already thinking about that, so, yeah, but I mean, the team that we've got, I would put them up against anybody. They're just tremendous.

STEVE STRICKER: What was the second part of the question?

Q. Just your favorite part of the tournament overall.

STEVE STRICKER: I think just going -- we both did it, we both made the rounds and felt like mayors this week I'm sure and shaking hands and saying thank you and I think just seeing the enthusiasm from everybody here. You know, from the volunteers to the corporate sponsors to the fans. I mean, it didn't matter where I went, everybody was saying thanks, thanks for bringing golf back. Everybody truly was having a good time out there and that's I think the best part of the week.

Q. Steve, after such a great start, are you even more encouraged about the future of this tournament?

STEVE STRICKER: Very much so. You know, it's a big undertaking. We both saw this past year what it takes, but for us to do this in the first year is very, very encouraging. And like Jack said, renewals start right away and there were people right away saying that they want to be a part of this next year again. So that was our goal is to put on an event, a first class event, which his company did. They did everything right and it's going to make people want to be a part of this and it's a great time of the year for us to be here. There's no

university stuff going on, there's no pro sports team here in town to contend with. We're kind of the only game in town and we're in that date again next year right after the U.S. Open, so there's a lot of good things happening here in those two weeks time span next year. And so we're looking to put on a better show and get different players here, and that's the unique part too. We get guys turning 50 every year, so you're going to get -- and guys who didn't come here, like Davis love or Vijay Singh, Fred Couples who committed and had to withdraw because he hasn't been feeling well. Those are all little nuggets that this tour still brings to the table each year.

Q. Steve, is there one specific aspect of the tournament that you already (inaudible)?

STEVE STRICKER: I think the overall picture was really good. You know, we've already created a list, at least I have and I know Jack has too, and the whole team, there's little things that we can surely improve on, but to everybody who took part, they probably didn't see it. But there's definitely things that we can work on and get better at, but for the first year I think it went on without any major glitches and it was a pretty big success.

Q. Steve, have you thought about how you're going to juggle playing and hosting and who do you get to fill your spot in the celebrity scramble?

STEVE STRICKER: Yeah, it will actually be easier next year to just play. A lot of this hand shaking stuff will be left up to this guy. But no, I'm looking forward to playing, looking forward to participating. It will be hard, you know. I mean, I remember going down and playing in Milwaukee over those years and it was always a hard thing to do is play in front of your home crowd. So you feel that extra pressure and it won't be any different again next year, but I'm looking forward to it.

Q. Steve, I know you're probably not a huge trash talker, but should Kirk be looking out for you next year?

STEVE STRICKER: No, I'm not a trash talker at all. The guy that is going to trash talk is Andy North from yesterday and Tauscher, that's what bothers me the most is that we got beat by those guys.

Q. Thank you very much.

STEVE STRICKER: Thank you.