

**SBS Championship  
The Plantation Course at Kapalua  
Kapalua, Maui, HI**

**January 5, 2010**

**INTERVIEW OF STEPHEN AMES**

MARK WILLIAMS: Stephen, thanks for joining us at the SBS Championship, the first tournament of the year. You obviously won the last of the year. You probably thought you'd be back after a couple of years.

**STEPHEN AMES:** Actually, I'm not really excited. I'm always back every year. If I'm playing or not, it doesn't matter. For me, I guess it's a bit a bonus, should I say, for being here, or playing, should I say, more than anything else. We've been here since December 16th. We have enjoyed our time that we've been here, almost three weeks already. The hardest thing was Monday morning putting on a pair of trousers because I've been in shorts and a swimsuit all this time, so it's been tough.

Q. When you say here?

**STEPHEN AMES:** We have a place on Kaanapali, Kaanapali Beach.

Q. Did you play much golf?

**STEPHEN AMES:** Four times.

Q. Is that a lot would you consider?

**STEPHEN AMES:** That's a very lot.

Q. Who played with you?

**STEPHEN AMES:** We have a group from Calgary. We had a 6:51 tee time every morning down at Kaanapali resort there. And we were done by 9:30 and on the beach at 10:15.

Q. Three and a half hours, kind of like it is out here?

**STEPHEN AMES:** Tough, yes, really. Three and a half hours, really, right.

Q. What are you looking forward to this year?

**STEPHEN AMES:** More consistency to some extent. The last chance I played I played well, hit the ball well. Putting was a bit sporadic. I looked at my stats and they were very high. I think in general trying to be a common person on the golf course, more levelheaded. Those kind of things.

Q. Calmer?

**STEPHEN AMES:** Yes. Those are the kind of things I'm looking for. Victories, and that kind of stuff, I think come with being a better person, should I say, in some respects.

Q. Were you not so calm on the golf course?

**STEPHEN AMES:** No, I get a bit ancy.

Q. You do?

**STEPHEN AMES:** Yes.

Q. Always been that way?

**STEPHEN AMES:** Yes.

Q. What makes you that ancy?

**STEPHEN AMES:** Not playing well.

Q. On how you should be playing?

**STEPHEN AMES:** Yes.

Q. How do you think you should be playing?

**STEPHEN AMES:** Not really. I think you have to be comfortable with anything that you are doing to some extent, or accepting everything that you are doing. I haven't been able to do that. Accept the bad days with the good days and the bad shots with the good shots.

Q. One of things I thought when you look at some of the top players they have a suspect day, they tend to say, I did this pretty well.

I did this okay. Instead of, I can't putt. It's a complete attitude of maybe not accepting what you need to accept.

**STEPHEN AMES:** No negatives. I've always done that, too.

Q. Taken the positive?

**STEPHEN AMES:** Yes, I never reflect on the negative.

Q. When you get ancy, what do you do different? How does it affect your game?

**STEPHEN AMES:** I usually slow down trying to figure it out which is the wrong thing to do. You should be speeding up and trying to just let it happen rather than trying to make it happen. That was one of the biggest things that we changed at Disney, when I won, was that my putting routine from 15 to 20 feet, which I was No. 1 in the stat for the year. I didn't realize that.

Q. You were?

**STEPHEN AMES:** I was. I didn't realize that, was three times quicker than anything from 8 feet in. I was like, are you kidding? He says, no. I was quicker, he timed it. It was quite shocking. So I looked at that and that was one of the things that I changed over the weekend.

As I said, the putter started to come out. I didn't hit it any closer. I just started making those 8 footers which you should make one out of three or one out of two at least.

Q. You trust your first read?

**STEPHEN AMES:** First instinct always, yes.

Q. How old are you now?

**STEPHEN AMES:** 45.

Q. I was going to say 42?

**STEPHEN AMES:** 46 this year.

Q. Do you start embracing the clock at all?

**STEPHEN AMES:** I thought about retirement about 10 miles just down the road here. We are looking for a family place here. This is where we are going to retire, four months here. The other eight months playing golf and being Calgary. It's rough here, Doug.

Q. Are you half serious about retirement? Do you count the days you have?

**STEPHEN AMES:** No, I'm not counting those days. The win has just now taken me into the Senior Tour completely. I don't have to worry about a year of playing under an exemption, or anything which is great. I'm looking at playing. I would like to continue playing. The biggest thing about getting into this age, like everybody else, 45 and 46, have had this shoulder done, and that knee done. I haven't had that problem.

So the biggest concern is to stay as healthy as possible, which I have done. Only because I don't hit a thousand golf balls every week.

I have a nice mixed bag of playing and doing the bunker play which is laying on the beach for two and a half weeks which is great and 4 o'clock Mai Thais.

THE MODERATOR: He was telling me about surfing.

**STEPHEN AMES:** He has done it. Getting out there and paddling. I can handle that. But getting up, which I haven't quite gotten up yet. We'll get there and the coral reef at the bottom.

Q. How do you think The TOUR is going to go this year, a big year with the economy, missing Tiger?

**STEPHEN AMES:** I don't know. It's all a package deal now. It's hard to say. Let's put it this way, I think Tim's hands are full.

He has a lot of selling to do. I think they have to look at things differently and how they sell themselves now.

The biggest one that we talked about the last couple of months is giving the sponsors opportunity of having a package where you're in three weeks of prime time, and two weeks outside of prime time, and swapping the events, different dates, which I think is a wonderful idea because you know you are going to get Tiger, or Phil and those guys playing those specific dates all the time. So the sponsor will be happy having them at least 3 of the 6 or whatever. They know they are going to get prime TV. At this stage, it's quality service, quality of time that they are seen on television.

Q. Do you think a lot of the players understand how important they are to that equation as far as their exposure to the sponsors?

**STEPHEN AMES:** That's a good question. I'm not sure if they are. I think some of us are. But I don't think a majority of us are. I would say the old school boys, I guess I can put myself in that category, can understand the picture, how that scenario works. I like the idea that they've come up with, if you are not playing in the Pro-Am, you have to do an outing with the sponsor for an hour.

I think it's a wonder stepping stone for the younger guys to learn how to deal with sponsors and being with other people in general when playing in the Pro-Am, so that they have that opportunity before they become a super star or elite player.

Q. How much are you going to play?

**STEPHEN AMES:** Quite a bit actually. This, next week, San Diego, LA and Match Play. That's a big West Coast for me.

Q. Did you consider Pebble at all?

**STEPHEN AMES:** No, never. Not my cup of tee. Sorry.

Q. Did you play in the Pebble Open?

**STEPHEN AMES:** No.

Q. Have you ever played Pebble Beach?

**STEPHEN AMES:** Yes, I do in my simulator.

Q. Have you ever played that golf course?

**STEPHEN AMES:** I have, yes. I have played in the Callaway Invitational three times. It's a good time of the year.

Q. It's a lower key event, November?

**STEPHEN AMES:** It is, yes. And the golf course is in better shape, too.

Q. Do you like this rotation, Augusta, Pebble, St. Andrews and Whistling Straits for Majors?

**STEPHEN AMES:** These are all good golf courses. Yes. I do like them, all of them.

Q. All favorites of yours would you say or is that stretching it?

**STEPHEN AMES:** Every Major is a favorite to some extent. I think the PGA has gotten better with the golf courses they are starting to pick now and set up wise. It's probably the fairest of all of them. Augusta, that doesn't change. St. Andrews, that's probably the quirkiest of all of them. Something you got to get used to.

Q. How do you do that? Do you embrace the quirkiness?

**STEPEN AMES:** You embrace it and see things differently. It's going to be a longer golf course, 72 or 7300. I notice a couple of the tees when I went back and played pre-British warmups. I've played St. Andrews a couple of times. A couple of the caddies showed me where the new tees are going to be. Whoa, massive difference they are going to make.

Q. What's going on at home, business is still good, restaurants?

**STEPHEN AMES:** Yes, five restaurants. Opening another one in the spring, so that will be six. They are all doing well considering the economy how bad it's been.

MARK WILLIAMS: Thank you.

STEPHEN AMES: Thank you.

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