



Fairways of Life with Matt Adams

A Conversation with Greg Norman

Born in Australia in 1955, Greg Norman's talent, intensity and vision has carried him to golf's peak. Norman dominated the game of golf in the 1980's through the early 1990's holding the world's #1 ranking for an incredible 331 weeks. Norman has won two majors, has 21 victories on the PGA Tour and was the first man to surpass \$10 million in career earnings. He won an additional 86 professional titles from around the world and in 2001 was inducted into the World Golf Hall of Fame. But away from the golf course, Norman has built a diverse global business empire. His companies deal not only with golf – from apparel to MacGregor equipment - but also in real estate, golf course design, wines, beef and even turf for golf courses, to name but a few. His most recent project is the Blue Shark Golf Club, in Nassau, Bahamas. Hard by the Atlantic Ocean, Norman has designed a masterpiece. "I believe we have turned a pig's ear into a silk purse," said Norman at January's opening. Blue Shark is part of the envisioned 400-acre New South Ocean Resort being developed by New York real estate investor Roger Stein in

conjunction with Meadowbrook Golf. The complex ultimately will include luxury hotels, home sites, a beach club, retail center, megayacht marina and casinos. It was here this summer that Norman married tennis star Chris Evert. They honeymooned in Europe where Norman decided to play the British Open. He not only played it, but also led the tournament on Sunday. Padraig Harrington eventually defend his Open crown, but Norman's competitive fire, at 52 years old, had the world rooting for him to win his third Open title.

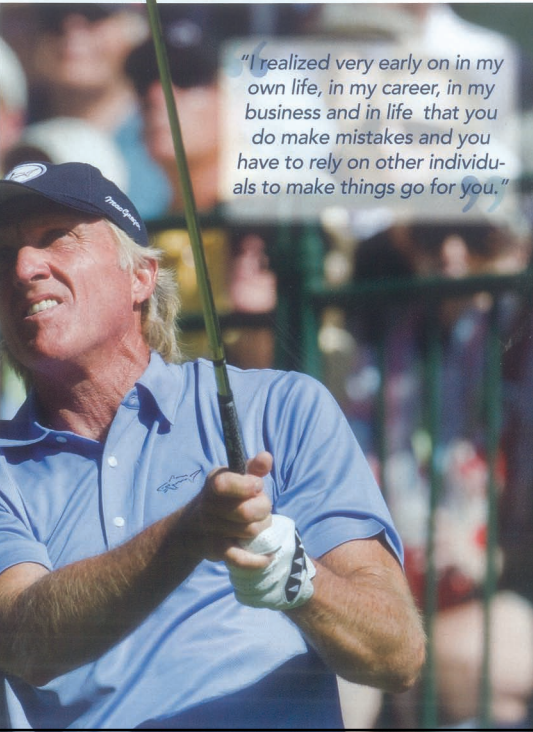
After the final round, Norman said: "Obviously there's only one winner, but I feel like in a lot of ways, I had a lot of mini-victories, not any within myself, but for a lot of other things, as well. I thought on reflection, it was a very impressive performance." Impressive indeed.

Recently Matt Adams had the chance to talk with Norman, not only about golf, but about life, his success in business and what make the Great White Shark tick.

MA: In an earlier interview, you said "I finally found my passion in life, I really have and a lot of people probably couldn't say that about their lives I'm very, very content right now, probably more content than I've ever been. My priorities are not to be the number 1 player in the world any more but just to go out there and enjoy life." Those passions, that contentment that you say you have found, Greg. What is it?

GN: Let me just try to put this in a bit of a capsule for you. When you've played golf as an individual that's exactly what it is

Yoursself against the golf course yourself against 150 to 300 guys or however many are in the golf tournament and you're really out there trying to extract as good as you can from yourself each and every shot that you play. It's a very self-centered approach and focus that you have to take. Now by me saying I've found a place in my life that I'm very, very happy with, the position that I'm in right now it's the realization after all this time period is my business and the business is probably a direct follow up to my performance on the golf course and I've now found that it's not an individual approach, it's a team approach and its that team approach that's really fulfilling in a lot of ways. Just as an individual to make a decision to where the company should go or where I would like it to go, what direction we would like to change, should we be changing should we be tactical I'm the one who has to make



"I realized very early on in my own life, in my career, in my business and in life that you do make mistakes and you have to rely on other individuals to make things go for you."



GREG NORMAN