



# PGA

Kentucky Section

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

**Name of Nominee:** Stephen McDonald  
**Category:** Sales Representative  
**Facility Name:** adidas/Ashworth Golf  
**Facility Address:** 4303 Nebraska Ave, Nashville, TN 37209  
**Facility Phone Number:** 615-519-9008  
**Nominee E-mail Address:** stephen.mcdonald@tmag.com

**1. Please briefly describe the nominee's service to the local Section and to the Association:**

As the sales representative for adidas/Ashworth Golf, I cover Kentucky, Tennessee, Southern Indiana and Northern Mississippi. With the territory being so large, I have broken it down into "zones" to better organize the facilities within those specific areas. For Kentucky, the zones include: Louisville, Lexington, Bowling Green/Paducah, Northern Kentucky, and Henderson/Owensboro. In all, my territory encompasses 9 such zones.

My selling season comes in two waves. The first starts in early February shortly after coming home from the PGA Show and lasts until early June. It takes roughly 14 weeks to see the 150+ accounts and during this first wave we are selling our fall/winter product for the upcoming year.

The second, and more important wave, begins in late July and runs through early December. The spring/summer season is when our area of the country is considered "in-season" so during this second wave, where we are selling spring/summer product, a majority of my territory sales take place. It too takes roughly 14 weeks to see all my customers and I try to wind down as the holiday season comes into focus.

When I am off the road (June, July, December, and January) my time is filled with helping at member events and holiday parties and catching up with my top customers as they work on their sell-through numbers for the year.

**2. Please briefly describe the nominee's contributions to the game of golf in the Kentucky Section:**

My way of giving back/contributing to the KPGA Section Professionals for all their support, would be through our event sponsorship each fall. Previous to adidas/Ashworth, I operated the competition side of junior golf in Tennessee for the Tennessee Golf Foundation. Similar to the structure in Kentucky, all three golf bodies in Tennessee worked out of a building called Golf House Tennessee and I was able to witness the impact of a sponsorship and what it meant to the overall operation of a

golfing body. From education, to growth of the game initiatives, to event purses, all monies invested in our industry impact the future of this game which is key to being sure this industry continues to thrive.

The ability to sponsor a fall series event where I can interact with my customers and let them know how much I appreciate their support throughout the year, is highly important to my business. They invest in me each season when they decide to bring our product in their shops, and by sponsoring an event I hope I can give back that support.

**3. Please briefly describe how the nominee supports the game of golf in the community and throughout the Section:**

As a sales representative for a golf brand, the support you provide to the golfing community is access to top quality golf equipment/apparel that, when sold, the PGA Professional can use those dollars to support bigger pictures initiatives within the game. Ultimately it goes full circle as these “bigger initiatives” bring more people into the game which in turn allows more product to be sold and more initiatives to be developed.

**4. If you are a sales representative, are you a member of the Kentucky PGA Vendors Circle?**

Yes – our company is a Kentucky PGA Gold level sponsor and I personally am a member of the Kentucky PGA Vendors Circle.

**5. If you are a sales representative, does your sponsorship money come through personal or corporate funding?**

adidas/Ashworth sponsorship funding for the KPGA is a combination of both corporate and personal. The majority of the funding is a national corporate sponsorship that adidas/Ashworth has with the PGA of America. Local funding for our KPGA fall series event along with attendance at the fall and spring KPGA Business meetings are a combination of corporate budgeting and personal budgeting.