

RSM PRESS CONFERENCE
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JOE ADAMS
ANDY BOSMAN
MARK LOVE

JOHN BUSH: Good morning, everyone. We appreciate you joining us here at the RSM Classic. It's truly a great day for this tournament.

First of all, I would like to introduce our panelists here today, quite a crew we have here. In the middle, we have Joe Adams, managing partner and CEO of RSM U.S., Andy Bosman, CMO of RSM U.S., and we're also joined by Mark Love, executive director of the RSM Classic.

With that, we'll go ahead and turn it over to Andy.

ANDY BOSMAN: Great, thank you, and good morning, everyone, thanks for joining us. What a spectacular day we have. We were talking this morning, great field. We're excited because we've got four Team RSM kind of out there fighting it out. Looking forward to an incredible day.

And as you guys know, we have the Birdies Fore Love competition going on at the same time. So it looks like Cameron Champ and J.J. Spaun and Joel Dahmen are going to be our three winners; we just have to see who finishes in what order. As far as the Birdies Fore Love for the weekend, it's a tight race and we'll see. Looking forward to tonight to toasting a new champion and giving away \$550,000 to charity. That's all something very exciting.

As you know, it's been a big week for us. We've had a lot of announcements: The Birdies Fore Love in terms of extending that competition to the weekly winners next year; last night with Folds of Honor and the \$150,000 endowment we had as well as the million dollars Shootout. So we wanted to get together with you this morning. We have one more exciting announcement we wanted to share.

We've been having conversations over the last several weeks with the Tour and with the Love Foundation. Our love for this tournament, our love for the partnership here, hopefully it's very clear to all of you. I'm excited to announce that we have agreed to an extension. We have extended our title sponsorship to 2025, so seven more years. As Joe and I -- thank you.

Joe and I were laughing last night, we're like, that will take us to 16 years, which is pretty impressive when you think back to 2010 and as we all came together for the first time. So excited to have many more years here. With that, I'll turn it over to Joe.

JOE ADAMS: Thanks, Andy. We are just so pleased to be able to extend this title sponsorship. I think as Andy said, Sea Island, the community, the Classic has become really a fabric of our firm. The partnerships we've been able to build with the Davis Love Foundation, the PGA TOUR, the way the community has embraced us, it was really a pretty easy decision. Our clients, our friends, people, they love coming here, so we've really had a great time here.

It's great to be able to take it through 2025. You know, as everyone knows, golf is a great platform for us. The way that a caddie tries to help make their pro successful, we're constantly trying to make our clients succeed, so it's a perfect match and we're really excited about being able to extend it to 2025.

MARK LOVE: As are we obviously. We say over and other again that there's really no way we could imagine having a better partner than RSM as a title sponsor. They continually go above and beyond to support all the things we try to do through the tournament and throughout the rest of the year really, so the partnership is very, very special. We're like family.

As Andy said, we've been doing this together for nine years, and then for them to be proactive and start this process of extension really earlier than is absolutely necessary just speaks to their commitment to us and to this community. They're amazingly involved in this community.

We started this event to make an impact in our community, both through the charities that we serve, through the economic impact we make. It's become a very, very important week and a very important part of our community's year. So we're thrilled to be able to announce to everybody that we've got five more years to tack on to it, and 16 years, that's going to be amazing.

JOHN BUSH: All right. Thank you, gentlemen. We would like to open it up to questions.

Q. Mark, directed at you, with the changing schedule next season, the fall events are going to expand, how will that impact this event, if at all?

MARK LOVE: Well, we're hoping that it's basically going to continue to cause guys to know they need to play more in the fall. We feel like we've created an event here that is one of the best in the fall, if not the best in the fall. We're hoping that's going to bring more guys that we like to see play here come and play in our event because they know they have to play three or four times to not get behind. You know, this has got a reputation for being an event guys like to come play in.

Q. This is to the panel. Earlier we learned this week that you contribute \$2.8 million for the Birdies Fore Love program and that is up substantially since year one. What's driving the success?

JOE ADAMS: I would say our people. We've been able to bring our firm, all of our people into the part of that equation, and for them, for each one of our offices, they choose a local charity to get behind and that money all goes through to the Davis Love Foundation. So it's become personal for everybody. They keep working harder, come up with new ideas, throw pies in the face of executives and fun things like that to raise money. We've done it all. We keep doing whatever it takes to increase it and we expect to see that continue. The momentum is very strong behind the support for this.

ANDY BOSMAN: Yeah, I would add, by the way, if you ever get a pie in the face, not whipped cream. It smells for days. Go with shaving cream. A little stickier, but you don't smell it for days.

The two other areas, one is we've seen our clients step up, so it's a lot of fun because every year when we come here our clients ask, how do I get involved? More and more, and we track it every year, we continue to see our clients contributing to the program as well.

It's also part of the reason we started this fall challenge with the players is to give the players an opportunity to get involved, and frankly, the golf fans. Call it a little bit of the NASCAR effect. My guy drives the Kellogg's car, I'm going to eat Kellogg's. We're kind of hoping when we announce the three winners today, that when they announce their charities, a lot of the fans will get behind those and support them as well. At the end of the day, that's what it's all about. But we've got some very aggressive goals and we hope to just continue the amount that we're donating.

Q. If my internet's correct here, I think the current contract ran out through 2020, correct? Why did you decide to re-sign so early?

JOE ADAMS: I'll leave that one to him. He was in my ear, let's go farther, and while I still can, I thought that's a good idea.

ANDY BOSMAN: I'll tell you, Rex, it's one of those things that when you get to a point -- it's not often in our business we look at something, we go, that's an absolute no-brainer. This really falls into that category.

When we look at everything we're doing for Birdies Fore Love, and we've had a lot of conversations with Mark and Todd and Davis about the future, what do we want to do, how do we want to continue and grow the tournament. Frankly, as we looked at it, we said that's great through 2020, but let's keep going.

As we think out to all the things we can do -- again, the opportunities to bring our clients here and other things, it was kind of one of those we looked at and said, at the end of the day we know we want to do this. We're having a lot of conversations with the Tour in addition to the Birdies Fore Love program, let's go ahead and add to it and really look out in the future and think about how we continue to grow it. It really was one of those it was so clear to us, the value here, that we just wanted to lock in and keep going.

JOE ADAMS: We've always said since the beginning that, you know, when our clients start to get tired of this event, it might be a sign we need to rethink it.

Just the opposite is happening. As we bring clients through here and they experience the whole aura of the event, and there's so many things. There's the charitable aspect, there's the hotels are top-5 in the country, the setting is spectacular, and for those who have never been to the Sea Island area, they're overwhelmed with the hospitality and the beauty so they want to keep coming back.

As I speak to clients and some of our people who are down here for the first time, they just can't say enough about the experience. So for us, like Andy said, no brainer to continue it here and continue to keep doing what we're doing and hopefully find better ways to do it even better.

ANDY BOSMAN: I'll share a story with you. So last year through Kevin Streelman, John Lester from the Chicago Cubs reached out. Mark called me and goes, Lester would like to play. Well, you know, Joe and I may be just a little partial to the Cubs. Like absolutely, bring him on.

You know, then a week later, right before the tournament, David Ross wants to come with Lester to play. And what was so fun was not only were they here last year and enjoyed the tournament, Heather Fueger had a chance to meet them at a charity event this summer and said, Well, we would love it if you guys would come back," and it was, "Really? We can come back?"

You watch that, and even the guys like David Lester and John Ross and Ian Happ came this year, they come and it's fun because they fly in, they immediately go to Southern Soul, they immediately go out to the events. When you see those guys get that excited, kids in a candy store about it, and we see the same thing from our clients, it really is that overall experience.

Q. What's in store for the Plantation course, can you just kind of go through some of the changes there, and what does that do for the event?

MARK LOVE: Yeah, absolutely. We are very much looking forward to getting started on that. We start in December. It's basically a full renovation of the Plantation course. It's time for that infrastructure-wise, so while Sea Island was going to do the refurbishing, we're going to get the opportunity to make some changes. They're going to be fairly substantial. That golf course has served the resort well for 20-some odd years in its current form.

Of course, the original was done in 1928 or 1929, so there's been various changes over the years. But we have some great plans to change the style a little bit, make it a little more challenging for the Tour players, but hopefully still really interesting and fun for the guests and the members.

It's going to have a different look, different feel, which we think will continue to help -- again back to field. We think it will help guys want to come play here because now, you know, while Plantation's a great golf course, it had aged and you've got Seaside on the one hand and there was a little bit of imbalance. Now it will be balanced. So we think it's going to sort of help the field and help the resort, too.

JOHN BUSH: Anything else? Gentlemen, thank you for this great news. Look forward to being with you through 2025, but first of all, let's get out there for the final round.