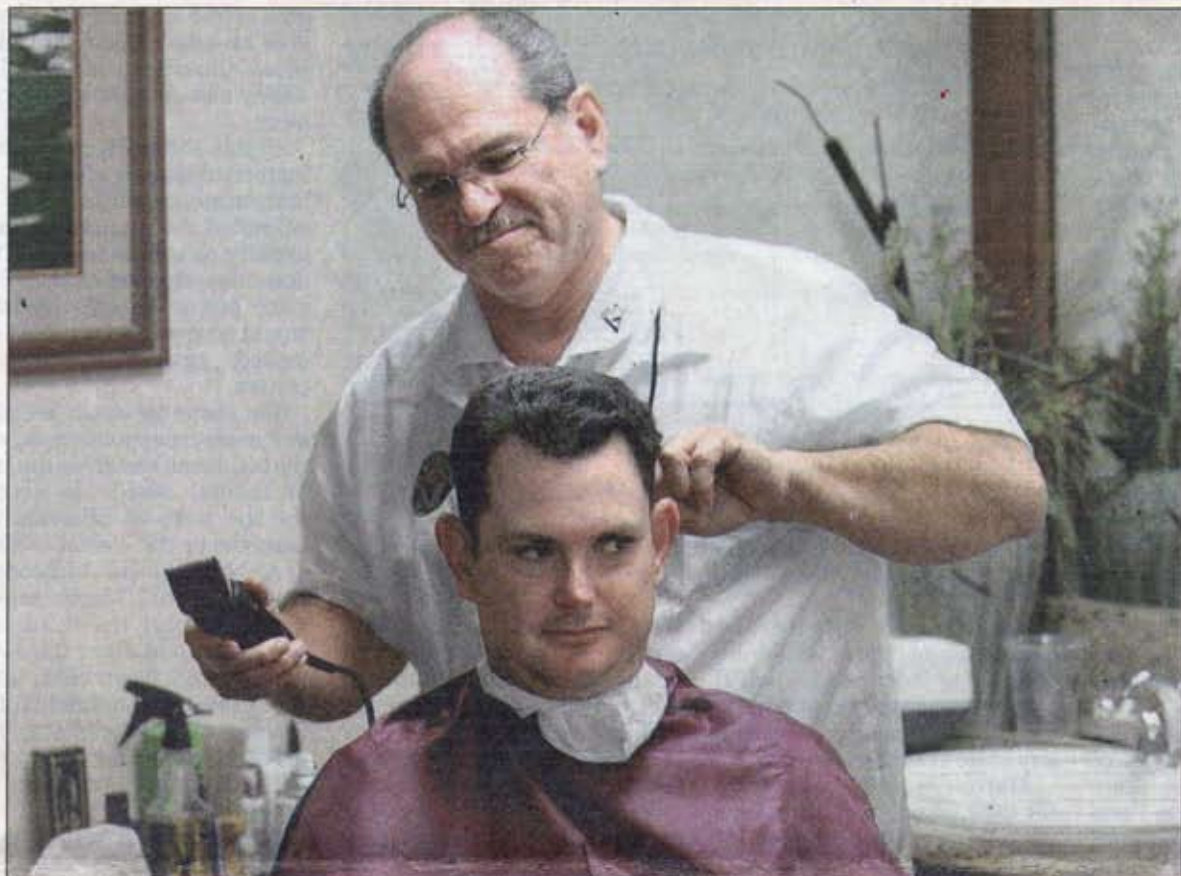


Life is sweet on the PGA Tour



Barber Mario Herrera cuts the hair of PGA player Rory Sabbatini in a makeshift barbershop in the TPC Clubhouse. The barbershop at the FBR Open is staffed all day for free haircuts as part of the pampering given PGA players.

Mike Rynearson/The Republic

You don't have to win, just showing up worth perks

By Doug Haller

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SCOTTSDALE

Perform well enough, and the PGA Tour provides a nice life. Big tournament purses, plenty of exposure.

Then there are the perks. Not for winning. For just showing up.

This week's FBR Open at the Tournament Players Club of Scottsdale attracts golf's top players every year. That doesn't happen without a few dangled carrots.

Think Disney World for adults. Accommodations galore.

The tournament-host Thunderbirds have fully loaded cars waiting for the golfers at the airport (some with televisions.)

They have gourmet chefs cooking in the clubhouse.

Fans flock to FBR Open

The FBR Open has attracted an estimated 7.77 million fans since the tournament moved to Scottsdale in 1987.

Day	Record	(Year)	2005	2006
Mon.	22,520	('01)	7,150	7,100
Tues.	45,000	('95)	27,150	30,380
Wed.	58,100	('98)	47,835	
Thurs.	78,864	('05)	78,864	
Fri.	117,000	('01)	115,733	
Sat.	165,168	('05)	165,168	
Sun.	119,600	('02)	75,947	
TOTAL	529,210	('02)	517,847	

Source: The Thunderbirds

JEANNE HERNÁNDEZ/THE REPUBLIC

They have two barbers ready to deliver at a moment's notice.

"Obviously, you can't pay the pros to come and play, so we work on our relationships with them," said FBR Open

Chairman Mike Haenel. "We provide transportation. We've created a great clubhouse for their families, providing them first-class service. We do everything we can."

More golf coverage

■ Gourmet food and other player perks. **Story, map, Page S4**

■ More stories today in the News, Business and Sports sections of *The Arizona Republic*.

■ Continuing coverage all week in the *Scottsdale Republic*.

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