**PGA TOUR 2019 Exceeding Potential pb Korn Ferry**

**Tease + Titles**

**POTENTIAL.**

**IT'S DEFINED AS THE CAPACITY TO DEVELOP INTO SOMETHING IN THE FUTURE.**

ANNC: “That's the goal of every professional athlete.”

**AND OUT HERE ON THE KORN FERRY TOUR - POTENTIAL… IS THE REAL DEAL.**

ANNC: “He's on the verge of being a star out here. Tremendous potential.”

COVELLO SOT: “You're always striving to just be a little bit better each day, and that's the grind.”

MCNEALY SOT: “The process of improving and getting better is one of the most rewarding things in the world.”

ANNC: “This young man has so much talent.”

ANNC: “He has the potential to do it.”

**ONCE THAT POTENTIAL IS DISCOVERED… AND UNLEASHED…**

**THE POSSIBILITIES ARE ENDLESS.**

NATS (cheers)

**IT TAKES A COMMITMENT FROM MANY…**

FORSBRAND SOT: “He's been like a second son. All you wanna do is help him as much as you can.”

**AND FOR MANY…**

LOWER SOT: “It's the three of us at Christmas. I miss 'em a lot.”

**ALL IN THE QUEST TO NOT ONLY MEET - BUT EXCEED POTENTIAL.**

SCHEFFLER SOT: “You're always working towards something.”

MCNEALY SOT: “I wanna be the best version of me as possible.”

LOWER SOT: “The sky's the limit from there. I really think I've got much bigger things on the horizon.”

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**Path to the PGA TOUR Setup**

LOVEMARK SOT: “The Korn Ferry TOUR was huge for my confidence and the fact I could play against professional golfers at the highest level.”

**FINISHING THE 2010 KORN FERRY TOUR SEASON ATOP THE MONEY LIST… JAMIE LOVEMARK IS ONE OF MANY PLAYERS WHO HAVE USED THE CIRCUIT TO QUALIFY FOR THE PGA TOUR.**

REAVIE SOT: “The Korn Ferry TOUR, that was my pathway onto the PGA TOUR back in 2007.”

ANNC: “That's the way to end it!”

REAVIE SOT: “It gave me a lot of confidence going into my rookie year and I was able to win that year.”

KUCHAR SOT: “We've seen so many guys do so well that have graduated off the Korn Ferry TOUR. Guys that make it there tend to come out here and be successful on the PGA TOUR.”

ANNC: “Matt Kuchar wins for the 9th time in his PGA TOUR career.”

**WHILE THE PATH LEADS TO ONE ULTIMATE DESTINATION… THERE ARE TWO WAYS TO ADVANCE AT SEASON'S END.**

**THIS WEEKEND, THE TOP 25 IN THE REGULAR SEASON POINTS LIST WILL LOCK UP THEIR CARDS IMMEDIATELY.**

**THE NEXT 25 ARE AWARDED FOLLOWING THE KORN FERRY TOUR FINALS - A THREE-EVENT STRETCH CULMINATING AT THE KORN FERRY TOUR CHAMPIONSHIP.**

LOVEMARK SOT: “I can't describe the competition out there, it's so strong. The fields are so deep.”

MITCHELL SOT: “It's a very similar kind of arena throughout the season that you're trying to finish in the very, very top half for a chance to A, get your TOUR card on the Korn Ferry TOUR. B, getting to TOUR Championship and having a chance to win the FedExCup.”

**WHILE THE PRESSURE INTENSIFIES FOR MANY… OTHERS ARE IN PRIME POSITION TO SECURE THEIR SPOT ON THE PGA TOUR NEXT SEASON.**

**AMONG THEM… 36-YEAR-OLD VINCE COVELLO.** [Return to index of stories...](file:///C:\\Users\\torrey\\Desktop\\NETWORK%20SPECIALS\\2019\\19CBSKF\\xPGA%20TOUR%202019%20Exceeding%20Potential%20pb%20Korn%20Ferry_Master%20Script%20Link.HTM" \l "StoryIndex)

**Vince Covello Feature + Bug to Break**

COVELLO NATS: “I don't think there's too many top athletes that don't step on the field or the course and don't feel good about themselves. And that's a big part of succeeding at the top level.”

COVELLO SOT: “When you look good, you feel good, and when you feel good, you play good.”

COVELLO NATS: “You gotta stay color-coordinated, that's part of the game. I like being a little bit unique. Some frogskins, some neon colors. This is the pair I've been wearing on the golf course all year, EV Strides.”

COVELLO SOT: “Hats and shades, I think that can make the look for you.”

COVELLO NATS: “This is a Liberty Bell Phillies hat that I wore when I won in Louisiana earlier this year.”

COVELLO SOT: “I wear a lot of Phillies hats out there because that's where I'm from. Nothing comes easy to anybody in Philly. It's a hard-working city. And I think that carries over to the way I've approached the game.”

**COMING FROM A CITY THAT SEEMS TO THRIVE ON ITS LONG SHOTS, IT'S NO SURPRISE THAT COVELLO'S GOLF CAREER IS CUT FROM THE SAME CLOTH.**

COVELLO SOT: “The Eagles a couple of years ago were big underdogs in the Super Bowl but they got it done and, of course, Rocky too. Rocky pulls himself up off the canvas a 100 times and it's instilled a fight and hard-working ethic in me that's helped me get to where I am.”

**AFTER TURNING PRO IN 2004, HE SPENT THE FIRST DECADE OF HIS CAREER GRINDING THROUGH MINI TOURS - NEVER QUITE ABLE TO RISE TO THE HIGHEST ECHELONS OF THE SPORT.**

COVELLO SOT: “I think when you first get out there sometimes, you're looking around and weighing yourself against the competition that you're playing against. And you're not sure if your skill set or what you have to offer is good enough. It's tough but I think it's part of the growing process and part of learning yourself. Whether you have good results or not, you learn something every time.”

FORSBRUND SOT: “He had to go through some things to be able to get to where he is today. And that's part of golf and part of life. It has taken a while to get to where he needs to be and now he truly believes in himself.”

COVELLO NATS: “Spending three years in a row now on the Korn Ferry Tour, it's made me a hardened player out there. You gotta wake up every morning and you gotta bring it, and that's part of the grind.”

COVELLO SOT: “It makes you fight for it and that's what professional sports is all about. You gotta be hungry, you gotta want it, you gotta go after it with everything you got.”

**THIS SPRING, THE ONE-TIME UNDERDOG STAKED HIS CLAIM AS TOP DOG - AS COVELLO PERSEVERED THROUGH A 3-HOLE PLAYOFF TO EARN HIS FIRST TOURNAMENT WIN IN 11 YEARS.**

COVELLO: “Holy cow, I did it. You kind of forget what it feels like. I know I'm a good player but to actually get it all the way done to cross the finish line. I think that's something that you have to prove to yourself sometimes.”

**15 YEARS IN THE MAKING… HE’S NOW POSITIONED FOR A PROMOTION TO THE PGA TOUR.**

FORSBRUND SOT: “That's the beauty with this game is that you don't know when it's gonna happen. He stuck to his plan and kept going, and going, and going.”

ANNC: “Vince Covello making it look easy.”

COVELLO SOT: “It's all part of the journey. There's been a ton of lessons learned along the way, tons of ups and downs and I think that's part of life. As long as you're working hard and you keep a good attitude, I think you're destined for success at that point.”

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**Rejoin**

**WELCOME BACK TO PGA TOUR 2019: EXCEEDING POTENTIAL ON THE KORN FERRY TOUR.** [Return to index of stories...](file:///C:\\Users\\torrey\\Desktop\\NETWORK%20SPECIALS\\2019\\19CBSKF\\xPGA%20TOUR%202019%20Exceeding%20Potential%20pb%20Korn%20Ferry_Master%20Script%20Link.HTM" \l "StoryIndex)

**Lower Setup**

ANNC: “He's inching closer towards a PGA TOUR card at the end of the regular season.”

**ONE YEAR AFTER FINISHING 26TH IN THE KORN FERRY TOUR STANDINGS AND MISSING OUT ON A PGA TOUR CARD BY JUST ONE SPOT… JUSTIN LOWER IS SEARCHING FOR A STRONG FINISH TO CEMENT HIS STATUS NEXT SEASON.**

LOWER SOT: “I've been close and hopefully it's still coming. The difference is so minute and so small, that you just need to take advantage when your time comes.”

**BUT WHETHER THAT TIME COMES THIS YEAR OR IN THE FUTURE… LOWER CARRIES WITH HIM A REMINDER - AND INSPIRATION - OF WHAT HIS JOURNEY REPRESENTS**. [Return to index of stories...](file:///C:\Users\torrey\Desktop\NETWORK%20SPECIALS\2019\19CBSKF\xPGA%20TOUR%202019%20Exceeding%20Potential%20pb%20Korn%20Ferry_Master%20Script%20Link.HTM#StoryIndex)

**Justin Lower Feature + Bug to Break**

LOWER SOT: “The ball marker, I started it the spring semester of my freshman year at college. Started scraping off the logo like on concrete and just writing 3/26/05 and then Dad and Chris on it.”

LOWER SOT: “I always write the date, that’s something I’ll always do because it’s a part of my life. It’s molded my life ever since that day and made me the person who I am now.”

LOWER SOT: “It’s constantly in my mind you get flooded with a memory that’s where my dad dropped me off for the last time. That was the last time I saw my dad and my brother.”

LOWER SOT: “It was just a normal Saturday we did our bowling league and then I had my clubs with me and my dad just dropped me off at the course, just like a normal, normal day. And then he’s like, alright, I’ll pick you up later.”

DEBBIE LOWER SOT: “Justin walked in the door, a neighbor had brought him home. I said, something is wrong, we have to go. And we started to drive…”

LOWER SOT: “She got a phone call saying that there was a wreck and we drove up on it.”

DEBBIE LOWER SOT: “And I just knew.”

LOWER SOT: “It’s something out of a nightmare basically.”

DEBBIE LOWER SOT: “I just remember thinking, you know, our lives are gonna be totally different from now on.”

LOWER NATS: “My brother here, I think this was his last school picture. He was ten when the accident happened.”

**FOLLOWING THE TRAGIC DEATHS OF HIS BROTHER AND FATHER… JUSTIN FOUND REFUGE IN GOLF.**

LOWER NATS: “This is a picture of my dad watching me on the golf course. That was his look on his face regardless if I made eagle, birdie, par, double, whatever. Like it was just very stoic.”

LOWER SOT: “Dad cut down some clubs for me and I had some interest in it like early.”

LOWER SOT: “I just remember all the times that we would go to the course together, he’d take me golfing nothing but good memories for sure.”

LOWER SOT: “I would say the Lyons Den was pretty much his saving grave. It gave him the motivation to continue.”

LOWER SOT: “It’s my sanctuary for sure. I’m happiest when I’m on the golf course. I can go there and just get lost and not have to care about much, not have to do much.”

**OVERTIME, A SPORT ACTING AS AN ESCAPE PROVIDED GLIMPSES OF A FUTURE PATH…**

LOWER SOT: “I always saw steady improvements, but not like on a bigger stage until college and that’s when I noticed I could maybe make a career out of it.”

DEBBIE LOWER SOT: “I always knew it. There were no ifs, ands or buts. From day one this has been his goal.”

LOWER SOT: “Golf has led me to places that I probably would never go to if I wouldn’t have stuck with the game.”

DEBBIE LOWER SOT: “It’s hard to believe that I have a son that is so successful to be honest, especially what he’s been through. I’m amazed at the pose Justin has. He’s very strong, that’s his dad coming through truly.”

LOWER NATS: “Yeah, it’s just the date, never forget and I love you guys.”

DEBBIE LOWER SOT: “My heart around here just swells. Timothy would be just over the top. I have to believe that he knows. I have to believe that Tim is right with him at every tournament.”

LOWER SOT: “There are times where I’m like, alright dad, if you’re there, help me out somehow.”

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**Korn Ferry Diversity InBump**

**WHILE PROVIDING GOLF'S RISING STARS A PATH TO THE PGA TOUR, THE KORN FERRY TOUR HAS WELCOMED PLAYERS FROM ALL CORNERS OF THE GLOBE IN THE 2019 SEASON.**

**60 INTERNATIONAL PLAYERS HOLD KORN FERRY TOUR MEMBERSHIP… REPRESENTING 22 COUNTRIES ACROSS 6 CONTINENTS.**

**NINE INTERNATIONAL PLAYERS FROM 8 COUNTRIES OUTSIDE THE U.S. HAVE EARNED A VICTORY THIS SEASON…**

ANNC: “24-year-old Kristoffer Ventura, a winner for the first time on the Korn Ferry Tour.”

**AND THE CURRENT POINTS LEADER – CHINA’S XINJUN ZHANG (shin-june zhong) - REMAINS ONE OF TWO MULTIPLE WINNERS THIS SEASON.**

**ACCOMPANYING HIM WITHIN THE TOP 25 ARE NINE OTHER INTERNATIONAL PLAYERS - INCLUDING RAFAEL CAMPOS, WHO IN JANUARY BECAME THE FIRST EVER PUERTO RICAN TO WIN ON THE KORN FERRY TOUR…**

CAMPOS SOT: “I'm pretty sure back home they're having fun right now and it's nice to go back home tomorrow and celebrate with them for a couple days.”

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**Rafa Campos Mini**

CAMPOS SOT: “I honestly just love being here and any weeks off I have from my tour schedule I definitely try to come back and relax as much as possible here.”

CAMPOS NATS: “It's just gorgeous anywhere you go, this is pretty cool. Paradise. It is. This is paradise.”

CAMPOS SOT: “It doesn't matter what you do, whether you go to the beach, go to the boat, play golf, go to a restaurant. You're in island mode right now.”

CAMPOS NATS: “That's awesome!”

**PUERTO RICO MAY NOT BE KNOWN AS A HOT BED OF PRO GOLF. AFTER ALL - IT'S PRODUCED JUST ONE WINNER IN PGA TOUR HISTORY.**

**BUT… THOSE ODDS HAVE YET TO SLOW DOWN RAFAEL CAMPOS.**

CAMPOS SOT: “It's been extremely fun getting better throughout the years. I remember going to the tournaments and saying, man, it'll be so cool to play up there with them and fortunately I've had the chance to do that now.”

**SITTING 18TH IN THE KORN FERRY TOUR STANDINGS, A PGA TOUR CARD IS WITHIN REACH AT SEASON'S END.**

ANNC: “Really an incredible story for Rafael Campos and what he's been able to do here.”

**THAT SUCCESS REPRESENTS MORE THAN HIS OWN AMBITIONS.**

CAMPOS SOT: “I'm the only Puerto Rican professional player so hopefully, I'm an inspiration to the younger generations. I started at nine years old with my family, friends, cousins, everything so golf for me here in the islands is extremely important.”

TRAINER SOT: “Rafa Campos is their poster boy for professional golf there and I'm just so happy for him knowing that he's worked so hard. It's just great to see him really succeed.”

**WHETHER IT’S TEEING IT UP IN 11 STRAIGHT PUERTO RICO OPENS…**

ANNC: “San Juan native, the most popular man on the golf course this week.”

**OR AT A CHARITY EVENT TO RAISE MONEY IN THE AFTERMATH OF HURRICANE MARIA…**

NATS: “Bien, bien, bien. Good job team.”

**CAMPOS JOINS OTHERS WHO ARE PROUD TO REPRESENT HOME.**

CAMPOS SOT: “It's truly an honor to wear the Puerto Rican flag as a badge. Just knowing that the Puerto Rican flag is in every tournament means a lot. I wouldn't change it for the world.”

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**Scottie Scheffler Feature + Bug to Break**

SCHEFFLER NATS: “It's a little weird, I don't think I've been back since I graduated.”

SCHEFFLER NATS: “It's a competitive environment here at the school. It definitely pushed me. I don't need a lot of external motivation but being with other people that are also talented and being around those guys was definitely helpful.”

SCHEFFLER NATS: “I looked up to all the older golfers cuz I grew up here in town so always saw the older teams winning championships and I wanted to try and win one every year.”

**HIGH EXPECTATIONS ARE NOTHING NEW FOR SCOTTIE SCHEFFLER.**

LOYD SOT: “He was a different cut of player and you could tell that Scheff was pretty motivated at an early age. I thought he would do well and he would probably take it all the way into the professional ranks.”

**ALONG WITH HELPING HIS HIGH SCHOOL TEAM TO A TEXAS STATE CHAMPIONSHIP… SCHEFFLER HIMSELF EARNED THREE STRAIGHT INDIVIDUAL TITLES.**

ANNC: “The resume impressive. Jordan Spieth the only to do it before him.”

**WHILE SPIETH BEGAN A DOMINANT STRETCH ON THE PGA TOUR IN 2015…**

**SCHEFFLER ENTERED COLLEGE WITH LOFTY COMPARISONS, AS HE FOLLOWED IN SPIETH’S FOOTSTEPS TO THE UNIVERSITY OF TEXAS.**

SCHEFFLER NATS: “Looking at Jordan Spieth being able to win at the pro level was definitely motivation for me because we'd been competing against him pretty much all our lives.”

SPIETH SOT: “I've grown up playing against Scottie since, I wanna say he was probably like 11 years old and I was 14 or 15. He's always been an incredible talent in the city of Dallas and in the state of Texas.”

ANNC: “A lot of comparisons made to a couple of Longhorns.”

**FROM THE ALL-FRESHMEN TEAM TO THE ALL-AMERICA TEAM… SCHEFFLER'S ACCOLADES PILED UP IN HIS FOUR YEARS IN AUSTIN. EXCEEDING EXPECTATIONS REMAINED THE NORM…**

**A FACT HE ATTRIBUTES TO THOSE CLOSEST TO HIM - AND THE METHODS THEY EMPLOY.**

SMITH NATS: “Alright, here we go. Let's look at the height on this, alright? How's the ball position? Ball position's fine. Ok.”

SMITH SOT: “There's a lot of mental work that goes into playing the game at the level that he plays the game at and is gonna play the game at. But you also have to refresh your brain so you can practice more efficiently and more importantly compete at a high level with a fresh brain.”

SCHEFFLER SOT: “The team that I have around me, I credit to putting me in a place to be successful. Not placing too much pressure on me. Just kinda letting me come out here and just enjoy it, enjoy myself.”

NATS: “Yeah, you're real funny. Ok…”

SMITH SOT: “If you can't leave it, you're going to burn yourself out. It doesn't matter what job you're in.”

SCHEFFLER SOT: “Once I get to the tournament, I already have what I have for the week. I'm not going to waste a bunch of energy hitting balls for three or four hours on the range at the beginning of the week. That's what helps me be successful, is being ready to go on Sunday.”

**IT'S ALREADY PROVEN EFFECTIVE IN HIS FIRST YEAR ON THE KORN FERRY TOUR. ENTERING SUNDAY AT THE EVANS SCHOLARS INVITATIONAL SIX SHOTS BACK, SCHEFFLER RALLIED WITH A FINAL ROUND 63 TO FORCE A PLAYOFF - AND COLLECT HIS FIRST PRO WIN.**

SCHEFFLER SOT: “That's always been a good trait for me, is knowing how to win. Learning how to win is still the same skill and so being able to do it at each level definitely gives me a lot of confidence going into next year.”

**NOW, HE HAS A CHANCE TO SHATTER A NEW SET OF EXPECTATIONS THIS FALL… AS A ROOKIE ON THE PGA TOUR.**

ANNC: “He's one of the those guys that has potential to win right away on the PGA TOUR. He's that good. He's got the credentials, he's got the swing.”

SCHEFFLER SOT: “Winning means so much to us because it's what we work for. It's something tangible that you get for the work that we put in but the expectations are stuff that other people put on me. I don't look too far ahead, I go from tournament to tournament.”

SPIETH SOT: “I have no doubt that he'll be a force here on the PGA TOUR and certainly be somebody who wins and wins often and soon.” [Return to index of stories...](file:///C:\\Users\\torrey\\Desktop\\NETWORK%20SPECIALS\\2019\\19CBSKF\\xPGA%20TOUR%202019%20Exceeding%20Potential%20pb%20Korn%20Ferry_Master%20Script%20Link.HTM" \l "StoryIndex)

**Notable KF Alums**

HAAS SOT: “It is definitely the big leagues. Guys that are winning out there, they can win on the big stage as well.”

**TO DATE, MORE THAN 500 PGA TOUR VICTORIES BELONG TO GRADUATES OF THE KORN FERRY TOUR.**

**IT'S A LIST THAT INCLUDES SOME NOTABLE ALUMNI…**

ANNC: “Show it off, Justin Thomas!”

**AS THREE FEDEXCUP CHAMPIONS EARNED THEIR FIRST TASTE OF VICTORY ON THE KORN FERRY TOUR BEFORE CLAIMING THE PGA TOUR'S ULTIMATE PRIZE.**

SNEDEKER SOT: “That tour provided me a PGA TOUR experience every week in, week out to get my game and myself ready to be able to play against the best players in the world.”

ANNC The biggest win of his career! Brandt Snedeker is the 2012 FedExCup Champion.

**SNEDEKER IS AMONG 7 KORN FERRY GRADS TO EARN PGA TOUR ROOKIE OF THE YEAR HONORS IN THE LAST 12 YEARS…**

**AND IT'S ALSO PRODUCED EIGHT WINNERS OF THE PLAYERS, AND MORE THAN 20 MAJOR CHAMPS.**

JOHNSON SOT: “Looking back on it, best year of my career. I learned what to do both on and off the golf course. Those years just molded me into what I am today.”

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**Maverick McNealy Mini**

**MAVERICK MCNEALY IS DETERMINED TO ADD HIS NAME TO THE DISTINGUISHED LIST OF KORN FERRY TOUR GRADUATES.**

MCNEALY SOT: “I wanna be the best version of me as possible. I wanna play the best golf I can play. And hopefully the best golf I can possibly play won't just end at being a PGA TOUR player. Hopefully a winner and maybe even a major winner.”

**AND THE 23-YEAR-OLD HAS EMBRACED THE GRIT NEEDED TO MAKE THAT GOAL A REALITY.**

MCNEALY SOT: “The way I would like to be portrayed, and the way I like to live, is I like to just think really hard about what I need to do to be really good, and work extremely hard at that.”

NATS: “Three, two, one. Rip it across here, boss.”

MCNEALY SOT: “It'll never be perfect. I'll never get to a place where I'm shooting 18 for every round. But I think there's always opportunities for marginal improvements. And I'm looking for those anywhere I can get them.”

NATS: “We'll take it to the turf. We'll just jog it down and back get the heart pumping.

MCNEALY SOT: “The real strength of my game is understanding better than most what I need to do to play well, and crafting a recipe around that.”

NATS: “Drive, drive.” [Return to index of stories...](file:///C:\\Users\\torrey\\Desktop\\NETWORK%20SPECIALS\\2019\\19CBSKF\\xPGA%20TOUR%202019%20Exceeding%20Potential%20pb%20Korn%20Ferry_Master%20Script%20Link.HTM" \l "StoryIndex)

**Rollout**

**THAT MINDSET HAS HIM 20TH IN THE STANDINGS, AS HE JOINS HIS FELLOW COMPETITORS IN PORTLAND THIS WEEKEND - WHERE THE 2019 KORN FERRY TOUR SEASON REACHES A PINNACLE.**

ANNC: “25 PGA TOUR cards will be handed out at night's end.”

**SUCH A REWARD FROM THIS SEASON-LONG CHASE PROVIDES A SIGNIFICANT STEP IN EACH OF THESE PLAYERS' DEVELOPMENT.**

**A BRIGHT FUTURE LIES AHEAD, AS THE GAME'S RISING STARS CONTINUE ON THE PATH… TO EXCEEDING POTENTIAL.**

ANNC: “This tour does not disappoint. It changes lives every single week.”

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