

The Sales Representative of the Year Award recognizes an outstanding Golf Sales Representative in the Kentucky Section.

This year's winner, Doug Schoerke of Callaway Golf:

- Develops retail partnerships with Callaway and Odyssey products to Kentucky PGA members and apprentices
- Works to develop and train advocates for Callaway and Odyssey products so that each member can sell and custom fit for their patrons
- Promotes golf products and provides custom fitting to golfers that help make the game easier to play
- Provides sponsorship money to the KPGA to promote the game of golf through their on-going programs that grow the game throughout the state
- Actively participates in over 30 product demo days throughout the Section and provides expertise to KPGA Members in the area of product knowledge and custom fitting