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# Spectator's Guide

March 12-17, 2019



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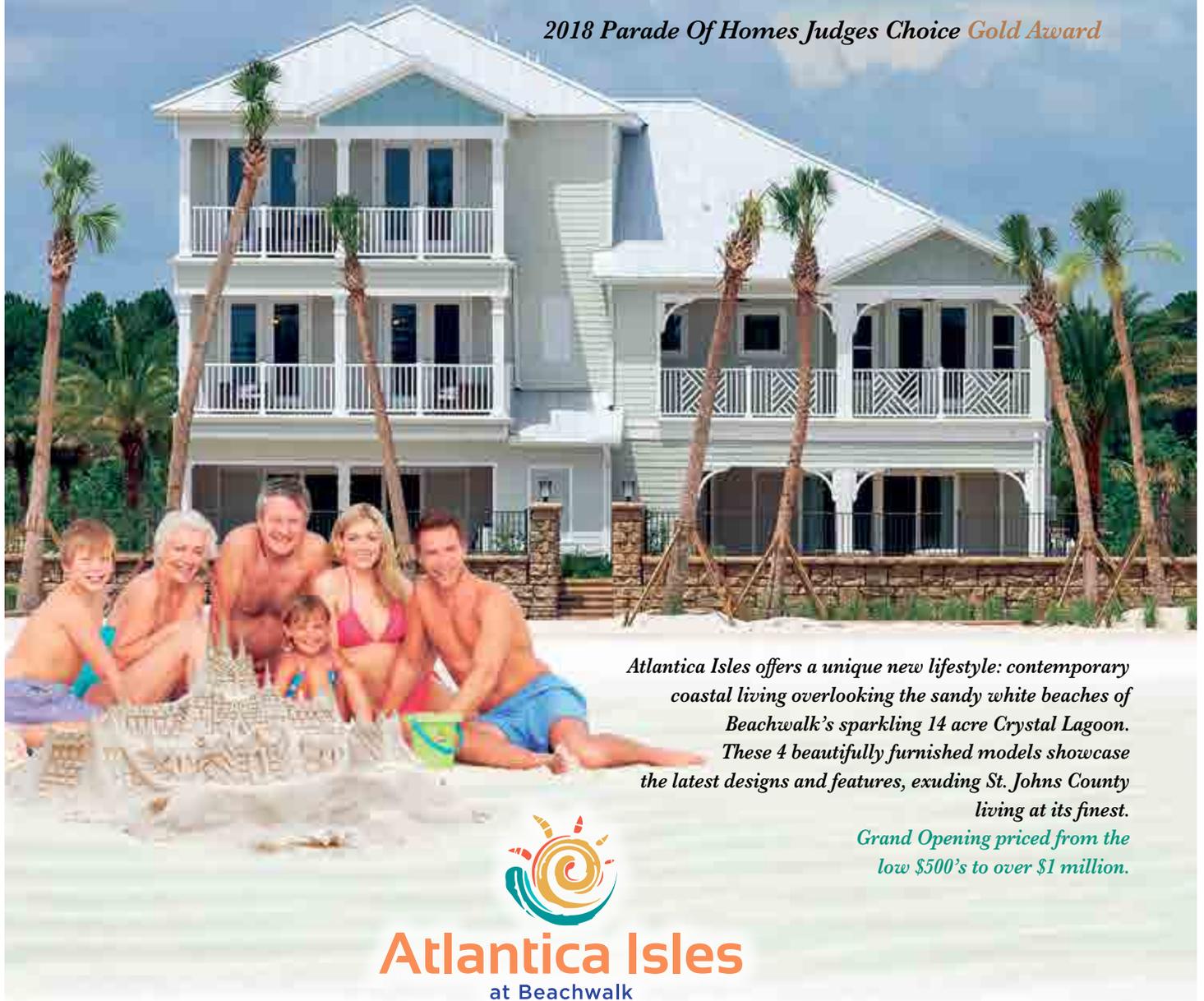
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## Saturday, March 2:

- THE PLAYERS DONNA 5K; 8 a.m.  
Register at [www.theplayersdonna5k.com](http://www.theplayersdonna5k.com)

## Tuesday, March 12 Military Appreciation day

*Featured Charity of the Day: Five Star Veterans Center*

- Gates open at 7:30 a.m.
- Practice day for professionals
- Military Appreciation Ceremony with Jon Pardi concert at 5 p.m. at the 17th hole

## Wednesday, March 13

*Featured Charity of the Day: The DONNA Foundation*

- Gates open at 7:30 a.m.
- Practice day for professionals
- FCA Golf Jax Breakfast with the Pros, 7:30 a.m. – 9 a.m. at Sawgrass Marriott
- THE PLAYERS Championship Caddie Competition in memory of Bruce Edwards at 17th hole

## Thursday, March 14

*Featured Charity of the Day: Wolfson Children's Hospital*

- Gates open at 7 a.m.
- First round of competition begins at approximately 7:35 a.m. (threesomes off of No. 1 and No.10)

## Friday, March 15

*Featured Charity of the Day: Book Trust*

- Gates open at 7 a.m.
- Second round of competition begins at approximately 7:35 a.m. (threesomes off of No.1 and No.10)

## Saturday, March 16

*Featured Charity of the Day: The St. Vincent's Healthcare Foundation*

- Gates open at 7:30 a.m.
- Third round of competition begins at approximately 8:30 a.m., depending on the size of the cut (twosomes off No.1)

## Championship Sunday, March 17 St. Patrick's Day

*Featured Charity of the Day: Feeding Northeast Florida*

- Gates open at 7 a.m.
- Chapel Service, 7 a.m. – 8 a.m. in Stadium Village
- Final round of competition begins at approximately 7:45 a.m., depending on size of the cut (twosomes off No.1)
- THE PLAYERS Closing Ceremonies, approximately 6 p.m. on Lower Clubhouse Lawn

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Photo courtesy PGA TOUR



Emily, Martie, Julie, Linda,  
Heather, Angela



Mark

**FLORIDA** *NewsLine*

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Angela Higginbotham, Writer

Welcome to beautiful Ponte Vedra Beach and THE PLAYERS Championship, which returns to early spring this year with tournament dates of March 12 – 17. We hope you enjoy your visit to the Stadium Course at TPC Sawgrass, designed specifically with spectators like you in mind.

Our Ponte Vedra NewsLine Championship Spectators Guide returns for the fourth year with more helpful information than ever. Within these pages you will find everything you need to know about THE PLAYERS Championship.

What's new for 2019? Find out on page 8. Meet up and coming golfer (and grandson of golf legend Arnold Palmer) Sam Saunders on page 14. Are you interested in the social scene? Check out a fan journey just for you on page 21. Find out what's in Simpson's Sandy on page 30. The pages in between are full of useful and timely tidbits, all designed to make your visit an enjoyable one.

Our company has produced local community newspapers in the North Florida area for the past 19 years. We thank you, our readers, for making Ponte Vedra NewsLine your community newspaper. We are pleased to present our 2019 Championship Spectators Guide and in a small way be a part of this iconic golf tournament.

## Florida NewsLine

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**1982** - THE PLAYERS moves across the street from Sawgrass Country Club to its permanent home at TPC Sawgrass. The golf course was inspired by then-PGA TOUR Commissioner Deane Beman's vision for stadium golf and designed by famed architect Pete Dye to favor no one, but challenge all. The course forever changes the way tournament golf is staged.

**1987** - Jeff Sluman sank a long birdie at the final hole to force the first sudden-death playoff at TPC Sawgrass. On the second extra hole (the par-3 17th), Sluman faced a short birdie putt to beat Sandy Lyle. But out of nowhere, a fan dove into the water surrounding the island green. A shaken Sluman backed away from the putt and then missed. Lyle won the title one hole later.

**1996** - Fred Couples was in the midst of one of the best closing rounds in tournament history. He went for the par-5 16th green in two, but his 3-iron faded toward the pond fronting the right side of the green. Instead of bouncing forward into the water, the ball gently kicked left onto the green. Couples took advantage of the break and made an eagle at 16 followed by a birdie at 17 for the best closing round in tournament history.

**2001** - Vijay Singh was making a final-round charge to catch Tiger Woods when his second shot at the par-5 16th came to rest against the collar of the green. He decided he couldn't really putt it nor chip it. So he flipped

his putter on its side and used the toe to nudge the ball toward the hole — and in for a remarkable eagle. He finished in second place, just one shot back.

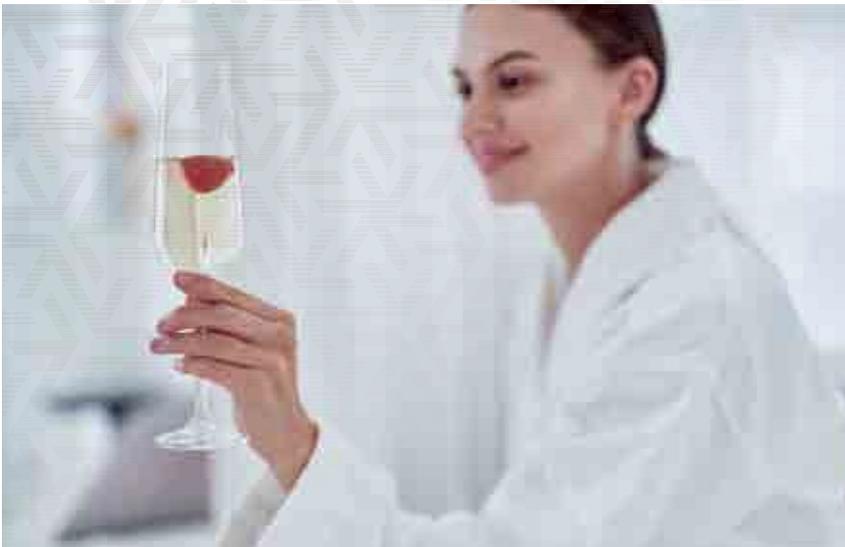
## THE PLAYERS'

### Mobile Device Policy:

(Failure to comply with this policy may result in the revocation of your ticket.)

- *Devices must be on silent at all times; flash may not be used.*
- *Devices may be used to capture video, audio and photos (content) in all areas throughout tournament week.*
- *Content may be used for personal purposes (e.g., personal social media); no commercial use.*

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**2004** – Adam Scott seemed destined for greatness. At only 23 years of age, the Australian stood in the 18th fairway with a two-shot lead about to become THE PLAYERS' youngest champion at the time. But when he pulled a 3-iron into the pond left of the green and left his chip shot 10 feet short of

the hole, he faced the most dramatic moment of his young career. And he delivered by pouring in his bogey putt to secure a one-shot victory.

- *No live streaming or real-time coverage (e.g., no shot-by-shot coverage).*
- *Data use (e.g., texting) is permitted in all areas throughout tournament week.*
- *Phone calls are allowed only in designated areas.*
- *Please be respectful of play and do not interfere with players, caddies or media.*
- *All posted signage and instructions from tournament staff must be observed.*
- *Failure to comply with this policy may result in the revocation of your ticket.*

**2005** – Just one year removed from seeing the youngest champion in PLAYERS history, Fred Funk became the oldest. With 35-m.p.h. winds whipping the Stadium Course, Funk used his local knowledge to get up and down at 18 from the greenside bunker and preserve a one-shot victory.

**2015** – Birdies, eagles, a new playoff and ultimately sudden death. THE PLAYERS 2015 had it all. Rickie Fowler played the final six holes in 6 under to grab the clubhouse lead. Sergio Garcia and Kevin Kisner also birdied No. 17 to tie Fowler and force the first three-hole aggregate playoff in THE PLAYERS history. Garcia couldn't match more birdies by Fowler and Kisner at No. 17, and he was eliminated from the playoff after the 18th hole. Fowler and Kisner returned to the 17th hole for sudden death. Fowler knocked it stiff at the island green, tapped in for his sixth birdie in seven tries at No. 17 during the tournament, and claimed the biggest prize in his career. It was an unforgettable finish.

**2017** – On the strength of a daring driver off the deck from the right rough on the par-4 14th on Saturday, Si Woo Kim fired weekend scores of 68-69 to become the youngest winner of THE PLAYERS, and the event's second Korean champion along with 2010 winner K.J. Choi.

## Who is Scott A. Grant?

- A) Historian
- B) Investment Strategist
- C) Chess Player
- D) All of the above



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# 8 what's new for 2019

When THE PLAYERS Stadium Course debuted in 1982, it was unique in the world of golf, having been built with the spectator in mind. In many ways, it was way before its time, and improvements since the course's opening have maintained and improved the fan experience. The best views in golf just got better.

## Here are improvements to THE PLAYERS Stadium Course for 2019:

- A redesigned Nicklaus Entry experience, located within general parking off of County Road 210, includes a bridged pathway with an elevated boardwalk through the woodlands, bringing fans into THE PLAYERS Welcome Experience which is newly designed and includes:

- PGA TOUR Fan Shop at Nicklaus Entry
- Stadium Village
- 17th Hole Challenge presented by Optum, Morgan Stanley and Grant Thornton
- The Kid Zone
- Interactive golf experience
- Food Court

- The expanded PGA TOUR Fan Shop at THE PLAYERS Welcome Experience will be open to spectators on Saturday March 9, and Sunday March 10, from 10 a.m. - 4 p.m., allowing fans the opportunity to purchase merchandise before the tournament.

- The former Stadium Village area, located behind 18 green, to include the PGA TOUR Fan Shop at Davis Love III Entry, food and beverage, as well as spectator seating, has been leveled and turfed.

- The Morgan Stanley Eagles for Impact tent has been relocated alongside THE PLAYERS Welcome Experience and The Grove.

- A video wall located on the practice grounds features Top Tracer Technology.

- The entire TPC Sawgrass property was overseeded with rye grass in preparation for the March tournament.

- New Uber pickup and drop off is at the Couples Entry, located off of ATP Tour Boulevard. Uber cars will be staged on-site for easy departure.

- New shuttle pickup and drop off, located within the general lot off of County Road 210, that brings spectators directly to the tournament's main entry. Shuttle pass required.

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# what to bring & leave

9

## WHAT YOU CAN BRING:

- Opaque personal bags 6x6 inches and smaller or clear bags 12x6x12 and smaller. Clear THE PLAYERS bags are sold at 30 participating Daily's convenience stores for a \$5 donation to The First Tee of Northeast Florida.
- Mobile phones, tablets, and PDAs; must be on silent mode and adhere to TOUR's Mobile Device Policy
- At the tournament's discretion, food may enter the tournament in a clear, resealable plastic bag, not to exceed the size of a one gallon bag
- Point and shoot, film or DSLR cameras with lens smaller than 6 inches; no case (during practice rounds only)
- Umbrellas without sleeve
- Portable radios with headsets
- Medically necessary materials, strollers, small diaper bags, plastic baby bottles, and other essential baby supplies (infant must be with carrier); items subject to search
- Collapsible chairs without chair bags
- Binoculars without case
- Seat cushions that do not require a carrying case or that do not have pockets or compartments
- Personal transportation devices when used as a mobility aid by individuals with mobility impairment

## WHAT NOT TO BRING:

- No bags larger than a small purse 6x6 inches, including carrying cases, backpacks, camera bags, or chair bags
- No clear plastic, vinyl, or other carry items larger than 12x6x12
- No plastic, metal, glass cups, cans, or containers of any kind except for medical or infant needs
- No computers or laptops
- No fireworks or laser pointers
- No lawn or oversized chairs
- No seat cushions in a carrying case or that have pockets or compartments
- No pets, except for service animals
- No knives, firearms or weapons of any nature
- No video cameras (all week)

## THE PLAYERS' Policy

*All items are subject to search. You will be asked to return all unauthorized items to your car.*

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# 10 getting here

## **TICKETS:**

Tickets for THE PLAYERS 2019 are on sale at THEPLAYERS.com as well as at 57 Publix stores throughout Northeast Florida and the surrounding areas, including two locations in Georgia.

Stadium Passes are \$25 daily for Tuesday and Wednesday; \$60 for Thursday and \$70 daily for Friday, Saturday and Sunday.

Fans can also purchase a weekly Stadium Pass for \$240, which includes admission Tuesday – Sunday. Stadium Pass prices are exclusive of sales tax and do not include parking.

THE PLAYERS offers a college discount to students. Thursday through Sunday, tickets are \$40 for students not including taxes and fees. A valid student I.D. is required.

Youth 18 and younger are admitted free of charge when accompanied by a ticketed adult, and there is no limit to the number of youth fans admitted with that ticketed adult.

The Family Plan package offers two adult Stadium Passes, unlimited youth admission at the gate and two \$10 concession vouchers. The Family Plan is \$120 for Thursday and \$140 daily for Friday, Saturday and Sunday (taxes not included).



Photo courtesy Angela Higginbotham

Parking passes are additional. The Family Plan is offered at 30 participating Daily's convenience stores and at THEPLAYERS.com.

THE PLAYERS provides all career military (active duty, Reserve, military retirees and dependents) with complimentary admission to the tournament all week. THE PLAYERS also provides discounted admission for non-career military veterans. To obtain a voucher for discounted admission, go to THEPLAYERS.com and click on the Military link (<https://birdiesforthebrave2.sheerid.com/theplayers2019/>). Parking is not included.

## **PARKING:**

All parking passes must be purchased in advance. Volunteers will not sell parking passes in the lot and parking will not be sold at Publix or Will Call. Preferred Parking is not available for purchase in 2019.

Cars with four or more people will receive complimentary parking Thursday – Sunday in the general parking lot off Country Road 210 with a pre-printed "Four for Free" voucher. (THEPLAYERS.com/parking). A new voucher must be downloaded and printed for each day (or saved on an electronic device); there is no limit to the number of days guests

can park for free, but there is a limited number of vouchers per day.

On Tuesday and Wednesday, as in previous years, fans can still park for free in the general parking lot and no parking pass is required.

Thursday through Sunday, fans are required to purchase parking in advance (\$35 Thursday for general parking and \$40 Friday, Saturday and Sunday per day in general parking). Parking passes can be purchased at THEPLAYERS.com/parking. Parking space is limited and carpooling is encouraged.

## **ALTERNATIVE TRANSPORTATION METHODS:**

Shuttles are available from downtown-area hotels to TPC Sawgrass for THE PLAYERS, Thursday through Sunday of tournament week. Fans can access the shuttles by purchasing a shuttle pass at the hotel (Omni Jacksonville, Hyatt Regency Jacksonville Riverfront, Lexington Hotel and DoubleTree Riverfront) front desks for \$10.

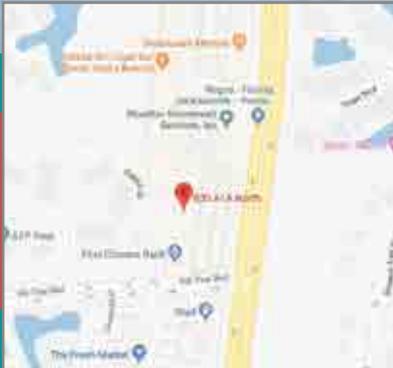
Uber, the preferred ride sharing partner of THE PLAYERS, will drop off and pick up at the Couples Entry. New in 2019, THE PLAYERS has a designated rideshare pickup, and drop-off, location just steps from the Couples Entrance off of ATP Tour Boulevard. Rideshare vehicles will be staged outside the Couples Entry making this one of the easiest modes of transportation for spectators. Spectators who take Uber to THE PLAYERS will be emailed a \$20 voucher valid towards PUMA merchandise within The PGA TOUR Fan Shops.

THE PLAYERS offers complimentary bike parking during the tournament, from 7:30 a.m. until end of play. Spectators can ride their bikes to Gate B located inside the Sawgrass Gates off of PGA TOUR Boulevard in the back of lot 5. Bike racks are available free of charge for spectators.

THE PLAYERS also offers complimentary golf cart parking services Tuesday through Sunday at Gate B located inside the Sawgrass Gates off of PGA TOUR Boulevard in the back of lot 5. Golf cart parking is free of charge for spectators.

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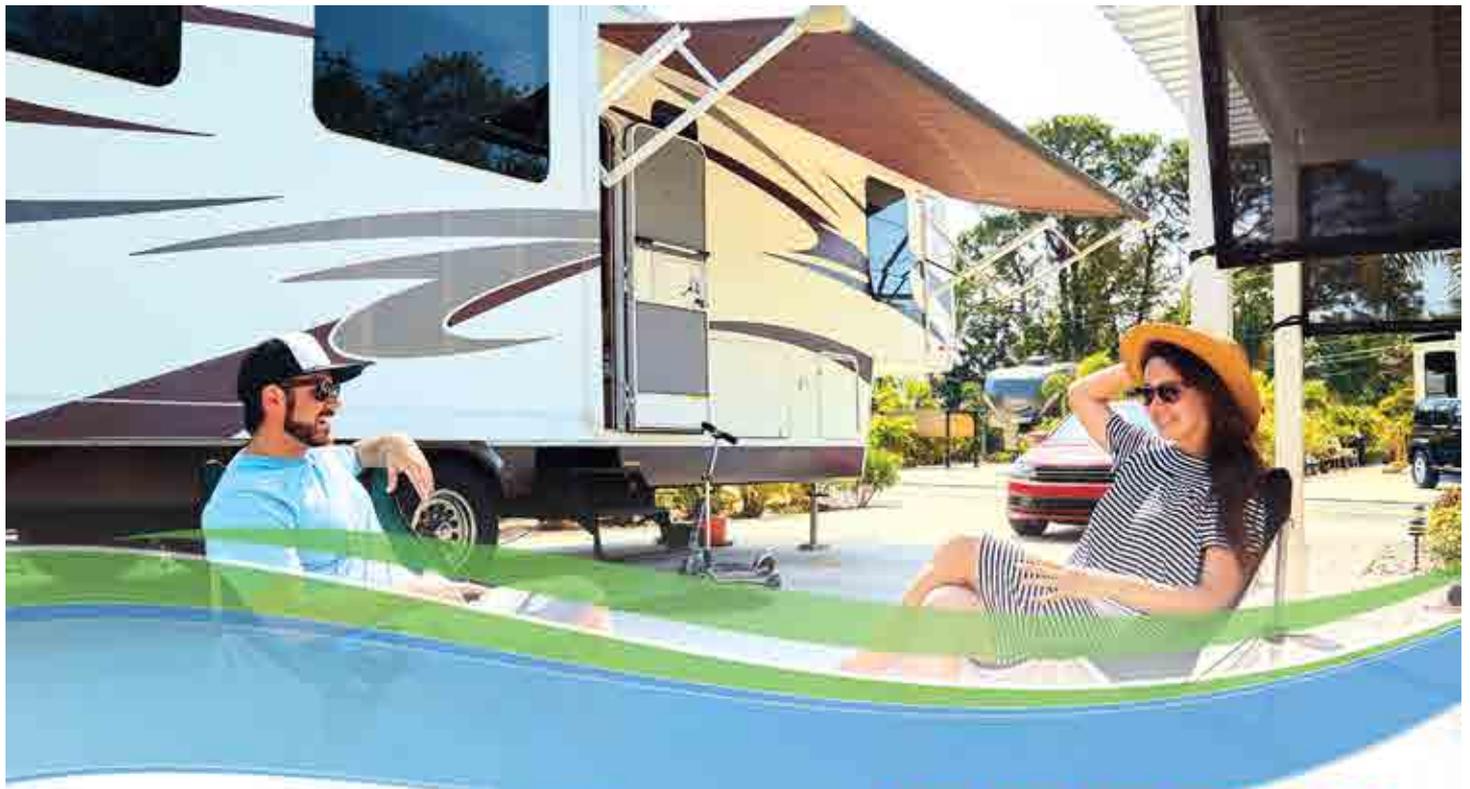


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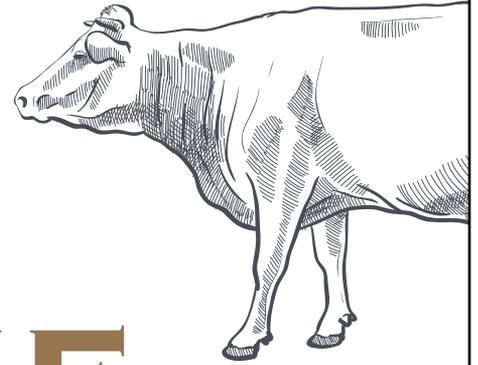
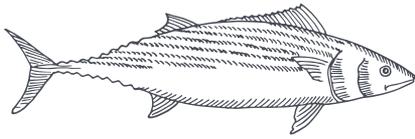



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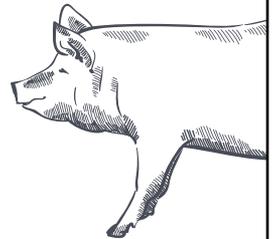


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# 14 Sam Saunders:

## Family legacy still requires hard work

By Angela Higginbotham

As a child athlete eager to play all sports, it wasn't until Sam Saunders was a 5'11" seventh grader in the Orlando area that he realized golf may be the sport for him. By the time he was in high school, the game was a passion for Saunders — one that he is determined to make his mark on.

"I played golf as a kid. Of course, I knew it was a big part of my family but I was never made to feel that I had to play," Saunders said. "I enjoyed all sports and was in a basketball travel league. Eventually my dream was to just focus on golf at the highest level."

After studying at Trinity Prep in Winter Park and then at Clemson University, Saunders turned pro in 2009 after winning his second championship at Bay Hill Club and Lodge — a win that earned him an invitation to the 2006 PGA TOUR event hosted by his grandfather, the legendary Arnold Palmer. He finished 13th in the Web.com Tour Finals to earn his PGA Tour card for the 2015 season.

As the grandson of a golf mastermind, Saunders does often feel more pressure in the game, but it's a challenge he is more than willing to take on.

"My parents and grandfather have always had my back in anything I wanted to do. The PGA TOUR is tough. It's about believing in yourself, gaining experience and performing when it really matters. I did feel like I had to prove myself at first, but I've gotten to this point because of my own work and passion for the game," Saunders said.

As part of the Palmer family, Saunders' mother and father, Amy and Roy, understood what a life of golf would be like for their son. Sam Saunders boasts that his parents did all the right things to support him along the journey.

As a current resident of Atlantic Beach, Sawgrass is considered a home field for Saunders. He and his wife, Kelly, along with their two children, enjoy the weather

and community closeness that the Jacksonville area offers. Family time is the best of times for the Saunders family. They enjoy days at the beach, riding bikes and boating around the Intracoastal. He continues to serve with Arnie's Army, a family charitable foundation devoted to children facing challenges, and he is looking forward to his shot at making a mark at THE PLAYERS.

As his grandfather once said, "The more I practice, the luckier I get." Saunders understands the value in putting forth the work to make his goals a reality.

"I've had opportunities to win on Sunday and I've blown it. I want to win and if I put the time in and keep getting better, it will happen," Saunders said.

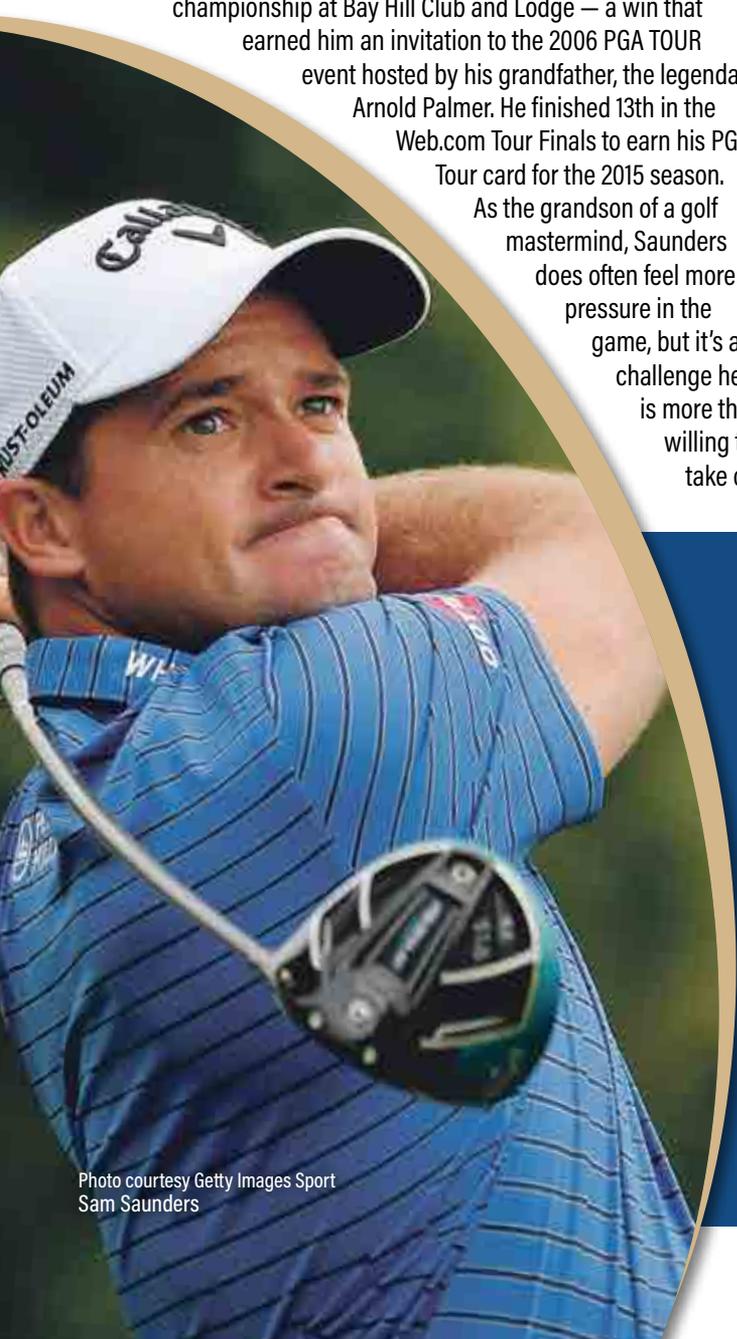


Photo courtesy Getty Images Sport  
Sam Saunders

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Photo courtesy PGA TOUR  
Sawgrass Splash

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# 16 course map



## GET THE APP

### OPEN TO PUBLIC

- ADMISSIONS
- ATM
- AUTOGRAPH ZONE
- CONCESSIONS
- BAPTIST HEALTH FIRST AID
- INFORMATION
- LOST AND FOUND
- PRACTICE GROUNDS
- RESTROOMS - ADA ACCESSIBLE
- FAN BLEACHER
- PGA TOUR FAN SHOP
- WHEELCHAIR ACCESSIBLE
- FAMILY CARE SUITE PRESENTED BY BAPTIST HEALTH

### PROPER CREDENTIALS REQUIRED

- CHAMPIONSHIP CLUB
- COMMISSIONER'S SUITE
- DYE'S PAVILION
- EXECUTIVE CLUB
- PATRIOTS' OUTPOST
- PROUD PARTNERS
- THE PLAYERS CLUB
- PAST CHAIRMAN'S LOUNGE
- THE PLAYERS MARQUEE
- PERFORMANCE CENTER

### DISABLED GUESTS

- DISABLED GUEST SERVICES SHUTTLE STOP

### OPEN TO PUBLIC

#### (A) THE PLAYERS WELCOME EXPERIENCE

- Activities for the whole family, plus food and drinks for purchase
- PGA TOUR Fan Shop
  - The Kids Zone presented by The First Tee
  - 17th Hole Challenge

#### (B) STADIUM VILLAGE

- Tented, climate-controlled venue featuring a variety of fun activities
- Bridgestone Performance Center
  - Geico
  - Lexus
  - Mayo Clinic
  - PGA TOUR Must See Moments
  - Thrive Infusions
  - Topgolf
  - Visit. St. Pete/Clearwater

#### (C) FOOD COURT

- Local food and drinks for purchase
- Bono's Pit Bar-B-Q
  - Daily's
  - Firehouse Subs
  - Hawkers Asian Street Fare
  - M Shack
  - Tropical Smoothie Café

#### (D) THE FAN BLEACHER PRESENTED BY ULTRA

- Public bleacher with great views of 8 Green

#### (E) THE OASIS

- Featuring signature cocktails made with GREY GOOSE® Vodka. Must be 21+

#### (F) WINE & DINE ON 9 PRESENTED BY KENDALL-JACKSON

- Shaded venue with open-air seating and upscale food and drinks for purchase
- Kendall-Jackson
  - Restaurant Medure
  - Permanent Restrooms
  - Video Board

#### (G) PALM VALLEY VILLAGE

- Enjoy food from bibigo and Publix

#### (H) THE PATIO

- Shaded venue with open-air seating, videoboard and food and drinks for purchase from V Pizza

#### (I) SAWGRASS SQUARE

- Local food and drinks for purchase
- 4Rivers Smokehouse
  - Mini Bar
  - PGA TOUR Fan Shop
  - Social Media Videoboard

#### (J) MORGAN STANLEY EAGLES FOR IMPACT EXPERIENCE

Stop by and take a swing in our Topgolf simulator for a chance to win exclusive gear from THE PLAYERS CLUB. And be sure to check out the augmented reality experience for a photo op featuring Justin Rose.

#### (K) FAN BLEACHERS PRESENTED BY MAYO CLINIC

1. Public covered bleachers and deck with views of 16 and 10
  2. Public bleachers with covered deck and views of 16, 17 and 18
- Concessions available at both locations

#### (L) TRUCKS ON 10

- Local food and drinks for purchase
- Cely's Filipino Food
  - Delish Kabobs
  - Mama's Food
  - Island Girl Seafood
  - Pele's Wood Fire
  - Up In Smoke BBQ

#### (M) TACOS ON 12

- Tacolu, Jacksonville's most popular Baja Mexicana, serving food and beverages. Venue includes seating and shaded areas

#### (N) FAN BLEACHERS PRESENTED BY PUBLIX

- Public covered bleachers and deck with views of 12 and 13. Concessions available

#### (O) TASTE OF JAX

- GREY GOOSE® open-air bar, seating, permanent restrooms and shaded area, plus local food and drinks for purchase
- Brucci's Pizza
  - Cousins Maine Lobster
  - Mojo Kitchen
  - Zoe's Kitchen

#### (P) THE BIER GARDEN PRESENTED BY HOPTINGER

- Featuring a variety of craft beers on tap located behind 16 Green

#### (Q) COUPLES ENTRY

- Uber and rideshare pick-up and drop-off location featuring Coca-Cola Kitchen

### PROPER CREDENTIALS REQUIRED

#### (R) GREENSIDE LOUNGE

- Adjacent to 9 Green featuring Coca Cola Share A Coke, with soft seating, HDTVs, upgraded food, premium-bar options

#### (S) THE TURN PRESENTED BY GREY GOOSE®

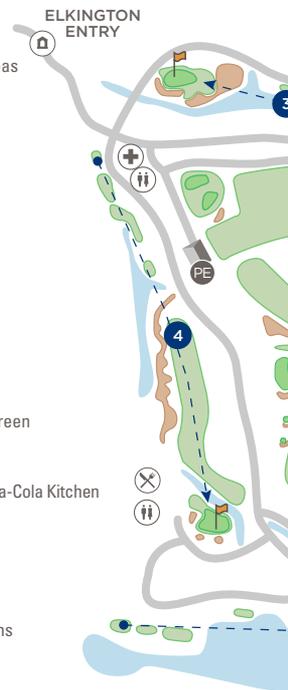
- GREY GOOSE® signature drinks, soft seating and HDTVs

#### (T) THE BENEFACTOR FEATURING THE ULTRA CLUB AND OAKLEY LOUNGE

- The ULTRA Club, located on the first floor, will feature an upgraded food and beverage experience with unforgettable views on hole 17. Upstairs, fans can find unique performance or lifestyle products to fit their active lifestyles in the Oakley Lounge

#### (U) CAPTAIN'S CLUB

- Premium club space with views of holes 16 and 18. Beer, wine, and soda are all inclusive and food is available for purchase. Soft seating, full bar, televisions, and outdoor viewing create an exciting environment



### TPC SAWGRASS • STADIUM COURSE

HOLE	1	2	3	4	5	6	7	8	9	OUT	HOLE	10	11	12	13	14	15	16	17	18	IN	TOTAL
PAR	4	5	3	4	4	4	4	3	5	36	PAR	4	5	4	3	4	4	5	3	4	36	72
YARDS	423	532	177	384	471	393	451	237	583	3651	YARDS	424	558	302	181	481	470	523	137	462	3538	7189



# course map 17



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Suzie Connolly



**PONTE VEDRA BEACH**  
3/2 • \$340,000  
Suzie Connolly



**OCEANFRONT**  
Homesite • \$399,000  
Suzie Connolly  
co listed with Michael Curf



**PONTE VEDRA BEACH**  
3/3 • \$450,000  
Suzie Connolly



**SAWGRASS CC**  
2/2 • \$450,000  
Susan Fort | Tyler Ackland



**JAMES ISLAND**  
5/3/1 • \$485,000  
Jayne Young | Gwinn Volen



**PONTE VEDRA BEACH**  
3/2 • \$625,000  
Suzie Connolly



**SAWGRASS PLAYERS CLUB**  
3/2 • \$625,000  
Suzie Connolly



**ST. AUGUSTINE**  
3/2/1 • \$630,000  
Kathleen Floryan



**UNDER CONTRACT**

**EPPING FOREST**  
3/3 • \$700,000  
Suzie Connolly



**S. JAX BEACH**  
2/2 • \$729,000  
Belk Ingram  
co listed with Clara Sigmon



**ST. AUGUSTINE**  
3/3/1 • \$825,000  
Kathleen Floryan



**PONTE VEDRA BEACH**  
6/4 • \$849,900  
Jayne Young | Gwinn Volen



**OCEANFRONT**  
2/2 • \$865,000  
Susan Fort | Tyler Ackland



**PONTE VEDRA BEACH**  
3/3 • \$900,000  
Kathleen Floryan



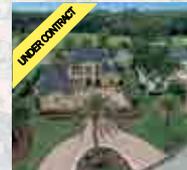
**JACKSONVILLE BCH**  
3/3 • \$975,000  
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**PALENCIA**  
5/3/1 • \$995,000  
Kathleen Floryan



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Belk Ingram



**UNDER CONTRACT**

**PONTE VEDRA BEACH**  
4/4/1 • \$1,225,000  
Kathleen Floryan



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Kathleen Floryan



**UNDER CONTRACT**

**OCEANFRONT**  
3/3 • \$1,350,000  
Susan Fort | Tyler Ackland



**OCEANFRONT**  
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Jayne Young | Gwinn Volen



**PONTE VEDRA BEACH**  
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Kathleen Floryan | Belk Ingram



**OLD PONTE VEDRA**  
4/6 • \$3,395,000  
Jayne Young | Gwinn Volen



**UNDER CONTRACT**

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5/5/2 • \$6,900,000  
Belk Ingram



**OCEANFRONT**  
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Jayne Young | Gwinn Volen



**SAN MARCO**  
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Jayne Young | Gwinn Volen



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## Fun Fact!

54 balls went into the water on No. 17 during the 2018 tournament.

## Volunteer Lee Nimnicht

By Angela Higginbotham



*Born and raised in Jacksonville, Lee Nimnicht is not new to the excitement and dedication involved during a successful PLAYERS Championship. A graduate of Bolles and Jacksonville University, Nimnicht studied accounting and has spent his career within the automotive industry. Community outreach runs deep within the Nimnicht family and they have contributed generously to THE PLAYERS over the years. Nimnicht also enjoys serving on the board of his church and within an athletic association. He and his wife, Becky, have been married since 2000 and have two children, Emma and Lee Jr. Nimnicht is an all around golf fan who enjoys the diversity of players on the green. "I couldn't pick a favorite player. There's always someone new to watch. I just enjoy seeing what each player brings to the game," Nimnicht said.*

### How did you first become involved with THE PLAYERS Championship?

My family has been involved since the tournament started in 1977 at Sawgrass by donating vehicles for the players to use. My first real experience was as a runner. The tournament was held over my spring break, so I'd come out with my mom.

Photo courtesy PGA TOUR  
Lee Nimnicht

### What do you enjoy most about your work with THE PLAYERS?

The people. Having been involved for so long, it's great to get reacquainted with friends each year. The charity aspect is also hard to overlook. A lot of good comes out of this championship.

### What work do you oversee as a volunteer during championship week?

I'm currently vice-chairman of Volunteer Services. I have several

committees under me. Everything from apparel to photography. I enjoy the week and the preparations leading up to the event. With the talent involved each year, there's no wonder as to why the tournament keeps getting better and better each year.

### How do you feel about the tournament being moved back to March?

I'm excited about it. I think there's an opportunity for nicer weather

and the course is even more spectacular this time of year.

### What do you enjoy doing in your spare time?

I enjoy spending time with my family. When a business has your name on it, everything you do can be elevated positively or negatively. It's important to set good examples for my kids. My dad was always running a very successful business, but he always had time for his kids and that's also important to me.

Championship

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# 20 fan journey: for the golf fanatic

## GOLF FANATICS



9. Watch players tee off on the back nine: No. 10 tee and No. 16 tee
10. Lay up or go for the green? No. 11
11. Watch players drive the green: No. 12
12. Get a fist bump from a player: the path between No. 12 and No. 13
13. Witness a hole in one (hopefully): No. 13
14. Watch the longest drives: No. 14 fairway
15. Watch players 'thread the needle' off the tee: No. 15 tee
16. Watch the most chip-ins happen: No. 15 green
17. Watch players go for the green in two shots: No. 16
18. Witness the coolest hole in all of golf: No. 17
19. Watch one of the most breathtaking tee shots: No. 18
20. Get a few swings in and channel your inner PGA TOUR pro: The 17th Hole Challenge presented by Optum, Morgan Stanley and Grant Thornton and the Morgan Stanley Eagles for Impact Experience.

1. Open up your PGA TOUR App and take a look at the pairings for the day.
2. Get a quick bite to eat in the food court at THE PLAYERS Welcome Experience.
3. Watch players tee off and putt on a testy par 3: No. 8
4. Get away from the crowds and get really close to the action: No. 6 green
5. Watch an almost private practice session: Back side of the practice grounds (left of No. 4 green)
6. Watch guys warm up on the practice grounds: the mound by No. 3 tee
7. On the tee, from [insert your hometown], [insert your name]!: No. 1 Tee
8. Grab a bite to eat if you have some time to spare: The Patio

## Fun Fact!

Text 69050 from anywhere on course to reach a staff member for any on-site issues.

SOCIAL SCENE



6. Head over to Wine & Dine on 9 to sip and savor some of the best varietals from Kendall-Jackson and enjoy gourmet small plates prepared by Matthew Medure.
7. Stop by the practice grounds to catch glimpses of your favorite players warming up before their rounds.
8. Head to Sawgrass Square to snap a selfie with our life-size Goldman while munching on Mini Bar donuts.
9. Grab a slice of V Pizza in The Patio.
10. Time for some #foodstagram at Trucks on 10.
11. More #Nomnomnom coming your way: Go to Tacos on 12, featuring dishes from Jacksonville's popular Baja Mexicana, Taco Lu.
12. Freshen up at Taste of JAX's permanent restrooms.
13. On your way out, stop by the PGA TOUR Fan Shop. Merch or it didn't happen.
14. Go to the Uber pick-up location outside of the Couples Entry. If you biked to THE PLAYERS, happy cycling!

1. Download the PGA TOUR App to know where/when to find the game's biggest stars.
2. There are a few options for your first beverage: GREY GOOSE Bloody Mary Bar, The Fan Bleacher presented by ULTRA, Bier Garden presented by Hoptinger.
3. It's selfie time — the iconic Island Green 17th hole is the perfect backdrop for your next social post. #doubletap #retweet
4. Sit on the hill on the Island Green 17th hole — the place to see and be seen. If sitting in the grass isn't your style, check out the Fan Bleachers presented by Mayo Clinic.
5. Try the Sawgrass Splash at The Oasis (must be 21; be prepared to present your ID).

Fun Fact!

Don't forget to use #THEPLAYERS for a chance to be featured on the video boards.

# 22 fan journey: for the foodie

## FOODIES

THE PLAYERS



6. Start your engines ... it's food truck time at Trucks on 10.
7. Grab a slice of V Pizza in The Patio. And while you're here, take advantage of the permanent restrooms.
8. Stop by Mini Bar to taste some delicious mini-sized donuts.
9. The southern comfort continues at Palm Valley Village, featuring THE PLAYERS sub from Publix and some Korean-inspired dishes from bibigo.
10. Visit Wine & Dine on 9 to sip and savor some of the best varietals from Kendall-Jackson and enjoy gourmet small plates prepared by Matthew Medure.
11. Stop by the PGA TOUR Fan Shop to stock up on merchandise on your way out.

1. Download the PGA TOUR App to be in-the-know on key tournament announcements.
2. As soon as you enter THE PLAYERS Welcome Experience, get your day started at the Food Court, featuring Bono's Pit Bar-B-Q, Firehouse Subs, Hawkers Asian Street Fare, M Shack, Tropical Smoothie Café.
3. Get some beverages from Daily's Grab-n-Go, or stop by the GREY GOOSE Bloody Mary Bar for a stronger start to the day.

4. Stop by Taste of JAX and taste local flavors from Brucci's Pizza, Cousin's Maine Lobster, Mojo Kitchen and Zoe's Kitchen.
5. Head on over to Tacos on 12, featuring dishes from Jacksonville's popular Baja Mexicana, Taco Lu.

## Fun Fact!

THE PLAYERS Stadium Course at TPC Sawgrass was designed by Pete Dye. It is a par 72, 7,215 course.

FAMILIES



9. Enjoy some local food truck flavors at Trucks on 10.
10. Let your kids roll down the hill on the No. 18 hole.
11. Is it time to change a diaper or nurse your child? Visit The Family Care Suite Presented by Baptist Health.
12. While your kids run around in the Kids Zone presented by The First Tee, you can catch up on the golf action on the TV screens.
13. Head over to The 17th Hole Challenge presented by Optum, Morgan Stanley and Grant Thornton, where fans can take two free shots at the replica Island Green.
14. Visit the Morgan Stanley Eagles for Impact Experience to take a swing in the Topgolf simulator for a chance to win exclusive PLAYERS gear. And be sure to check out the augmented reality experience for a photo op featuring Justin Rose.
15. Sprawl out on the hill by the 17th hole and watch players try to hit the real Island Green.

1. Download the PGA TOUR App to stay up-to-date on tournament news!
2. Stop by the PGA TOUR Fan Shop in THE PLAYERS Welcome Experience to stock up on golf balls, hats and pin flags for getting autographs.
3. Take a picture (or a selfie) on the 17th hole with the iconic Island Green.
4. Stop by Mini Bar to taste some delicious mini-sized donuts from this Jacksonville staple. #holeinone
5. It's autograph time. Visit the autograph zones at the practice grounds and the scoring area behind No. 18 green.

6. Head on over to the practice grounds to watch players warm up.
7. Hang out on the mound by the row of flags representing every player in the field and the par-3 No. 3 hole.
8. When it's potty time, head over to The Patio to use the permanent restrooms. While you're here, grab a slice of pizza from V Pizza.

Fun Fact!

The week of THE PLAYERS is the busiest week for the Jacksonville International Airport.

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## THE PLAYERS: *has implemented several initiatives to make sure fans stay connected while at the tournament:*

- **Devices:** Fans are permitted to bring their PDAs, cell phones and tablets onto the grounds.
- **Live video coverage of the tournament:** Fans can follow a marquee group all four days of the event exclusively on PGA TOUR digital platforms (PGATOUR.COM, mobile and iPad). PGA TOUR Live will follow two key groups each day, providing coverage outside the television window and complimentary coverage during the telecast.
- **Track favorite players:** A Google map of the course is available online, allowing fans to track their favorite player from their mobile device. Fans can also find the best viewing spots on the course, locate the nearest concessions, restrooms and more based on their GPS location. Simply go to [livemaps.pgatour.com](http://livemaps.pgatour.com).
  - **On practice round days,** follow @THEPLAYERSChamp on Twitter for updates on when marquee players are heading to the range to warm up for their practice round; social media caddies will also provide updates on players' locations throughout their practice rounds so fans can better locate and follow their favorite players on the course.
  - **Find us @THEPLAYERSChamp:** For all the latest behind-the-scenes details, fans should follow THE PLAYERS at [facebook.com/THEPLAYERS](http://facebook.com/THEPLAYERS) or on Twitter and Instagram @THEPLAYERSChamp.
  - **Ticket Connections:** Stadium pass ticket buyers will have the ability to electronically transfer their tickets to friends and family via email. In a partnership with Ticketmaster, Ticket Transfer is a service that enhances the fan's purchase experience and creates an easy way for fans to share tickets with friends. This service is available to fans at no additional cost.

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# 26 military appreciation

Tuesday, March 12

*Continuing a PGA TOUR tradition of honoring men and women in uniform, THE PLAYERS Championship's full week of events includes the Military Job Fair, Operation Shower, Military Appreciation Day Concert with Jon Pardi, complimentary admission, and access to the Birdies for the Brave® Patriots' Outpost.*

A special performance by country music artist Jon Pardi will headline Military Appreciation Day on Tuesday, March 12, and is one of many military-focused events that honor the men and women of uniform, a longtime PGA TOUR tradition.

New this year, the Military Appreciation Day Ceremony will begin at 5 p.m. and the concert will kick-off at 5:30 p.m. on the Island Green 17th hole. The Military Appreciation Day Ceremony and Concert is free to any Tuesday ticket holder; a Tuesday Stadium Pass starts at just \$25. Parking is also free on Tuesday and Wednesday of tournament week.

"It is a dream come true to perform at THE PLAYERS and on the famous Island Green 17th hole, in front of so many passionate fans and members of the U.S. Armed Forces," said Pardi. "I cannot wait to kick off one of the best sports events in the world with a performance that will get the crowd excited for a great week, while also honoring the men and women who serve our

country every day. It's going to be an incredibly special night."

Jon Pardi's Platinum-certified album, "California Sunrise" (Capitol Records Nashville) debuted at #1 on Billboard's Top Country Albums chart, earning him the 2017 CMA New Artist of The Year and ACM New Male Vocalist Of The Year. He dominated the top of the country music charts with consecutive #1

hits including "Dirt On My Boots," Platinum-selling "Head Over Boots" and "Heartache On The Dance Floor." Pardi is currently touring nationwide with Dierks Bentley's Burning Man Tour and promoting his current single "Night Shift."

In addition to Military Appreciation Day, THE PLAYERS provides all career military (active duty, Reserve, military retirees and dependents)

with complimentary admission to the tournament all week, in addition to discounted admission for veterans. To obtain vouchers, visit [THEPLAYERS.com/](http://THEPLAYERS.com/) tickets and click "Redeem" in the Military Ticket section. Parking is not included with the free or discounted ticket Thursday through Sunday. All parking on Tuesday and Wednesday is free. Throughout tournament week, all active duty and Reserve military members, military retirees, veterans and their

dependents will have access to the Birdies for the Brave® Patriots' Outpost, a hospitality tent reserved exclusively for the military which offers complimentary food, beverages and activities. Located near the tee at No. 16, the Patriots' Outpost is financially supported by THE PLAYERS and Jacksonville area companies and individuals. In 2018, THE PLAYERS issued more than 26,500 complimentary military tickets and hosted more than 22,000 military members and their families in the Patriots' Outpost.

Prior to tournament week, THE PLAYERS will welcome active duty, Reserve, retired military, veterans, and military spouses to TPC Sawgrass on Saturday, March 2, from 10 a.m. to 1 p.m. in the Birdies for the Brave® Patriots' Outpost to participate in its eighth-annual Military Job Fair, in partnership with the Jacksonville Military Veterans Coalition and sponsored by United Rentals. The Military Job Fair is free and open to military personnel, veterans and military spouses who are seeking employment. Also, on Sunday, March 10, THE PLAYERS and Birdies for the Brave® will again partner with Operation Shower to host a private, invitation only, group baby shower for 40 military moms-to-be.





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# 28 golf tips

## Seeing is not believing

By Janie C. Farina, LPGA

Recently I took two of my novice golf students to the actual playing field — the golf course — for the very first time. I was curious to see what their priorities would be when we got up to the first tee.



Photo courtesy Angela Higginbotham

Both players calculated yardage and club selection. Great!

Both proceeded to tee the ball up in the middle of the tee markers, without a clue as to where the best spot to tee the ball up was (right or left, back or front, level or not.)

Both players took several practice swings staring face down at the ball, gripping the club several times, getting the ball position and stance comfortable, then looking at the target from the side several times, shifting more and more to the right of the target line with each step.

Oops! The wheels came off right then and there...

The first player hit the ball exactly where she was aiming; way right. The other player yanked it way left coming across the target line with a big pull.

The entire middle of the golf hole remained untouched, along with the putting cup remaining empty from two feet out.

I could hear myself repeating, to no avail, "Get back behind the ball looking at the target; don't take practice swings unless you refocus behind the ball looking with both eyes before placing your feet; tee off on the same side of the tee box as the trouble; pick a level lie off the tee; get your distance first putting; and play more break ...."

By the time we got to the second hole, both players were clearly frustrated.

Why, when these players have great looking golf swings, do their golf shots resemble a bird hit by gunshot? Simply put, each player's aim was not on the right flight path, resulting in a ball flight offline zig zagging to

each side of the fairway. Likewise, a putt/approach shot too short, too low on a slope, too far right/left will dodge the intended target every time.

By the third hole, these players were picking better spots to tee off from, playing away, not facing, the trouble on the tee box, lining up from behind the ball after a practice swing, aiming for more slope/break from tee through the green, prioritized "speed/ distance" on approaches and putts.

Priorities shifted to focus on the destination of the ball versus how to "fly."

The result: my players started to settle into a productive formation that showed and greater understanding of ball flight patterns and course/ball migration.

So, if your golf game looks great on the driving range, and takes a nosedive on the golf course, reroute, refocus, re-prioritize your thoughts with a better understanding of ball and golf course conditions that affect flight patterns.

Keep it fun...Remember to keep the flow and let it go!

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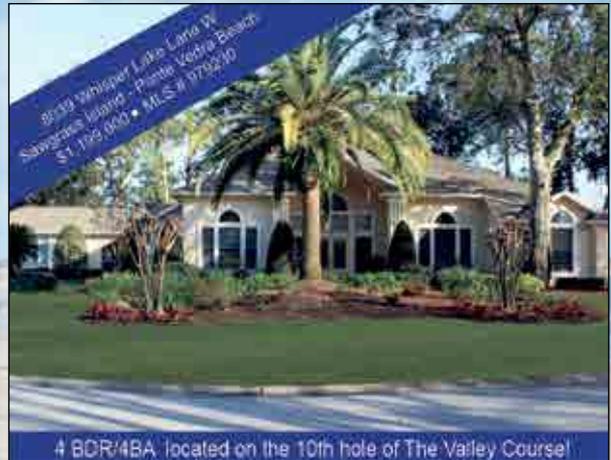


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# 30 new trophy design

## New gold standard in trophy design

New for 2019's tournament is a first-of-its-kind trophy custom designed by Tiffany & Co. Made of sterling silver and 24k gold vermeil, the trophy was brought to life utilizing a process called "electroforming," which uses electric current to build up layers of a precious metal around a

temporary core to create a smooth and seamless finish, Tiffany & Co. and the PGA TOUR began with the inspiration of the swinging golfer from the iconic PGA TOUR logo. Then, through sophisticated computer modelling, designers incorporated aspects of each of the 38 different winners of THE PLAYERS — from Jack Nicklaus to Webb Simpson with elements of Phil Mickelson, Calvin Peete, Rickie Fowler, Fred Couples and Tiger Woods mixed in between. The golfer stands atop the signature 17th island green, which includes intricate details like the signature Pete Dye pilings and the surrounding water. "To mimic the texture of the water around the peninsula, the silversmith

used a variety of special hammers to mark the silver on top of a hard surface," said Andrew Hart, senior vice-president of diamond and jewelry supply at Tiffany & Co. "He used different angles of blow strokes and different spacing between blows to make the water come alive."



Photos courtesy PGA TOUR THE PLAYERS 2019 has a new trophy.



## Stay hydrated!

### and don't miss a minute of the action

To keep from getting overheated in the hot Florida sun, be sure to take advantage of the Mobile Refreshment Centers at THE PLAYERS. These carts roam the golf course in high-traffic locations, selling water, soda and beer so you can follow along and watch your favorite players. Also, from entry opening to 11:30 a.m., you can purchase GREY GOOSE Bloody Marys inside the Couples and Nicklaus entrances. This convenience allows you to grab a drink or a quick snack and not miss a minute of the action. Also, chilled, filtered drinking water is available in the permanent restrooms near The Patio, behind the No. 16 green and No. 17 tee, Taste of JAX and Wine & Dine on 9 — so keep your bottle and refill it as many times as you'd like as a way to stay hydrated and save money at THE PLAYERS.

## Simpson's Sandy

Don't miss 2018 champion Webb Simpson's signature menu item, Simpson's Sandy, a BBQ brisket sandwich served with potato bread, jalapeno carrot slaw and tobacco onions along with a side of blue cheese chips, that is featured on TPC Sawgrass' menu.



Photo courtesy PGA TOUR Simpson's Sandy

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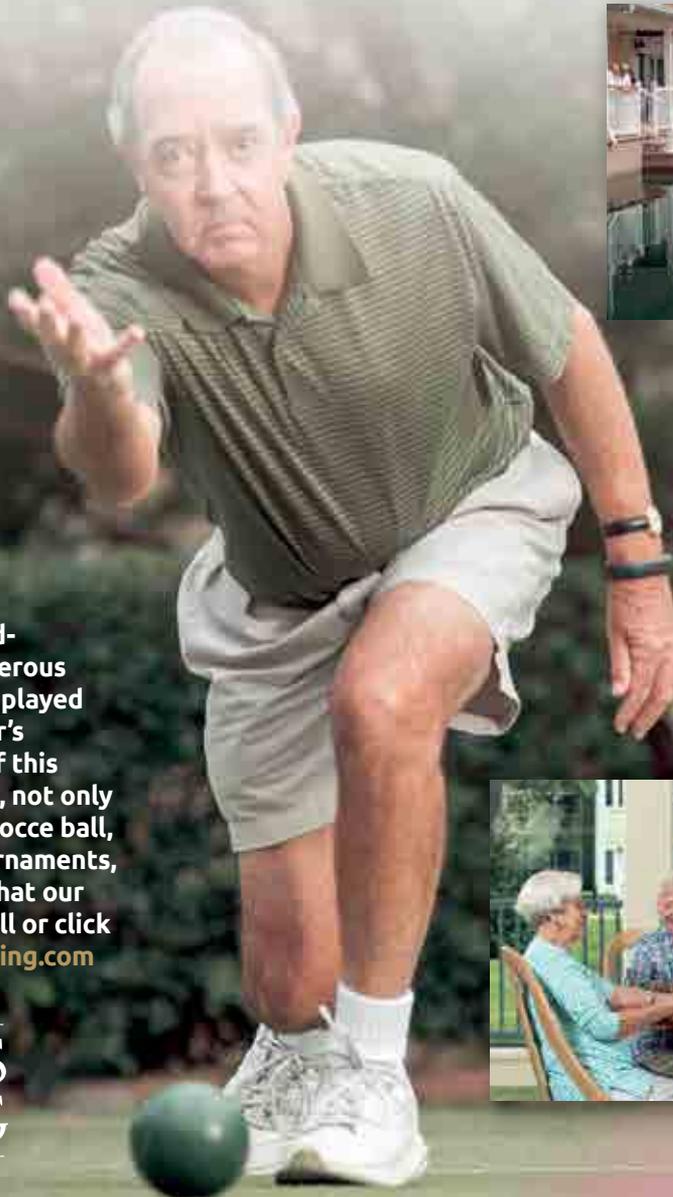
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