



# PGA

Kentucky Section

## 2017 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

**Name of Nominee:** John Perdue  
**Category:** Sales Representative  
**Facility Name:** Titleist  
**Facility Address:** 11818 Wetherby Ave. Louisville Ky 40243  
**Facility Phone Number:** 774-200-1154  
**Nominee E-mail Address:** john\_perdue@acushnetgolf.com

1. Please briefly describe the nominee's service to the local Section and to the Association.  
Partnering with hundreds of PGA Members and apprentices within the states of Kentucky, Indiana and Illinois the last 15 years has allowed me to develop and grow key relationships both personally and professionally. I'm very excited and anxious to meet new people in the Kentucky Section as friendship means so much to what we do. The recent years in our industry have shown that personal face to face business relationships are incredibly vital and must stay evident to maintain and grow the golf business.
2. Please briefly describe the nominee's contributions to the game of golf in the Kentucky Section.  
Sponsorship of Kentucky Section events is a critical component and extension of overall partnerships. The last 15 years I have been directly involved in the Titleist/Foot-Joy Team Championship held at Gay Brewer Golf Course at Picadome and this has allowed Titleist and Foot-Joy to touch 100+ serious golfers annually with brand awareness and social interaction. In addition to sponsorship I support 73 Titleist Staff members with Titleist golf clubs and over 200 customers with the Titleist golf ball for both tournaments and recreational play. I donate thousands of Titleist and Pinnacle golf balls to various charities in the Kentucky Section throughout the year and provide golf courses Titleist golf equipment at deep discounts for their tournaments. This is all in addition to servicing and supporting the nearly 140 direct accounts in my territory.
3. Please briefly describe how the nominee promotes the game of golf in the community and throughout the Section.  
Growing the game of golf is of the upmost concern for the continued livelihood of everyone in the golf industry and promoting the game in our community is a key component. I participate in Play Golf America days throughout the Kentucky Section and put on 70 demo/fitting days at various golf courses throughout the season allowing all skill levels to try and buy the equipment best fit for them. I spend time each day educating and promoting the advancement of golf ball and golf club technology to consumers and golf professionals so they are better informed with their buying decisions.

4. If you are a Sales Representative, are you a member of the Kentucky PGA Vendors Circle?

YES

5. If you are a Sales Representative, does your sponsorship money come through personal or corporate funding?

PERSONAL