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Subject: Press Event: PGA Press Conference (Confidential)
Location: The Ocean Course Clubhouse, PGA Room, 1000 Ocean Course Dr., Kiawah Island, S.C.
When: 5/1/2015 10:00:00 AM - 11:00:00 AM
Attachments: ATT80425
ATT99143
ATT17861
ATT71389
ATT53427

APPROVED BY: NH

EVENT: Press Event: PGA Press Conference (Confidential)

DATE: Friday, May 1, 2015

TIME: 10:00 AM

LOCATION: The Ocean Course Clubhouse, PGA Room, 1000 Ocean Course Dr., Kiawah Island, S.C.

LOCATION SET-UP: There will be a riser with six places at a table on it – The Governor, Derek Sprague (the PGA President), Roger Warren (Kiawah Island Golf Resort President), Bill Goodwin (Kiawah Island Golf Resort owner), Pete Dye (The Ocean Course architect) and Kerry Haigh (PGA's Chief Championship Officer) - <https://www.pga.org/kerry-haigh>). It will be ran by Julius Mason, the Senior Director of Communications at the PGA who will speak from a podium. Wanamaker Trophy on stand near head table.

ON-SITE LOCATION CONTACT:

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PRIMARY STAFF: Ashton Lee

ADVANCE STAFF: Zach Pippin

PURPOSE: Gov. Haley will participate in a press conference announcing with the PGA that The Ocean Course will be the host site of the 2021 PGA Championship.

PRESS: Yes.

PUBLIC: Yes.

INVITED BY: Helen Hill, Charleston Visitor Bureau

INTRODUCED BY: Julius Mason, Senior Director of Communications at the PGA

LENGTH OF SPEAKING: 2-3 mins

SPEAKING ORDER/LINE-BY-LINE:

10:00 AM	Welcome	Julius Mason
	Special Video	
	Introduces Guests	
	Introduces Derek Sprague	
10:05 AM	Remarks	Derek Sprague, PGA President
10:08 AM	Introduces Gov. Haley	Julius Mason
10:10 AM	Remarks	Gov. Haley
10:14 AM	Introduces Bill Goodwin	Julius Mason
10:15 AM	Remarks	Bill Goodwin, Kiawah Island Golf Resort owner
10:19 AM	Introduces Roger Warren	Julius Mason
10:21 AM	Remarks	Roger Warren, Kiawah Island Golf Resort President
10:24 AM	Introduces Pete Dye	Julius Mason
10:26 AM	Remarks	Pete Dye, The Ocean Course architect)
10:30 AM	Introduces Kerry Haigh	Julius Mason
10:32 AM	Remarks	Kerry Haigh
10:36 AM	Concludes the Event	Julius Mason
	Q&A	
11:00 AM	Gov. Haley Departs	

ATTENDEES:

Governor Haley

Derek Sprague, the PGA President

Roger Warren, Kiawah Island Golf Resort President

Bill Goodwin, Kiawah Island Golf Resort owner

Pete Dye, The Ocean Course architect

Kerry Haigh, PGA's Chief Championship Officer

Kerry Haigh, the Chief Championships Officer of the PGA of America, is responsible for the overall operation, administration and golf course setup for the PGA Championship, Ryder Cup, Senior PGA Championship presented by KitchenAid, KPMG Women's PGA Championship and PGA Grand Slam of Golf.

Born in Doncaster, England, Haigh played golf to a scratch handicap at age 17, before concentrating on golf administration as a career.

Following graduation from the University of Leeds, he worked for The Professional Golfers' Association in Great Britain, organizing events throughout Europe for four years (1981-1984). In 1984, he was hired by the LPGA as a Tournament Official for the LPGA Tour (1984-1988) and worked more than 30 tournaments

a year. In 1988, he was hired by Kemper Sports to be the Tournament Director for the 1989 PGA Championship held at Kemper Lakes outside of Chicago.

Following the 1989 PGA Championship, he was hired by the PGA of America to oversee the entire Championship Department. He was promoted to Managing Director in 2004, and to his current position in 2013. Haigh is one of the foremost experts on the Rules of Golf.

Haigh is married to former LPGA player, Denise Strebeg, and has two daughters. The couple lives in Jupiter, Florida.

BACKGROUND: The Governor will join Derek Sprague (PGA President), Roger Warren (Kiawah Island Golf Resort President), Bill Goodwin (Kiawah Island Golf Resort Owner), Pete Dye (architect of the Ocean Course) and Kerry Haigh (PGA's Chief Championship Officer) to announce the 2021 PGA Championship will once again be held at the Ocean Course at Kiawah Island.

- Ocean Course hosted the 1991 Ryder Cup and the 2012 PGA Championship
- Golf Digest's Feb. 2015 issue ranked Kiawah Island as the number 3 ranked golf public golf course in the United States and number 20 overall.

SUGGESTED TALKING POINTS:

- Today truly is a great day in South Carolina!
- We couldn't be more excited that the PGA of America has decided to hold the 2021 PGA Championship at the beautiful Ocean Course on Kiawah Island.
- The 2012 PGA Championship at the Ocean Course was such a great event for our state, and for the PGA, that I can understand why they couldn't wait to come back for more.
- South Carolina's golf culture is such an important piece to what makes our state so special! There are nearly 370 public golf courses in the state – none finer than the Ocean Course at Kiawah Island – and we're consistently ranked as one of the top destinations by publications like Golf Digest and Golfweek!
- But golf is also a major driver of our economy – generating nearly \$3 billion in annual economic activity (most recent PRT data from 2011) and supports nearly 35,000 jobs.
- It was estimated that the 2012 PGA had a \$193 million impact, including \$75 million of media exposure, according to the PGA and College of Charleston Office of Tourism Analysis.
- We host the RBC Heritage every April in Hilton Head and the BMW Charity Pro-Am on the Web.com Tour, and the fact that we've been asked to host one of golf's 4 major championships really is a huge reason to celebrate.
- Not only is the state home to a lot of world class golf courses, we're the home state for a lot of very successful professionals, including Jay and Bill Haas, Dustin Johnson and former U.S. Open Champion Lucas Glover.
- The 2021 PGA will be another great showcase for South Carolina's golf courses and golf industry.