

The Annika driven by Gainbridge at Pelican

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Pelican Golf Club

Annika Sorenstam

Dan Doyle

Press Conference

JEREMY FRIEDMAN: All right, good afternoon everybody. Thank you for joining us here at Albatross Room at Pelican Golf Club. My name is Jeremy Friedman, the director the communications from the tournament.

Joining us front and center, Dan Doyle, Jr., owner of Pelican Golf Club, and Annika Sorenstam, the GOAT, Hall of Famer, tournament host.

Couple of quick questions for you guys before we turn it over.

So Dan, just want to just throw just an opening intro to you. So this tournament, fourth year of the tournament. We've got beautiful weather this week. We've got a world class -- yeah, knock on wood -- we have a world class field. The course looks great.

I was talking with your dad earlier today. He is right over here. He is super excited. Just give us your thoughts and your excitement about the fourth year of this championship and how this has elevated in the past four years since you and your dad took over this golf club.

DAN DOYLE: I mean, this started as a whim quite frankly. We didn't even have a clubhouse when pitched the LPGA that we could host an incredible golf tournament. We built the golf course, so we lived up to that part, but my dad and I had no idea that we could create a golf tournament to this level.

The first year unfortunately was a bit of a rip-off for spectators because of COVID. It was kind of a closed event, but it became more like a dress rehearsal. We got to see traffic flow, how people moved around. It wasn't a full-fledged event. I wouldn't call it one at least.

And then it got some steam, and the next year it was great. We had great weather. The year after, which was last



year, my wife's name is Nicole and we had Hurricane Nicole rip through on Thursday and shut the tournament down.

We went into panic mode. Needless to say we have an unbelievable crew. They came out and had the golf course spotless for Friday and play went on. People got ripped off again though, three days instead of four again.

With all that said, you know, my dad and I, our vision was to keep raising the level of this golf tournament. Annika and Gainbridge came to us and said, we would love to join forces, which we kind of went, we got the GOAT asking us to join forces.

We said, of course, this will be great. This will help elevate the event. We all put our heads together and said, all right, how do we create the perfect event? It's great having Annika involved, because number one being a player, a championship player, really gave us some input on how to take care of the players.

I will say, in women's golf they probably aren't treated the best at all courses, and also don't get to play on the best courses sometimes, so our goal was how do we treat them the and make sure the facilities live up to any tournament and make sure the golf course is at a competitive level.

You look out there today, and I'm watching a golfer come down the fairway, and I think we've lived up to that. Now, if this one would say, hey, this is a really nice golf course, it would be perfect. But the greens are in the best shape they've ever been in. Overall golf course is in the best shape it's ever been in.

Having Annika's name on it this year for the first time is wonderful. Makes it a really special event. I'm sure at the end of it, Annika is a go-getter, she'll have her list, just like I do at the end of every year, like my dad does, how do we make it better the following year. So I am sure it'll be better next year.

Excited to kick this year off.

JEREMY FRIEDMAN: Following up on that and then we'll



get a couple of opening comments from Annika, this is a property that means a lot to you and your dad. You grew up here. So seeing this come to life, what does the kid Dan Doyle, the golf fan Dan Doyle, think about this tournament and just seeing the world's greatest players out at a course you grew up playing?

DAN DOYLE: So I learned how to play golf on this golf course. You paid \$120 in the summer and you could play unlimited golf from 2:00 on, and I would get dropped off here at 1:00, have something in the little snack bar, and then go out and play. What I didn't realize, you would go hide under the biggest tree because we would have an afternoon thunder shower. You'd hide under the biggest tree so you would stay dry.

Now that we own it we have two or three trees hit by lightning a year, so we were really stupid. To look at it now, this is beautiful piece of property. We had a lot of neighbors that were probably extremely nervous when my dad and I took it over. Those neighbors have now come around and said, holy cow, this is something special.

And now looking around, my dad and I sat out here this morning with all the people walking around, and you smile, you're proud of it. You just are kind of, oof. It's quite an event.

JEREMY FRIEDMAN: Awesome. Perfect. Annika, so kind of feeding off that, we talked a little bit at media day about this being your namesake event. Gives you goosebumps seeing the name.

So just feeding off what Dan was just saying, talk about your excitement of being here as the tournament host for The ANNIKA and what your goal is to lead with legacy with this event?

ANNIKA SORENSTAM: First of all, I'm super excited to be here. It's like finally here, you know, we talked about it for 12 months and really to see it and feel it and just hear it, it's just amazing.

This is a dream come true obviously to have my name on this event, and I know Mike with Outlyr worked really hard to get this done. It's a dream come true.

And listening to Dan and say it's a dream for his family to see, so we're both living our dreams. It's nice when your dreams come true and you can enjoy it and see it.

I'm delighted. It's going to be a great week in so many ways. The field looks spectacular. The course, I mean, Dan, your crew has done an amazing job.

I get to play on the pro-am tomorrow and see the greens and really feel it, but I've spoken to some players and they say some good things about it.

Yeah, you know, I walk around here and see my name everywhere. It's great. The branding is fantastic. It's just weird when it's your name and you see it everywhere.

So but, yeah, very proud, excited. I know that this tournament has been going on for three years, but I feel like the standard they're setting this year is already high, so it's going to be hard to improve.

I'm sure you find something, but just I like to walk around and listen to some of the volunteers, the players, caddies, and I mean, all I hear is just excellent words. It's nice.

JEREMY FRIEDMAN: Earlier today Nelly Korda was in here Rachel Kuehn, was in here, too, two Annika alums. We asked them both their first time they met you and their thoughts of the legend in the game. 57 Annika alum in this tournament. How does that make you feel that there is so many of the game's current players and the future game's current players that competed in one of your events and just kind of how you're inspiring the next generation of players.

ANNIKA SORENSTAM: Well, I love see these young girls living their dream. I've seen some from 16 years back. Whether it's Nelly Korda, Alison Lee, Leona Maguire. You said 57; I'm not going to repeat all of them, but it's great to have them all here.

Anything that you do, when you see it's working and you see the results, it's inspiring. The ANNIKA Foundation is a beneficiary this week. What does that mean? It means that one of the sponsor invites went to one of the players that won our collegiate event. It just kind of ties everything together.

A lot of the players we have in The ANNIKA Foundation events are the next superstars of the LPGA. To see it all come together is meaningful. We had a great session back here with the Women's Summit. We had two of the Swedes, Linn Grant and Maja Stark to talk about their experience.

It's just really cool to listen to their experiences, their first year, coming out here and be able to play, it just makes you want to do more. Okay, what can we do next. How can we get more of these young players. They're great ambassadors of the game.

And this wouldn't be possible if it wasn't for Gainbridge. I want to say thank you to them. As you know, I'm sure

that's your next question, Jeremy, by Parity Week, right, so I can stop here and then you can ask if you want.

JEREMY FRIEDMAN: So with that part, with Gainbridge coming on as title sponsor, this event is a part of a celebration of women's sports, Parity Week by Gainbridge with this tournament, the Billie Jean King Cup in Spain, and the Women With Drive Motorsports Summit in Phoenix.

You were on a conference call last week with Lyn St. James and Billie Jean King talking about women's sports in general, elevating women's sports. Being on a call with them, just take us through that conversation a little bit and just kind of just your thoughts coming out of that and how inspiring that conversation was just talking about the state of women's sports today.

ANNIKA SORENSTAM: Yeah, it's inspiring to sit there with Billie Jean King, who has done so much with Title IX and just, I mean, every day with the Women's Sports Foundation what she does.

I really don't know Lyn St. James very well, but I've heard of her and I went to Indianapolis 500 and understand a little bit more about motorsports. But just to listen to what sport means to them and what can we do in the positions we're in with our careers and how can we inspire others, putting our brains together, makes you, again, want to do more.

It wouldn't be possible if it wasn't for Gainbridge, and this Parity Week is really fun. Lyn was talking about many years ago, she was sitting with the LPGA commissioner or the board or whatever, and like what can we do together, golf and motorsports? She said it didn't really work for motorsports, but it worked for golf. Thank you, that's great for us.

But there are other sports we can do, too. It's neat to see how far we have come and continue to feel like really this is not the end zone. There is a lot more to go from here. You need partners like Gainbridge, the Doyle family, to believe in the women and want to do it, generally have the passion for it.

We couldn't do it if it wasn't a teamwork, team aspect, and that's why I think it's really important. You're right, it was inspiring for somebody like me. I live for it every day, but to hear their thoughts and comments, we should do this, it's hopefully the beginning of more to come for sure.

Q. Like Jeremy said, 57 Annika alums, three ANNIKA Award winners in the field. What's it been like reconnecting with some of those girls and seeing them not only succeed, but thrive on the tour?

ANNIKA SORENSTAM: It's really cool. This morning at breakfast I talked to some of them. We saw Alison Lee. She was taking photos with the trophy. I don't know if you know, but when she won it in 2014 she wrote a letter -- they asked her, write a letter to Alison 40 years from now, and so this is nine years ago.

So she wrote something. Then they asked her to read it today, and it was so funny. She goes, did I write this? No, this is not going to happen.

But the point I'm making is just connecting with them and keeping in touch with them and seeing them grow and mature in what they're going through. I can say that with many of them that I have spent time with since they started playing either in ANNIKA INVITATIONAL and on into collegiate, and to see them blossom as young golfers and young women, I know many of the media here have followed them for years, too. You can echo that. You see what this game is bringing, what kind of individuals this game is creating in a sense, because of great role models and just wonderful people to be around.

I think we should all be proud to be in a sport that creates these fantastic humans.

Q. You talked about seeing these players blossom. I don't know if anyone has blossomed more than Rose Zhang. What have you made of her short-lived pro career but so many awards and accolades so far?

ANNIKA SORENSTAM: Yeah, I think she's done everything you can do as an amateur. This year has been spectacular for her, starting at Augusta and then the NCAAs and then turning professional, and then of course winning The ANNIKA Award second year in a row and then to win her first tournament. I think she's living proof that the initiatives out there are working.

I think she has a lot to contribute to the game. I know she's very much liked among the peers, the media, and certainly she's a sponsor darling. So I wish she was here. I really do, but maybe she will come in the future when she hears how great this tournament is. I followed her for quite sometime and I'm a big fan.

Q. Dan, follow-up on a more golf course question. You touched on the golf course and the pristine conditions. Just talk a little bit about what you and Terry have been working on this summer and also the overall golf course and how Terry and Justin have gotten this course in pristine condition for the players this week.

DAN DOYLE: As you said, it was Terry, Justin, my dad,



and I sitting at breakfast, kind of discussing what do we expect from the golf course, what should we expect from the golf course, and all said, let's make it challenging.

If you look at it, it lays out very well. It's appealing to the eye. It's really a second-shot golf course. You can hit it short or long off the tee, but your second shot into the greens is going to be difficult.

Terry has probably got the greens in the best condition they've ever been in. Finally figured out the balance. We call him and he's a bit of a scientist out there. You know, Justin keeps pushing him to see how much can we get out of this golf course.

I think we have it to a level where it's a championship course. These ladies are going to have a good time Thursday, Friday, and really a challenge over the weekend.

Q. Some of ya'll have seen from being here last year, so the 12th hole is the course's signature hole. We had four hole in ones last year. Didn't have any last year. Hopefully have some this year. Dan, touch on the 12th hole a little bit and what fans and spectators can expect with that hole?

DAN DOYLE: We kind of built it out a little bit more than in the past, so we have the Champion's Club is out there, the Lightning Lounge is out there, but some suites out there, and then we have the veterans tent is out there as we will.

So it's totally surrounded, a little bit like a Waste Management crowd. It's a little rowdier, a little loud. Morgan Automotive puts up a Lamborghini for every hole in one. We thought that would go bye-bye after four hole in ones in one tournament. It was a little costly for them. But they loved it. They loved the pizzaz and the excitement.

We did learn from that one where the girls said the insurance was too high so they didn't want the car, so we covered the insurance to make it more exciting. But it's a great vibe when you come off 11 and walk up there. The crowd is excited. They want to see hole in ones. They also, hate saying this sitting next to a player, they also want to see that ball spin back and go into the water and get a cheer.

They think that's great as well. It can be difficult if the wind is blowing, greens are quick. It's a neat hole.

Q. This is maybe premature. Follow up to what Jeremy asked you earlier, I read you're a member at Augusta National. When I first came out and saw this course and walked around, I said, very rarely I had the privilege of playing Augusta, but the conditions

seemed so close. Have you had to compare them and would you compare them?

ANNIKA SORENSTAM: Well, thank you. I mean, as you know, I'm the newest member so I have very little experience, so I should ask somebody who has played Augusta a few more times than me. It looks magnificent here. I look forward to playing it tomorrow. Mike and I did drive around, and first I thought is this artificial turf? It was so perfect. As we know, it's not. It's in amazing shape and I like it around the greens. It makes it a little tricky.

Might be generous off the tee, but it's really a second-shot course like Dan said. Made me think of second shot, I need a second shot. I was thinking more that shot than having approach shots.

Yeah, no, it looks amazing. Like I said, I'm new to August. Super honored to be a member.

Q. As you know, a lot of players have had their names on events before, Byron, Arnold had his event, and Jack has the Memorial. They were all incredibly engaged. Arnold used to go out and pick hole locations. How engaged do you hope to be, and, Dan, how engaged do you want her to be?

ANNIKA SORENSTAM: Well, I feel like we have a great relationship. If I have an opinion I would voice it, but also there are certain things that are not my expertise. I leave it to Outlyr or Gainbridge. It's important that everybody get their objectives taken care of.

I mean, I'm going to be here all week pretty much and I'm just going to support it while I'm here. During the year we've done several things to talk about the tournament, enhance the tournament. I've spoken to players at different events, hey, you should come and play here.

So I don't think -- we haven't really set any rules. It's like, okay, how can we make this a good tournament. I think it's an open conversation. But you it's one thing to talk about it, now we're here, and like Dan said, we're probably going to have a list on Monday. I think it looks great, but we'll have the conversation how can we improve from a players' perspective, a sponsors' perspective, I mean, fan, everybody really, partners.

At the end of the day we're here to provide an inspirational experience, so that covers everybody. I think we just want to do it right. I know that I have partners that feel the same way.

DAN DOYLE: I'll second that. Here we're sitting next to the GOAT, so when she says something we're going to pay

attention. Ultimate goal would be for her to come out and say it's perfect.

Now, I don't expect that and I would give her a hard time if she told us that, but whatever input she wants to have on the golf course we're happy to accept it. As I said, we want to elevate this event. Coming from a player perspective, I think it is valuable information. Also coming from a perspective it's got her name on it. She's taken ownership like my dad and I. She wants to make sure it lives up to her standards.

Q. Annika, congratulations on your Women's Summit held earlier today.

ANNIKA SORENSTAM: Thank you.

Q. I covered your career for a long, long time. Wanted to ask you, as you inspire women with your golf, how have you been able to overcome your shyness? No one would know today. You're just amazing. But you were shy. How have you overcome that and how is that an inspiration maybe for young people who are shy today?

ANNIKA SORENSTAM: Well, thank you. I think with practice you get better, right? I've been forced to practice and been put in situations to work on it, but I would say that overall I'm a learner. I love to learn. I love to get better and learn from my mistakes.

So I realized this is something I had to take charge of. If these are my goals, how am I going to get there? This is a certain aspect of it I had to learn and embrace. I feel a lot more comfortable with it, but I think certain experiences in my life have helped me come through hurdles that afterwards made me stronger and more secure and understanding my role.

So it's just the learning lessons of life, but it's not like I raise my hand voluntarily to grab a mic to start talking or singing. I understand that my voice means something sometimes, and I think by sharing that story, as you know, I just did it in there, and I think a lot of people can relate that we all have weaknesses, we face certain fears in our life, and it's okay. Some of us have more than others; you have to tackle them to get better.

People might think you turn on the TV and see somebody that's done well and you think, that was easy. It's never easy for anybody, whatever field you're in. We all have bumps along the way we need learn and handle. I think people can relate to that and say, you know what, this is not my strong suit. Maybe I should work on that.

There is no doubt that golf has given me the confidence to tackle that, and didn't happen overnight either. But I think it humanizes anybody, because at the end of the day, that's what we are. Just trying to be good at certain things.

Q. I apologize in advance for this next question. There is little history involved here. When doing a little research about this, used to be the celebrities were identified with golf. When I put in Google and I put in women golfers who are recognized with the tournament, nothing came up. But I had my own memories. I saw you play in the Betsy King Golf Classic. You won the first inaugural Betsy King Golf Classic and the second, and would've won the third except for a playoff in 1995 and '96. You also won two of Nancy Lopez's tournaments, identified with Chik-fil-A. This is kind of a big deal because it just hasn't happened recently. How did your perspective maybe change? That was earlier in your career. Was it just another name at that point? I'm jogging your memory, but go through that and maybe looking ahead based on those experiences what you really want to see coming out of this.

ANNIKA SORENSTAM: Yeah, I know we played in Pennsylvania. That was Betsy King's home. I remember that. Growing up I just read about Betsy King. She was a Hall of Famer. We didn't have the social media or the coverage of her, so when I joined the tour and I was hitting balls next to some of these Hall of Famers, that's what inspired me.

Obviously to do well in her tournaments means a lot.

Nancy's tournament I remember. You said Chik-fil-A. It was Stockbridge. She was the host there. She's always been one of my favorites, and I think a favorite of many. Always generous with her time and smile.

But those are moments that I think inspire any player, so I think the purpose of this event is to inspire the next generation, whether it's Linn Grant in there or whoever it might be.

You hope they're going to see an event like this or event like Nancy's that hopefully one day they want to follow in the same footsteps and pay forward or bring the game to the next level and just inspire some young girl or boy down the road.

I think that's really what to me these type of events mean. It's elevating them to a level we haven't seen before. Not just the quality of the course, the food, and the partnerships, but the memories, how it touches your heart. When you leave here, what do you feel.

I think that's really what we remember, and how we felt when we were here and how it made you think, you know, what's the future going to be like.

And that's what I'm hoping with the young girls, that they're going to feel the same.

Q. Annika, I think that a popular pastime this week may be asking players what was your first encounter with Annika. What happened when you first met her. I would like to turn that around a little bit and ask you, you know how important those moments are. Whether they're now playing in this tournament or maybe they're just playing high school golf. But it's a huge moment for them to meet an all-time great. What is significant to you about those encounters, and I guess how do you put them at ease when they may be really star struck?

ANNIKA SORENSTAM: No, because I remember my moments, like I said, when I met Hall of Famers early in my career. Again, not to just go back to the summit, but the moderator asked Linn, being part the foundation, do you feel like you can talk to Annika if you were struggling or something?

The first thing she said, you know, I think I can but she's so busy. So it's like, I don't want bother her. So I made a point afterwards, you never bother me. On the contrary. I would take that as an honor. They're not struggling in their games now, but just to I think -- you know, I might have achieved a lot on the golf course, but at the end of the day I'm just a human, too.

When somebody comes up and asks me can, can I ask for help, it warms my heart because she or he thinks whatever I'm going to say has a value to her or him.

So I enjoy it as much as they do. I really do. I get inspired, fired up. The ANNIKA Invitational, so initiatives we have to see these young girls smile up, like first of all they love the game, they love meeting other players, and then to be part of it.

That to me, it like radiates back and forth. So I think it's cool when they do that, these young players, especially to see them being 12, 13, 14. I'm seeing Maja Stark in there. She's come a long ways. She won three tournaments on the LET last year and sitting here being part of Solheim Cup.

I don't know, you feel connected in a different way, in a good way, because I'm happy for them, you know, the time they have put in and some of the words we have said

throughout their journeys really sticking with them.

Q. How do you put a first-time meeting, maybe they're just 12, they've heard about you, maybe they mom's talked you up. How do you put them at ease?

ANNIKA SORENSTAM: Well, I try to just be normal, because honestly, when I was 12 if I met Nancy I probably wouldn't say a word because I'm so shy. So I can relate to that. What do you say? What do you do? I mean, it's all this.

So I tried to maybe not take over the beginning otherwise gets a little awkward, gets a little quiet. So if I can start sending questions to that person then they can talk about their game. A lot of times they open up that way and things flow easier.

The first thing is who is going to say what. I like to bridge that in a smooth way if possible.

Q. Dan, not to change gears, but you've said you're committed to changing the event, tweaking things. Talk about some of changes you made this year. Walking around I see some of the concourses, grandstands have been moved, you got the Club 59, and how you expect that to impact this weekend?

DAN DOYLE: So Club 59 is out there. Got that idea last year when we hosted The Match. Just want to bring spectators closer to the driving range. You really get to see the players loosen up. They might get tense, but they're talking to their coaches, their caddies, and you feel like you're right in there for the warmup.

So we're excited about Club 59.

We changed venue out here on 10 and 18. Thought we cluttered it up too much last year, so wanted to reduce that footprint. Thank God the weather is turning out to be what the weather is, as I said. We added some extra seating on 12; put some seating on 16, probably the furthest point on the golf course.

I would love to get people back there. I think the best four holes on this golf course are 15, 16, 17, 18. It can get a little tough, especially if you're tired coming around that bend. 16 is perfect, right above the green and looking back.

We did add an alligator this lives between 18 and 17. He's been cruising back and forth. Saw him poke his little head out yesterday. Probably a three-footer, so perfectly decorative alligator. It's real. Not robotic. Don't feed him. I don't know if he will pop up or not, but it's kind of neat to

him them out there as well.

Q. It's interesting, because a lot of tournaments you see the trend is to go up and bigger and better more and put a huge grandstand at 8. You guys seem like you have almost streamlined it and gone more minimal and pushed things to the side and opened it up more. Was that a conscious decision?

DAN DOYLE: It was. As I said, literally Sunday we'll be sitting in here with an hour to go kind of writing ideas down that we thought of or we look at and we see.

And the idea was get the spectators close. Let me tell you, I've been fortunate. I've got to play in the pro-am a couple times. You meet these ladies -- and we sponsor a few of them on the tour as well -- they're wonderful. If you can get up close and talk to them.

And trust me, I've been to PGA events and I'm not knocking those, but those guys are a little more standoffish. These ladies are wonderful to be with, joking around and having fun. If our spectators can see that and be close and hear it, they become fans for life.

I mean, I will say our membership here has really put their arms around this tournament. The whole town actually. Everybody gets excited. They have these girls running around. I call them girls because we're old unfortunately. You have them out here and they just love it.

Our members take ownership in it. They're proud of these players. They take them under their wing. They taking them out for dinner, housing them. They're so excited to have them here, which is also fun to watch.

Q. One question for Annika. You've talked about your name and likeness everywhere. What's it been like now that tournament week is here? You're speaking at the Women's Summit, press conferences, what's it like being the face of this tournament now that tournament has started?

ANNIKA SORENSTAM: I think, again, I'm honored that they want me to be part of it. I like to do as much possible to enhance the tournament and elevate it and make it fun, a great experience, and share my passion for the game and my knowledge.

So I do anything I can. I told Marci, just text me. Whatever you need, I'll do that. No, I enjoy it. I really do. I think anybody that knows me, if I put my name on something I go all out, 100% or more. I just don't do something and get engaged. So I'm invested in this from a time perspective, and the whole family is coming out. Kids are coming,

parents are coming, and they don't come to a lot of these nowadays.

I want them to see. Obviously they're the ones that put me into golf, so I want them see this. That's going to be really neat, to be able to share how far we have come together. Yeah, this is a big deal for us. It really is. It's just, yeah, super proud.

DAN DOYLE: It's a big deal for us, too, by the way. (Smiling.)

Q. For Dan, you mentioned how welcoming the LPGA players are. Was there one moment that sparked your pursuit of this tour to bring an event here?

DAN DOYLE: To be honest, the gentlemen who runs this club for us, Justin Sheehan, convinced us over a conference call. My dad and I knew nothing about hosting an LPGA event. It was kind of his dream and dad and I jumped into his dream with him.

I remember one moment, Gaby Lopez went way out of her way. She came up and I was announcing on the first tee, announced her, and she was extremely friendly. I was done so I followed her around. I watched her go to every volunteer while she was playing and I went, you know what? That's class. You don't see that all the time. When you see it, you gravitate towards it. She went out her way across the fairways. That's the moment we look for.

Q. For Annika, you used the world "inspiration" today. Curious, attending the Women's Summit, does that inspire you?

ANNIKA SORENSTAM: Yeah, I listened a little bit to the panel prior. These are women in different industries. To listen to their stories, their hard work, and what they're doing today and sharing advice and stories that took them to where they are today, I think I talk about golf, but it's just real life, right?

It's very similar to achieving, setting goals, and hard work, just like all of you do in here. If you want to get somewhere, you got to put in the practice work.

It's inspiring to listen to their stories. We all come from different parts of the world, different demographic or whatever it is. At the end of the day, it's like we have personal goals and how do you share stories, successful stories. A lot of news today is very negative. You find kind of the sad stories, but when you really hear a good story it's like, that hit my heart. That's something. I think we can learn that, especially together. So sharing the stories there I think it's very meaningful.

 . . . when all is said, we're done.®

Q. Annika, Nelly is looking to do something special this week, trying to win three in a row, something you've done on multiple occasions. How is that pressure unique and how is it different coming to a place of having won several times before?

ANNIKA SORENSTAM: She obviously loves the golf course, so that's a good thing. I think the golf course fits her game. You know, I think she's ready to win again. She hasn't won this year, has she? Not to add more pressure on Nelly, but she's capable of that. She's Floridian. She knows this grass.

If somebody can do it, she can do it. It's exciting. That's what I love, when you come to a tournament there is always a story. That's a great story. There are other stories here, like we obviously talk about the Foundation and having alumni and that's another story.

But it's a neat story. I think for her, I mean, she's won before. Just focus on playing your game. Things will happen. If you stand on the first tee, and I've done this, especially the U.S. Open I remember in 1997, I was going if for a three-peat and all I thought about was what is it going to be to win. That's the wrong mindset.

So for Nelly to come out here and play her game is see what happens.

Q. You mentioned trying to do small things to elevate the event from a players' perspective. Can you share some of the input you've had there or feedback?

ANNIKA SORENSTAM: Yeah, it starts everywhere from, I mean, parking lot, right, to locker room, to practice area, to lunch, everything that they somewhat touch. Do you have that? Sometimes it's really small things you might not think about, like you said.

So I like to listen and learn from them. At the end of the day, we want the players to go home and say, I'm coming back and I'm bringing so and so with them. So it's just small things that they see and experience.

In the past it's been caddies can't do this. Well, the caddie is a big part of a player's team, so just listening to what can enhance that or the course, so it's just I think we need to listen more than we talk.

Q. One more curious question. With the level of play that's now evident on the men's tour, women's tour, you were so dominant when you were in the top of your game. Do you think it's almost impossible for somebody to have that dominance at that level in

today's level of competition?

ANNIKA SORENSTAM: Didn't feel like that when I played. Maybe sometimes it looked like it, but from a player perspective it was always cutthroat, always tough, always had to have my best game.

So it's interesting when you look at the game, men's side and women's side, kind of goes in cycles, right. Who knows what we're going to see. You always think can somebody be better than that, and then somebody comes around and you're like, wow, it's possible.

So it's tough to tell. I do enjoy -- I mean, I enjoyed when I played, winning, that was fun. I enjoyed that part.

Now when I watch I enjoy watching the competition between several players, when it's a little tight and come down to the last tournament for Player the Year or coming down the last hole and you have three or four players. I find that exciting.

So we'll see. I mean, I think there is room for a dominant player. I do down the road. As of now what we see, it's pretty tight on both tours.

JEREMY FRIEDMAN: Dan Doyle, Annika Sorenstam, thank you very much for joining us today.

ANNIKA SORENSTAM: Thank you.

DAN DOYLE: Thank you.

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