

KPMG Women's PGA Championship

Monday, June 8, 2026

Chaska, Minnesota, USA

Hazeltine National Golf Club

Terry Clark
Greta Siedow
Laura Frick

Press Conference

GREG DILLARD: Good afternoon, everyone. I'm Greg Dillard. On behalf of the PGA of America, thank you for joining us today at Hazeltine National Golf Club. In just a few days, the best players will tip off here at the KPMG Women's PGA Championship.

Before we hear a little bit more about what's to come later this month, and for those of you not quite familiar, let's take a quick journey through the history and tradition of the Women's PGA Championship.

(Video played.)

71 years of memorable moments and notable champions summed up in just under two minutes.

We're very fortunate to spend some time today with three individuals who play key roles in delivering a world class major championship. So let's get started with from the great state of Minnesota, the CEO of the PGA of America, Terry Clark.

Terry, thanks for being here with us. You are, of course, approaching your first KPMG Women's PGA Championship as CEO. How special is it for you that it's taking place right here?

TERRY CLARK: It's incredibly special. This is a home game for me, living in Minnesota for the last 20 years and experiencing the great golf that happens in the state and the community impact. This is a huge sports state, one that really gets behind sports and welcomes big events like this, as we've seen before. Community involvement from corporations right down to volunteers, the state as a whole, it's just been -- it's a great opportunity to showcase the



state of Minnesota on a global basis.

GREG DILLARD: That's great. Terry, we know this championship is one of five majors on the LPGA Tour, but what sets it apart as a premier event in women's golf?

TERRY CLARK: I think there's so much that sets apart this championship. One, if you look at it, it's that strength of field. We're going to bring together 156 of the best golfers in the world to the platform. To see them really here in Minnesota at the KPMG Women's PGA Championship, that is just a tremendous opportunity, so strength of field.

You look at the opportunity to look at the rich history of the PGA Championship and who's won it over the years, you have 71 great years of champions. We're going to set the stage for another great one here.

You look back at then the venues, one of the things that's great about the PGA Championship, the KPMG Women's PGA Championship is the variety of venues and really putting these women on the best stages. Hazeltine represents that, just an opportunity to see some of the best stages in golf and put people to the test.

Then there's opportunities like our broadcast rights and our innovation and how we're doing it. KPMG as a partner has really unlocked a lot of that. We've been focused around increasing purses to match what is really -- what we should be going for for women and then connecting that with great broadcast assets for fans, great experience on the stage here, which is at the golf course, and then ultimately connecting it to something that we can really be proud of, putting a champion out here that will be worthy of that trophy.

GREG DILLARD: This championship is considered a leader when it comes to tech, correct?

TERRY CLARK: Yes, absolutely. If you think about the tech, it's an integration, and it's one we really worked hard with KPMG around that, and the fan experience and broadcast rights. So how do we think about some of that great integration of data and then into the whole fan experience in the broadcast.



GREG DILLARD: Absolutely. You touched on it briefly there a little bit, but this championship really is known for being played at some of the finest golf courses across the country. Hazeltine, of course, fits that bill. Why was the PGA of America so eager to return here?

TERRY CLARK: You think about Hazeltine and its rich history, we, PGA of America, have done many championships with Hazeltine: In two PGA Championships, think about KPMG Women's PGA Championship being here just in 2019, and then think about the Ryder Cup and what that was in 2016 and what an incredible event, and we're going to bring the Ryder Cup back in 2029, first time that it's ever returning to the same site in the U.S.

That's really a testament to the great leadership of this club. Dan Johnson, who's the president, and right down the line people that are really focused around how do they create championship-worthy venue opportunities for us to host. They've done an amazing job. You see that through the history of our organization and this championship and as we move forward.

GREG DILLARD: Perfect. Thank you very much, Terry.

Now, ladies and gentlemen, please say hello to the General Chair of the KPMG Women's PGA Championship, Greta Siedow.

Greta, you certainly have supported quite a few championships here at Hazeltine. What fueled your desire to take on this role?

GRETA SIEDOW: I'm honored to be here. I can tell you 18 years ago as an employee of Hazeltine National Golf Club, I never expected to be the General Chair of this championship or any championship really.

I think I grew up playing and loving golf, and being able to have my passions and interests converge here and be able to take on a leadership role is an honor and privilege of a lifetime.

GREG DILLARD: That's great. What is our junior policy for this event?

GRETA SIEDOW: Oh, juniors. The great news is all juniors 15 and under, you can bring four with every ticketed adult. So we're really excited to have all the kids out here. We have a great day planned for Saturday, June 27, which is our formal Junior Day, which has formal activations that you can register for. We sent a press release on that last week.

But we really want this to be about women, girls, all kids participating and showing up to see some of the best golf in the world.

GREG DILLARD: Let's go back to 2019 a bit when this championship was played here for the first time. What do you remember most about that week, and what are you most excited about about this championship week?

GRETA SIEDOW: So as you can see here, I was very, very, very pregnant. My daughter Claire was born three days after the championship concluded on Sunday, and so she was born on June 27th, which is Championship Saturday this year. She'll be turning 7.

I got to be a Division Chair in 2019, which was really one of the first times I got to take on a leadership role at one of these championships at Hazeltine. So I got to learn the inside-out of the contestant services. So I got to do a lot of things surrounding the players and the caddies -- registration, all the experiences. So I think that was just -- it was really cool to see all of the inner workings of putting on one of these championships.

Yeah, Claire was delivered three days later. Henry was a little 2-year-old. We pushed him around in a stroller. He's had exposure since he was a little guy, and he's turning 9 the Tuesday after the championship concludes. And then Caroline is in the mix too, and her birthday is June 23, which is our Pro-Am day. So it's birthday week for the Siedow family, and mom's going to be out here, but they're all very excited.

I think, when it comes to 2026, I think just how Hazeltine and how this community has shown up is just so encouraging. I'm excited to see the scale of the build. We have an enormous build out there, as you can see, going up. We're going to have a lot of people here, and we've had incredible support of the community through hospitality. So I'm just excited to see it all come together and deliver an incredible championship.

GREG DILLARD: Take us inside the ropes for a bit here. You are obviously certainly familiar with this golf course. Is there a hole or stretch of holes where you're really looking forward to seeing the world's best take on?

GRETA SIEDOW: Yes. So I consulted with a few folks here on this answer because this is a hard one. This golf course is hard, as I'm sure you all experienced today.

So I think the second nine is really going to be a great test for the champion and the field, and I'm excited to see them come down the 16, 17, 18 stretch with all the hospitality



built out there, and we're going to have a lot of fans out there cheering on the champion as she's coming into the final hole.

I also think that personally, I think 12 and 13 and 14 are going to be a turning point. They've proven to be a turning point during other championships, as you saw Y.E. Yang chip in on 14 in 2009. So I think it's a sneaky little stretch out there that really proves to be a great test.

GREG DILLARD: Thank you very much, Greta. I think we're all looking forward to the scene on the back nine on Championship Sunday.

Finally, ladies and gentlemen, please say hello to the Championship Director Laura Frick.

Laura, as women's golf continues to see greater attention, what impact does this championship have in attracting the next generation of female golfers?

LAURA FRICK: Thanks, Greg. Thank you all for being here today.

I feel the game of golf is in a really great place. We saw 8 million women golfers on the course in 2025. Women and juniors continue to be the fastest growing demographic playing this sport, and we are going to celebrate that all championship week long.

As Terry mentioned, 156 of the best women golfers in the world will be here, and we will showcase that. As Greta mentioned, we'll be inviting the next generation out to really get inspired and know that they have a place in this game too.

To touch a little bit more on Saturday's Junior Golf Day, we've been working with our partners at Minnesota Golf Association, Minnesota PGA Section, First Tee, USGA, LPGA, Girls' Golf to bring out as much action and energy as we can for the juniors. We'll be doing giveaways.

The first 100 juniors who register for a clinic will have an opportunity to actually get a club in their hands and take some photos with the trophy, and really just introduce them up close, on the rope lines, get some autographs and photos with our players, and just let them know that there's a place for juniors and women in the game.

GREG DILLARD: For those looking to get in on that action, are tickets still available?

LAURA FRICK: Tickets are still available. We have a couple of different ticket options. We have an any day flex option. This gives you access to the grounds any day

Thursday through Sunday of your choosing.

And we have a new and exciting venue through the general public called Club PGA. This is a venue on the 17th hole. It's a par-3, which many of you experienced it today. Anyone who purchases this ticket has an opportunity to be in a venue where you have shade on a hot day, seating. There's a whole picnic table area that we're calling our beer garden space.

And the thing I'm most excited about Club PGA is it's our way of wrapping our arms around the Twin Cities area, and we're bringing in all different local flavors for people to experience in that space. So think local beers, wines, spirits, walleye bites, wild rice patties, all of the Minnesota celebration. We have limited tickets available still within Club PGA, and you can get tickets at kpmgwomenspgachampionship.com/tickets.

GREG DILLARD: Finally, Laura, what's important for spectators to know about the onsite experience that week?

LAURA FRICK: Terry touched on it a bit as Hazeltine is built for major championships, and we're so grateful to have the championship here.

It starts the minute you get here as a spectator. Onsite parking, which is a great amenity for a major championship experience. Once you get here, you'll have an opportunity to visit our PGA shops, check out merchandise for both the 2026 KPMG Women's as well as the future 2029 Ryder Cup.

Our fan zone will also have a number of partner activations and the opportunity to take photos with both trophies, the Women's PGA and the Ryder Cup trophy as well.

Obviously just up close and personal with the 156 incredible athletes.

GREG DILLARD: Thank you very much, Laura. We have time for questions now.

Q. I guess the easy question I'll take first is how fun is it knowing you're hosting the next tournament where you have that built-in story line of Nelly Korda going for a season long grand slam?

TERRY CLARK: Maybe I'll jump in, and feel free to start.

We talked about the strength of the women's game. I don't know how many had a chance to watch last evening and the conclusion of the U.S. Open, the U.S. Women's Open, it was amazing.

Nelly's on such a great ride right now, and the opportunity to come back here, there's so many story lines around she did great in 2019, I think finished third, and the opportunity to go from that beginning of her career to where she's playing so well right now and what that could be is amazing.

Then all the other stories that go with it, Hannah Green, who won here, and the opportunity to have them pair off and compete seems like a great one. We have so many past champions that are going to be part of the mix. I think it's an easy one to say that we're real excited about the opportunity for fans in the state to see Nelly at the top of her game.

Q. Then you mentioned the last time you were here in 2019. I'm sure your organization is always learning from past tournaments, what you liked that you did, what you want to do better, whether it's course setup, infrastructure, whatever. Is there anything memorable or you remember from 2019 that you want to do differently this time, whether it's course setup or anything?

TERRY CLARK: Maybe I'll turn that over a little bit, Laura. I'd love to follow up on that as well, but maybe you want to hit on some of the things we're looking at and really getting better.

LAURA FRICK: Absolutely, you're spot on. We're always learning from every host site, and it's always a little bit helpful when you can say we're returning somewhere we have been before. I think KPMG has done an amazing job helping us elevate this championship through things like our technology advancements and what's being provided to the players onsite.

Also with our broadcast coverage, our hours have significantly increased when it comes to the showcasing of the players.

From a fan perspective, I know I mentioned the Club PGA venue. That was new in terms of 2019, just so that we can really, again, not only say, hey, we're coming back and doubling down on our investment in this community, but we actually want to continue to wrap our arms around you and invite you in.

TERRY CLARK: I would also just underline we're trying to really amplify, and championship excellence is really key to what we do. Not just what did we learn from 2019, but how we continue to excel each one of our championships to really make those incredible.

So I look at a site like this, we are stacking all the

experience over the years, and I think even what we're doing in the next few weeks here is going to help us in the Ryder Cup in a few years. That's what we look at is how do we learn and get better at any of these all the time?

Q. I was curious, one of the things I really love about this for me as a woman this encouragement to playing golf, and how do women together playing golf build businesses and empires together? I would love to hear about that. I would love to hear about the KPMG Leadership Summit and why is that so important as part of this?

GRETA SIEDOW: Sure. The KPMG Leadership Summit takes place on the Wednesday of the championship week, and they really have full decision rights over who gets invited, and they've brought in incredible speaker lineups. I think we've seen Dr. Condoleezza Rice be a big advocate of that event.

So KPMG, as part of their elevating this championship, has tried to bring in more than just this being just a golf event. The Summit has business connections, there's networking. I've gotten to attend the past two years, which has been such a privilege being in this role. So I've gotten to know people from across the industry. Some of them are supporters of golf. Some of them have never had exposure to golf.

So I think this is a great way to get women in business exposure through just having an ancillary event to the championship.

TERRY CLARK: They've been a great partner along the way, and one of the things they've really been is an advocate for the women's sports side and then how do you combine that with business, B2B, and those relationships are so critical.

KPMG just really demonstrates that in everything they do. Their commitment is both to the women's game, the women that are playing in it, broadly how do we look at the recreational game in a more meaningful way, and how can they connect with their business community on it too?

Even the venues we've been at, they've really looked at those from the standpoint of, okay, how can we really activate with the business communities in those markets, like Minneapolis. And as we move forward to D.C. and others, it's been really important to partner with them to figure out how they can maximize the opportunity, which has a halo effect on everything we do as well.

Q. Very excited to be at the event. My group is largely on the 18th hole, and as I'm talking about it, talking to



my group, I would love to know what are some of the activations and things that may be more catered to the youth or the women's attendance.

LAURA FRICK: Yeah, I can take that one. I think for us, again, the focus is on how do we show that next generation kind of what is out there in sport? These are elite athletes, and they have access to them.

So a lot of the things we focus on is how do we get them to have the opportunity to be in front of the players? Whether it's special autograph zones or special viewing areas that we specifically carve out for the juniors because we love all of our fans, but we want the juniors to have the opportunity to get that kind of face time with the athletes.

Then through our partners like I mentioned, we'll do things, different type of giveaways. The club in hand activations are really important to us. So being able to have little juniors hit a putt or hit a shot and learn more about it, it's just all about introducing them to the different areas of golf that are available to them.

Q. The comment was made earlier that Hazeltine is built for major championships, and that kind of stuck out to me. This venue has obviously hosted the U.S. Amateur, the Ryder Cup, and now this, some of the biggest events in golf. What makes it sort of the standard bearer and the venue that it is to host these biggest events in golf?

TERRY CLARK: I'll start. Hazeltine represents so much. It's the actual course and the makeup of that and the true test of champions. I think it has it. You talked about some of the core championships from PGA Championships to U.S. Opens, both on the men and women's side, to Ryder Cup, to bringing it back.

It also has the support. Both the community of -- like their leadership, their board, their membership that want to make this a championship operation and want to make this course a destination for championships. It also has a lot of the infrastructure. To run championship golf today in today's environment, you need the infrastructure from the land and other buildings to be able to meet the modern game and the number of fans and the broadcast and all of that.

All of those come together, and it makes it so some really stand out. Some are on the shoulders of others, and Hazeltine is one of those.

GRETA SIEDOW: Can I just add, we all have to -- when we sign our membership agreements, we all agree to investing in these championships, including being involved.

So we all volunteer. It's our mission statement to host championship golf. So it's really in our DNA.

TERRY CLARK: You're proud to do it, and it comes out in everything you do. That's really great.

GRETA SIEDOW: Yeah, we have like 300 members volunteering. It's really great.

TERRY CLARK: Obviously there's a partnership between the PGA of America and whatever the host site is, in this case Hazeltine, and they really make it better.

I don't know that we've properly said anything about our championship director. You want to give a little bit of that history as well?

GREG DILLARD: Sure, Terry. Our Championship Director Laura Frick, a proud PGA of America golf professional. She is the first female PGA of America golf professional to serve as a Championship Director in front of our association's spectator championships.

TERRY CLARK: Which is amazing.

(Applause.)

LAURA FRICK: Thank you.

TERRY CLARK: It's amazing to do it in such a venue like this championship. So the highest event in the sport for women and represented by Laura, which is pretty amazing. So we're really proud of her and the job that she's doing on this.

LAURA FRICK: Thank you.

GREG DILLARD: I think that's a great way to end it, Terry. Thank you three for your time today. Thank you all for being here.

Each of these three will be available in here for one-on-ones. We'll see you back here in a few weeks for the KPMG Women's PGA Championship.

FastScripts by ASAP Sports

