



## **After the Buzzer**

**Transcript:** Bob Wallace's interview with David Cornwell of LIV Golf.

**Episode posted:** August 12, 2022

Bob Wallace: Welcome once again to After the Buzzer. Since the last time we visited and Tom McMillan was our guest, we spoke of the challenges facing big-time college athletics. We will continue to explore that in the future, especially as we just passed the one year mark with a name, image and likeness scenarios. But today, we are looking at one of the biggest stories in professional sports, and that is the launch of the new golf tour, the LIV tour, which is being spearheaded by golf great, Greg Norman. The LIV has taken on the PGA and has attracted several of the world's top golfers including Dustin Johnson, Butch Kepka, Bryson DeShambo and long-time golf favorites, Sergio Garcia and Phil Nicholson. In the middle of this launch is well-known sports attorney, David Cornwell.

This is the second time David has been a guest on After the Buzzer. The first time, we discussed David's career as a player advocate where he represented several prominent players. I have known David for at least 25 years and I am positive this new golf venture has got his motor running. David has a long sports career. After graduating from Georgetown Law School he went into private practice before he was recruited to the NFL as assistant counsel and director of equal employment. Lee Steinberg, also a previous guest on After the Buzzer, before going to Upper Deck. After a really noteworthy stretch representing athletes' conflicting crisis moments, David went to work with the now-defunct Alliance of American Football.

Currently, in his connection with Dustin Johnson, David has been working closely with several golfers as they look into opportunities presented by the LIV tour. In my opinion, this story is one of the biggest professional sports stories of the year; if not, years to come. It is my pleasure to welcome David Cornwell to After the Buzzer, again.

David Cornwell: Hey, Bob. A pleasure to join you.

Bob Wallace: You doing well? We were just, off the air, we were just talking about your kind of love for golf and you been playing a lot lately?

David Cornwell: I have been, and you know, the most amazing thing about this project is that people don't think playing golf is a bad thing. I got to play in the Pro-Am for the Saudi International this year in February in Saudi Arabia. I played in the Pro-Am with Phil Nicholson. And you know, golf is just part of the lifestyle as you mentioned and I'm addicted so this project doesn't even feel like work.

Bob Wallace: So when you play golf for fun now, I mean, you always hear people, in fact I heard Nick Saban being interviewed yesterday on TV and he says, you know, I play golf and I lose a lot of money. So when you play golf for fun, and I'm not good enough to do it myself, do you have little wagers on the side?

David Cornwell: It depends. You know, I've got some deficiencies. One of my buddies says it's because I play point guard, but if you look on golf telecasts, sometimes you'll see a camera or with Sam standing behind the T box or standing behind a player on the fairway. What isn't clear though is how far back those people are from the golfer. If you look, though, on the key box where the other golfers stand, they actually stand in front of, facing, the golfer who has the T box. So I can't hit a golf ball with somebody standing right there behind me and 99.9% of amateurs, that's the spot they gravitate to where somebody else is hitting a golf ball. They stand behind the person to watch their ball because in my backswing, my eye catches that person. I don't see him when I'm setting up for my shot but my eye catches that person in my backswing. One hundred percent of the time I shorten my backswing and don't need a good ball. And the other thing is movement. For some reason amateurs say they get extra point, maybe a ribbon, if they stand close to their ball, even if doing so obstructs the golfer who's playing. Golf etiquette says clearly, you're not to stand behind a golfer or behind the ball – the hole, at any time, and yet when you mention that to somebody, you know, 89% of them want to either argue and make some comment about your field of vision. So instead of moving, they think they're capable of determining what you should see, and I'm not willing to have that conversation. So, if we're going to play golf by the rules of golf, yeah, I'll bet. But if we aren't, I'm not going to take a stroke because somebody else breaches the etiquette and I'd rather not have the discussion. So it depends.

But you know, the true nature with golf competition is the golfer competing against the course and not the other golfers in his group.

Bob Wallace: Right.

David Cornwell: So you have four people in individual matches against the course and at the end of it, you just count it up and see who did better and that's who wins the bet. But again, amateurs for some reason think you're competing against each other and, you know, get involved in the type of chatter you might find in a 101 basketball game and again, that's not golf to me, so if that happens, I'll just dial out of the bets. I've won a bunch of trophies with my golf group so I can play.

Bob Wallace: Okay, good for you, alright. And your handicap is what? Is it --

David Cornwell: Some will say I'm a nine but it's down to 14.

Bob Wallace: The more you play, the better you get, just like anything else, the more you play, the better you get?

David Cornwell: Not at all. Not at all. I don't think there's anything that I've ever done in my life where, you know, there's a closer connection between your mind and your physical execution. You can't fill the golf ball if you're not confident about your swing, the golf ball will let you know it. And I just finished a motorhome trip with my daughter, grandson, brother and niece and so I had to play for about four to five days. I wasn't playing particularly well before we left and I played earlier this week and hit balls yesterday and I'm playing much better so the time off helped.

Bob Wallace: Yeah. When I used to play basketball, I said, you know, the first time I came back from playing, that was usually the best I played, and then I went back to being myself.

Bob Wallace: Alright. Let's talk a little bit about the LIV tour and how did you get involved with it?

David Cornwell: Through Dustin. I represented Dustin since probably 2015, 2016, as kind of his primary, in a general counsel role, primary outside counsel. And he had been talking to representatives of -- well it wasn't LIV at the time, with representatives from Saudi as well as LIV. LIV stands for, it's 54 in Roman numerals and an organization called Performance 54 where leadership includes Jeb Moore, who is an outstanding presence in

the golf world from, I think it's from Moore. So the conversations with those folks had been going on for I think the better part of the year and then the summer of 2021, it ripened to contracts being distributed and that's when Dustin brought me in to work on it. And there were Phil Nicholson and two other players who were involved as founders so the four lawyers representing most players met with representatives of the Saudi Public Investment Fund, Performance 54 and other related companies about getting this thing off the ground, and you know, did a fantastic, fantastic project. I'm super excited to be involved in it. I love it.

Bob Wallace: Sort of, if you could, just walk us through the early stages of your engagement with that group and with Dustin. What was their vision and what did they, what is your understanding of their vision and is it the same as their understanding or what they've articulated as their vision for the tour?

David Cornwell: It's so, you know, things have evolved since then but kind of painting in broad strokes. The concept is that there's be 12 teams of four players, a total of 48. The 12 teams will have principal players who also have an equity interest in the team. They will play, I believe it's a total of 14 tournaments over the course of the season and will have a championship as the 15<sup>th</sup> tournament. There will be individual, same as what we're seeing now, individual and team competitions at each tournament with a \$25 million dollar purse to be distributed to individual uh, as well as, I think individuals will be all 48 players and I think for the top three teams. Generally, that's what the structure was. And through some --

Bob Wallace: But why, why teams in golf? Innovation, you said?

David Cornwell: Yeah, innovation, uh, you know, one of the most exciting times in golf is Ryder cup and player presence cup where their team competitions really kind of changes the dynamic of the game much like what we were talking about, you know amateur betting. So these are pros playing for a lot more money but they don't, but they can abide by the etiquette of the game even though there's a lot of money on the line so they don't the disruptions that I experienced. It's really uh, so that was the concept. You know, there were some hiccups in the process between last summer and this summer and they adjusted probably in March I think, the concept to go with a shorter period, I think it's eight tournaments this year, ten next, and still having the team competitions and the

individual competitions but each week or each tournament there is a new draft so while Dustin is the principal player, he doesn't play with the same four players each time and that will change once the concept takes off in two years.

Bob Wallace: So who are the four principal players? It's Dustin --

David Cornwell: Dustin and Kilm. The other two haven't been identified so I'm not going to do it.

Bob Wallace: Okay, alright.

David Cornwell: I know who they are, but yeah, yeah.

Bob Wallace: So you, you, a tournament basically kicked off what, last month or two months ago --

David Cornwell: I guess it was two months ago with LIV London.

Bob Wallace: Right.

David Cornwell: Um, and it was remarkable in so many respects, not the least of which, it must have been a Tuesday. I think their first day was Thursday. They moved it up for the players to travel I think and it was a PGA championship. But walking out on the driving range where there's music, you could feel an energy. All about the draft, Kevin Nozz, caddy. Kenny had come up with some philosophy, his own draft board, basically, on the practice range for Kevin to follow that night at the first draft. Kevin did not follow it so at the end, during the post-draft party, Kenny was threatening to fire Kevin [*laughs*]. There was just this level of buy-in that was, the only way you can describe it was energy. And Performance 54 is outstanding at staging a golf tournament, you know, the hospitality areas, I mean, they've just done an outstanding job so it was really a successful inauguration. I think I told their leadership that, you know, if there were seams in that presentation, they certainly didn't show. It was perfect. And then, I think --

Bob Wallace: Now --

David Cornwell: What?

Bob Wallace: No, go ahead, I'm sorry.

David Cornwell: I was just going to say that that energy, and I said at the end of the London tournament, wow, man, I, how long are you all are going to be able to capture that energy? That was something. And then in Portland, the energy actually took on another level and the way that I described it to Taylor Gooch, one of the players, is, “You all are sick. You all got problems.” And he started laughing. He’s like, “Why?” I said, “Man, you could feel the competitive switch go on, on the practice range before the first day of the tournament. It was really remarkable, to the point where I was standing near Dustin. I wasn’t sure that he wasn’t mad at me for existing. I just don’t know what, what’s going on. But he was just dialed in, you know. And it’s great golf. Great golfers playing great golf and the energy is really the thing that is most notable to me about the actual “games.” It’s extraordinary.

Bob Wallace: So at London and Portland you 48 golfers participating? Is that what you had?

David Cornwell: Yes, yes. Both individually and as part of teams.

Bob Wallace: As part of teams. Out of the 48 players, would you say, how many are there in the top 100 of those, all of them?

David Cornwell: Um, not all but a substantial number of them are in the top 100. I’m not sure what the cutoff is, you know, top 50 to 100. I don’t know if there are any top 10 players in the league just yet. I think Dustin is falling out of the top ten.

Bob Wallace: Is it Dustin --

David Cornwell: Let’s hope – I think he’s fallen out maybe to 13. So, I’m not --

Bob Wallace: So. Go ahead, what did you -- So when you look at, you know the LIV tour as opposed to the PGA tour, why would a guy decide that he’s going to leave the established tour which I guess they’ve kind of joined a line in the sand in the PGA tour that you can’t do both and go to the LIV tour.

David Cornwell: For a number of reasons, um, and you’ve lived through this. You and I have lived through this. It’s a free agency and, you know, a player will choose a different team and free agency in the team sports for a whole collection of reasons and similarly players have chosen with free agency, a new team, LIV, for you know, as many different reasons as players. But what this boils down to is that LIV has offered choice. It’s not free agency

to golf, and players have chosen it for any number of reasons. Some of the more popular players were presented with you know, both with greater control over their careers. The PGA tour mandates that a member of the tour plays 15 PGA tournaments a year and even though you are, have either completed or are on track to complete your 15 mandatory tournaments, you must get permission ... from the PGA tour to play on a weekend where the PGA tour is also staging an event and I think the PGA tour has a tournament 46 or 48 out of the 52 weeks. With the majors, the four majors plus the players championship, a player knows that they're going to play 20 events a years. That may not seem like a lot to some but it's a lot for players, especially as life begins to seep in with the family, marriages.

And there are all sorts of considerations that go into this. You know, the PGA tour, the PGA professional golfers are the only professional athletes in America that I know of that actually pay to play the game. The --

Bob Wallace: Now what do you mean by that? They have to pay?

David Cornwell: A fee is paid every year to participate on the tour if you're eligible. As part of that fee, payment of the fee, you also grant to the PGA tour your media rights which is the worldwide right to record and sell you playing golf at any time in a tournament and there's no like, with group licensing rights in the traditional sports, you'll grant those rights but then you'll be paid based on the amount of times they use you over the course of the year. That's not the case with the PGA tour. They take that money and they keep it.

And in addition, a payer plays, a player pays the cost of travel, lodging and meals when they fly to participate in the tournament and usually get there on Monday or Tuesday in tournament week, rent a house and a player pays a coach, a caddy, a trainer and perhaps also a physical therapist for their services but also pays for those, that support team to fly with the player to the tournament flight during tournament week. So players incur substantial amount of money, expenses, to participate on the PGA tour. If you don't make the cut in the tournament, you don't make any money. And if you're not high enough on the leader board, you don't make enough money to cover your expenses for that week. So it's really an odd, odd, business model to be surviving into the 21<sup>st</sup> century in American sports.

There have been, you know, any number of kind of dust-ups between the PGA tour and some, one or more players on the tour, about this business model, and you know, the financial ramifications of it, the implications of you giving, granting your media rights in perpetuity, and you know, any time that you see a highlight of a player playing in a manner that is commercially exploiting golf or the players' images, you know, that's a commercial transaction that generates money but it's not paid to the player. It's paid to the PGA tour. They'll tell you that that money is used to fund purses and I'll tell you that that money is used to fund an expense ratio of 48% of what they spend to run their business.

And you know, they don't have what traditional sports have, which is the infrastructure and operating costs. They don't have a stadium. They don't buy, build or operate a stadium. They don't buy, build or operate a practice facility. They don't pay coaches, scouting and, you know, training staff. They don't buy equipment and they don't pay players when they're injured. So I'm not a numbers guy but it's hard for me to understand a 48% expense ratio when you don't have those traditional costs of a major sports league, yet you have the revenue which you traditionally find in a major sports league; broadcasts, licensing and sponsorship, game day revenues. And those are kind of roughly the same buckets that other foundation of the NFL's collective bargaining agreement would be an FLTA. So you have the revenue of a major sports league, major sports league with revenue, but it's very unique with respect to infrastructure and operating costs yet it has such a high expense ratio, the result of which, is that a bunch of money isn't passed to the players who spend a bunch of money to remain eligible on the tour. They mandate that you spend those travel expenses at a minimum for 15 tournaments. So it's a business model that --

Bob Wallace: So which draft --

David Cornwell: I'm sorry?

Bob Wallace: You raised a number of points that I wanted to ask you about and I don't want to lose the order of the flow of the conversation. But I'll just strike. You mentioned the buckets and, you know, the revenue that the PGA generates or that sports generate. The LIV tour currently does not have a network television contract. Do you see that as a problem?



David Cornwell: Uh, not now, but you know, down the road, you know, the LIV is being backed by the Saudi Public Investment Fund, which, you know, I've seen the list of American companies that have accepted substantial investment. And it's a page and a half on a spreadsheet. And so LIV is being funded by this Saudi Public Investment Fund so in the short term, the absence of a television contract is not a major issue because they have the money to operate without that revenue. But yeah, this is ultimately for-profit commercial exercise and, you know, so you got to build up the popularity, the eyeballs, the traditional assets, that a sports league will have in order to sell broadcast rights. But it's not a problem in the short-term.

Bob Wallace: So you also mentioned, the various things that players are responsible for in the PGA tour. Are what you are then saying is that in the LIV tour, that they are being traveled, training, those kind of expenses that an individual player has to maintain, are they being provided by the LIV tour?

David Cornwell: So the cost of the service which you pay your coach, caddy, personal trainer and physio, is still covered by the player but the travel expenses for your team is covered by LIV.

Bob Wallace: Right. I guess we all saw the highlight of the plane trip. I guess it was front London. It looked like they were having a -- were you on that plane?

David Cornwell: Uh, no.

Bob Wallace: It looked like they were having a --

David Cornwell: Yeah, so that was a trip from I believe Portland to Scotland to play in their J.P. McManus Pro-Am, um, and I'm pretty sure there's going to be a no cell phone policy on the plane going forward.

Bob Wallace: As you look at some of the criticism from the players that have not joined the LIV tour, and I guess today, who joined? Cameron Smith joined?

David Cornwell: We, I know Henrik Stenson, I know, was announced --

Bob Wallace: Yes, Stenson joined, oh right, Stenson joined. Stenson joined. But you get, I mean, I guess the two pushback guys, the most have been Tiger and Rory, who have been very

critical of the LIV tour and, you know, to some extent, you can take for a grain of salt what two guys that are probably making more money off of the PGA tour than anybody. But their criticism and at least Tiger's criticism was what's going to keep guys from working harder if they have these, if there's not cuts, there's guaranteed money, and all those things. What do you, do you have a comment about those things.

David Cornwell: I'm not going to take on Tiger Woods on an issue in golf, but you know, the NBA, major league baseball, the NFL and the NHL has certainly survived with large contracts, some level of certainty about the condition on the team. I don't think that these professional athletes need the incentive uh, you know, spending their own money, to be good. And if they did, they probably wouldn't be very good, you know. You and I know that professional athletes in any sport are remarkable men or women who are just wired differently than other people and they're competitive to the level of me saying to Taylor Gooch, you all are sick, right? But it's, it's the essence of sport across the world and certainly in America, that these men and women have a level of commitment to meeting the standard, Coach Tomlin said, the standard's the standard, in a way that it's so extraordinary that it's entertainment. I play the same game and I don't play it like they do. So I disagree that the business model of the PGA tour is designed to promote excellence on the course. It's a relic. And you know, we've just challenged it and the players who have left have goaded on, you know, the perception, their belief, that this is the business model to follow. They voted on leaving.

Bob Wallace: So let me ask you something. The other criticism obviously that you've heard is, you know, that this is a league supported by the Saudi government has been used as a reason why players should not play in that league. What do you say to those criticisms? When you have those conversations with clients, what is the conversation about? Is that raised by them and there is a concern? I mean you just mentioned that there's a page and a half of American companies that are part of that investment but that's a criticism that you hear a lot. This is --

David Cornwell: So, yes. And so first, you know, any person's reaction to this is a personal reaction which I, you know, they're entitled to have. My personal reaction is that I have heartfelt sympathy for Jamal Khashoggi's family and for the 9/11 families. I can't imagine what that void must feel like for those people every day. I can't imagine. And nothing that I do or say is going to change that heartfelt sympathy that I feel for those

families. I, however, disagree that the response necessarily has to be that American golfers have to boycott free agency in golf. I mean, that's not the standard to which we hold professional athletes in America. I also don't agree with the logical extension of the criticism which is Saudi is bad and we should keep it bad. That criticism, you know, also bleeds into the use of the term sportswashing, that our colleagues in Saudi Arabia are using sports to sportswash its human rights records. And when I hear journalists and the sports industry say I'm stuck, I can understand why the layman would have that point of view but generalists in the sports industry that would make that argument demonstrates ignorance of the industry in which they try their trade. Sportswashing started in --

Bob Wallace: Explain that, explain that further, why you said --

David Cornwell: Sportswashing started in 700 A.D. with the first Olympics. National fate from Greece laid down their horns to compete in the Olympics. Sports was used for, as a tool for political and cultural engagement. If that's sportswashing, it's sportswashing. It makes a difference. And particularly here in America, I don't expect my white colleagues to have the same sensitivity to race as I do as a black man. But the fact that I'm not expecting to have the same sensitivity doesn't change the facts about race in America generally and race in sports specifically.

Sports have been used in America as the tip of the spear in the civil rights movement starting with Jeffery Cohens, Jackie Robinson, Mohammad Ali, Kareem Abdul-Jabar, Jim Brown, Bobby Mitchell who make this seem endless.

Bob Wallace: So when you have that conversation --

David Cornwell: Sports changed American culture and from Graham McDonald to Sergio Gardia, Taylor, Dustin, Phil, I don't think that I've talked to any player, Louis Oosthuizen, Charl Schwartzel, who hasn't embraced the idea that they can do good with good golf. I mean we've already seen it. In Saudi in February, we had kind of a leap of drivers that would take us to the course, to the hotel, to an entertainment area. Fifty percent of my drivers were women. I saw women working in the airport. These are things that didn't happen before. It keeps golf as part of the curriculum in elementary school. If that's sportswashing, give me sportswashing. The history of sports in the world is that it brings about political and cultural change in a positive way. You can have journalists ignore that. It's stunning to me. But --

Bob Wallace: Do you raise that with some of your media friends in your discussions and what is their response to the voice that you have just raised?

David Cornwell: I haven't seen anyone drop the canard, so I guess they rejected it. And yeah, I've spoken to the guys. And on a personal level, they agree because I also tell them I don't quite get how you are comfortable looking across the world and talking about human rights violation in Saudi but you don't look down at your own feet and see that you're standing on the rubble heap of human rights violations in America. When we talk about sports, diversity of sports, one of the key areas is the sports media and like now, looking across from Saudi demanding a better human rights practices while standing on the results of a human rights violation, racism in America. Come on, you can't believe that only qualifies writers to cover sports that are white. Got to be all white for some reason, right? It's even in all the sports.

So again, the response to human rights is necessarily personal um, and I think that we can have sympathy for, you know, whether it's the Khashoggi family, the 9/11 families, or other people that have suffered from what we view as human rights violations, what have been called the human rights violations, you can have sympathy for them and still be engaged in this endeavor. In fact, doing so might be one of the key catalysts to change.

Bob Wallace: You know, what's been interesting, David, and you mentioned the media a little bit, is it kind of Hawkins back to the beginning if you look at football, which both of us – that tradition, and the AFL and the NFL way back before they merged and the NFL always had a special place and the media sort of diminished the AFL. I would say that that has happened less in the few years I think the media has accepted the beginnings of new leagues. It seems to me just from the outside looking in, that LIV tour has not gotten the same sort of period of let's see what it is before we say it's no good.

Do you see that or you know, it seems like the mainstream media. But I hate using that term. It's not really giving them their fair shake. Do you agree or disagree with that?

David Cornwell: Um, I agree that the coverage has been you know, overwhelming negative, so you know, take Brandel Chamblee, a very outspoken opponent of the LIV tour because of the Saudi connection. That's what he's focused on. I'm like man, you got to be kidding me. You better not have ever played a golf tournament, or a round of golf, at a country

club that didn't accept black or Jewish members. And I bet he has. So we know what Brandel will say as he abused something as an atrocious human rights violation because he said it about the Saudi's... is saying which about playing at segregated clubs or playing in Chile. So there's a level of hypocrisy that kind of makes me react in a certain way which is, you know, I'm not trying to convince you of anything and I'm certainly not asking permission to make the conclusions that I made. But I look at you and see a hypocrite.

How many of these media members who are criticizing LIV and the Saudis wrote an article about George Floyd? Raise your hand. Social justice? Raise your hand. Racial justice. Raise your hand. And if nobody's hand went up, if nobody's hand went up, what does that tell you? Take journalist away from their title. It's blabbermouths. They're just flapping their gums.

Bob Wallace: Well as I started to say, is, those of us who know David know that he does not hesitate and has not during this conversation, to tell us exactly what is on his mind. And David you make some great points there and we've seen what happens in American sports when people do take a position. Colin Kapernick, uh, some of the other athletes that have stood up and whether, how they treated. So your points are very pointed and worth further discussion by people as they continue to look at that tour and the backing of the Saudi government. I think it's an important context that you put it in. So let me ask you and just as we come to a conclusion in all this, do you see, and again the strategy of start leagues, whether it was the XFL, the USFL, is eventually to merge with the more established league. Do you see that, these two NFTs, the PGA tour and the LIV tour ever getting together to work out a partnership where they grow golf instead of, you know, sort of, being in a firing squad against each other?

David Cornwell: You know, it's difficult to see it now with, you know, the extent to which the PGA tour is really leaning them to its opposition to LIV and the concept. You know, I mentioned innovation earlier and the structure of the LIV concept is innovative. Now the PGA tour dismissed it as being exhibition, right, the tournaments are being exhibitions, yet they've already copied it with having no cut coming up with, announcing that they're going to have some no cut, high purse events. But they, and you know, their leadership and their vocal members have been so vocal and kind of mean-spirited in their criticism and opposition that I don't know how they get back to a strategic partnership from where

they are. I just, I don't think that LIV was rejected. There's enough space in the golf ecosystem for LIV to exist independently of the PGA tour. But the innovation, the opportunity that the PGA tour clearly doesn't see, and I think the folks that I know in the LIV group clearly do so, is that, you know, we could have a worldwide golf super bowl. Imagine that. Golf is one of the most popular sports in Asia. Imagine if we introduced an innovative concept for golf in Asia, Thailand, you know, but I think the PGA tour thinks they own golf and the commercial exploitation of it. Well, okay. You don't, and we can do this without you and so far, that have passed.

Bob Wallace: Do you see LIV, and I guess something that they're looking at women's golf too as a possible outgrowth, and a sort of -- bringing that concept to the women's game?

David Cornwell: The Saudi, Golf Saudi certainly is because it now has an Aramco series which is a series of golf tournaments in women's golf and they also, Aramco is also the sponsor for a number of women golfers. Um, you know, I'm not suggesting, not pointing my finger, you know, to start criticism of the women golfers but you don't hear that kind of criticism about that, that you hear about the men golfers. But golf Saudi is changing the nature of golf in the world and using golf to change the culture in Saudi which is exactly the way it should work and, you know, those who criticize it, I'm not going to lump the families in because I don't know their pain but I can imagine and I'll acknowledge that if they're pain is understandably enough for them to you know, put a stick in the ground to, you know, cast and cement their position, I respect that. I understand. But, you know, whether it's the PGA tour or the media, you know, it's just, okay, I don't think because you have a position now mean that I can't disagree with you and I certainly don't need your permission not have my own position, which is you all are missing the boat. This is exactly what should be happening in sports. It's happening in the four major sports in America already.

Bob Wallace: What role --

David Cornwell: The PGA tour should be saying we're glad we got into this century with this business model. We knew it was going to be time for a change at some point.

Bob Wallace: What role, David, would you like to play in this involvement as now as you said, I've heard you say it, now that you're a golf lawyer?

David Cornwell: Yeah. Uh, you know, obviously ... so I'm enjoying the involvement that I have with, I guess I represent ten players on the LIV tour and um, a total of 12 professional golfers. Two are on the PGA tour. Um, so I enjoyed that. I don't know how that ripens in the future but I certainly want to stay involved on the player side. And one thing that you'll be stumped to learn is that, you know, golf agents, unlike agents in at least football, basketball and baseball, are able to recognize that, you know, they have more comment interests than adverse interests and the only thing they compete on are represented players. After that, all the interests have come so we've had some very productive meetings with agents as a group and making sure, you know, players' interests remain focused and we continue to work to protect our interests.

The other thing is, you know, you mentioned it earlier, the life of American Football, you know that wetted my appetite for league administration. I think I've told you I've said to the commissioner, to Roger, Commissioner Gadell, um, I didn't know I knew this much football, but you know, I have a good grasp, I think, on league administration, the connected tissue. So I've worked with, you know the lib lawyer and you want to put, to protect the integrity of the game in your, you know, operating documents, you know, those type of things. So I enjoy that part too. But you know --

Bob Wallace: But, David, oh I'm sorry.

David Cornwell: I was just going to say, you know, one of the, I think, the greatest features of my career, you know. I've been blessed to do what I like doing without necessarily falling into the structure of anything and this kind of mirrors that, so. I like those two things so I think I'll figure out a way to be involved with it.

Bob Wallace: Well, your career has, you know, really been a total career. It's been one that's touch players, leagues, individuals, entities and you've been successful at all of those. And as I said, David and I have known each other for over 25 years. We've served on, worked on a number of projects together, served on the sports lawyers association and I consider him a good friend and a very, very smart lawyer who continues to make an impact on things, all things sports and the law. So David, I want to thank you very much for joining us. I think you have raised some unbelievably interesting topics and ways to look at it. I hope our listeners get a chance to take the time to listen to it and think critically about what you said instead of just, you know, something that I disagree with. So thank you

David for and to our audience for listening to this podcast and hope you've enjoyed some of the other programs.

If there are other subjects you would like to hear us discuss, let us know. You can provide your feedback by going to Apple podcast and going to the ratings and reviews section for our podcast and if you're listening to Stitcher.com, go to Stitcher.com. Again, thank you, David, thank you very much. We'll be in touch.

David Cornwell:        My pleasure. Great to be with you.