



PGA

Kentucky Section

2018 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee: Jeff Ammerman
Category: Independent Sales Representative
Facility Name: Represent Cutter & Buck, American Needle, 2UNDR,
Sundog & Lorente
Facility Address: 201 Gillespie Drive #7206, Franklin, TN 37067
Facility Phone Number: 706-527-6228
Nominee E-mail Address: jeff.ammerman@cuttersales.com

The nomination form should be typewritten.

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

I have been serving the Kentucky Section PGA for over seven years after moving up from the Alabama & the Florida panhandle territory. I have worked with the section and its various organizations including ordering apparel for course raters, rules officials, junior volunteers, the Kentucky State Amateur & various section events throughout my time in the section.

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

Although my efforts are mostly generated towards Kentucky golf professionals and its member golf facilities, I have been able to support key events involving Kentucky amateurs including the Kentucky Section Pro-Am and past Kentucky State Amateurs by providing shirts to participants in conjunction with the Kentucky Section PGA.

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

My philosophy is to always do what is right for the customer, help make them more successful with their buying and merchandising needs and always follow-up in a timely and efficient manner. I make a point to attend the Kentucky Section spring and fall meetings, and I helped organize the first Kentucky Vendor Show held at The Golf House in August 2016 and repeated it again in August 2017 for local golf professionals to meet reps and look at product lines. The goal is to hold this event once each season and to potentially grow it to a must attend event each year with more reps involved and reaching more golf professionals throughout the state.

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?

Yes my sponsorship money comes through the companies I represent. However, I always make a point to attend the events I sponsor and this year I personally funded a new closest to the pin contest for both the PGA professionals and amateurs during the Kentucky Section Pro Am event at Big Spring CC in order to create some extra fun for all the participants.

Deadline – January 2, 2018

Return forms to:
Kentucky PGA
1116 Elmore Just Drive
Louisville, KY 40245
(502) 243-9266 fax

Email Word documents to:
csaner@kygolf.org



PGA

Kentucky Section

2018 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee: Aaron J. Bak
Category: ✕ Sales Representative
Facility Name: FootJoy
Facility Address: 322 E. 47th Street, Indianapolis, IN 46205
Facility Phone Number: 901-451-3459
Nominee E-mail Address: aaron_bak@acushnetgolf.com

The nomination form should be typewritten.

1. Please briefly describe the nominee's service to the local Section and to the Association.
I am the Sales Representative for FootJoy covering accounts throughout the greater Louisville area and Shelbyville, Bardstown, Elizabethtown, Owensboro and Henderson. Annually I review FootJoy's new collection alongside the club's sales history so we can develop a fresh business plan. On a visit-to-visit- basis I work with each club to manage their inventory position in accordance with their ever changing needs.
2. Please briefly describe the nominee's contributions to the game of golf in the Kentucky Section.
I work with my golf professionals to develop a business plan for his or her shop that will service the needs of their customers and enhance their bottom line.
Please briefly describe how the nominee promotes the game of golf in the community and throughout the Section.
I assist my golf professionals with club, corporate, and charity events to grow the game and/or raise awareness of special causes surrounding the game.
3. If you are a Sales Representative, are you a member of the Kentucky PGA Vendors Circle?
Yes.
4. If you are a Sales Representative, does your sponsorship money come through personal or corporate funding?
Both – I use personal funding to pay my dues and corporate dollars to support my golf professionals in their personal and club needs.

Return Forms To:
Kentucky PGA
1116 Elmore Just Drive
Louisville, KY 40245
Fax: (502) 243-9266
Email: csaner@kygolf.org



PGA

Kentucky Section

2018 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee: _____Mark Krahe, Jr._____

Category: ☒ Sales Representative ☐ Media Representative

Facility Name: _____TaylorMade Golf Company_____

Facility Address: _____5545 Fermi Ct Carlsbad CA 92008_____

Facility Phone Number: _____859.620.4719_____

Nominee E-mail Address: _____Mark.Krahe@TMAG.com_____

The nomination form should be typewritten.

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

Quite simply, it's my job to assist and empower golf professionals to deliver extraordinary experiences to their members and guests on a daily basis. My philosophy focuses around building business partnerships which deliver authentic, genuine golf experiences to the members. I spent the majority of my career on the same side of the counter as my customers. I try to approach every day viewing each situation through that lens. Below are the six characteristics I work to exemplify.

Customer Centricity

- Care enough to build a personal relationship with each of my customers
- Constantly focus on doing what's best for my customers
- Treat each customer as I would want to be treated

Business Knowledge

- Ask strategic questions and document what I learn about each account
- Determine the biggest priorities/needs for my customers and address them
- Be prepared each day for what I want to learn, get better at and accomplish w/each call

Engagement

- Be intense and competitive about the business – take ownership of the territory & how I show up is what represents my company
- Recognize the need to have specific plans for each customer (not an overly simplified one method approach)
- Be aware of the dynamics of the current marketplace so I can modify business plans if necessary--be flexible

Creativity

- Offer innovative solutions to deliver quality experiences
- Look outside the golf business for new ideas--don't rely only on current industry solutions,
- Take risks! Don't be afraid to try new concepts recognizing that they won't all work.

Accountability

- Do what I say I will do, in the timeframe I said I would do it
- Take complete ownership for my results
- Make no excuses and own up to my mistakes

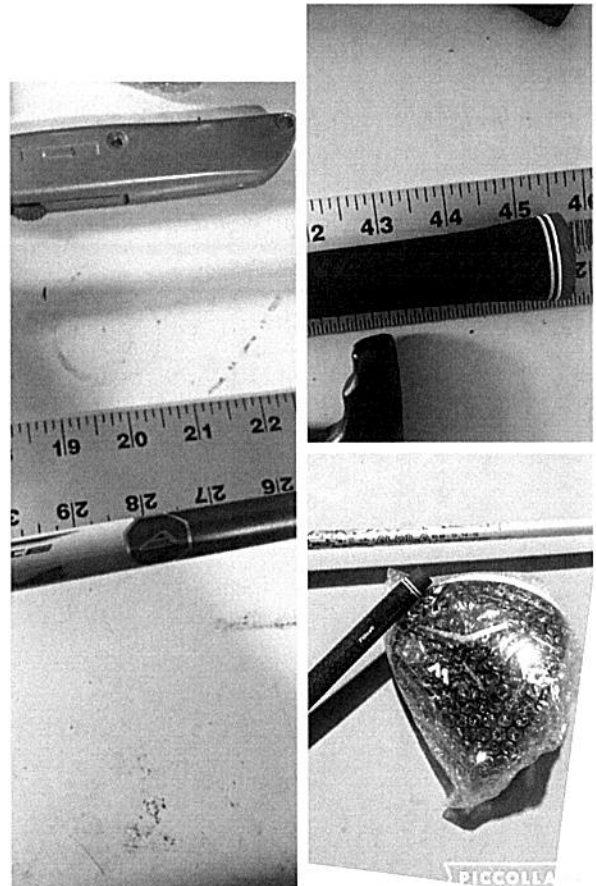
Trust

- Build personal relationships with my customers where they truly like and want to spend time away from sales calls with me
- Be an effective communicator & uncover how I can become the best rep that calls on every customer
- Build professional relationships with my customers where they have full confidence that I can manage their business perfectly
- Honor every commitment you make to all of my customers, always

Being a bit more specific, where I feel I have contributed most effectively to the PGA is through my efforts to build win-win business partnerships and making sure my customers know how much I appreciate their support.

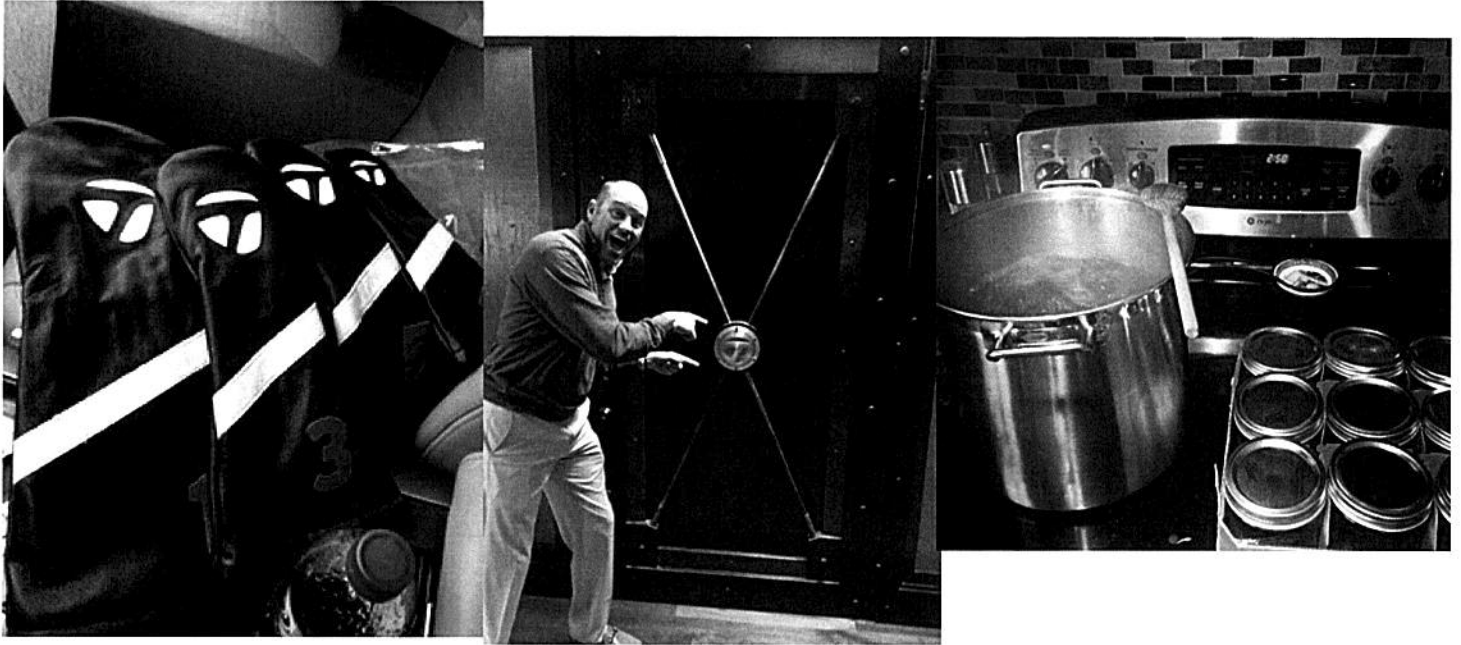
Sell through/ Inventory Management

Working closely with my customers to manage their inventory is a critical piece to success. Managing inventory levels and making sure my customers have the right amount and assortment of products at the right times throughout the season is something I work very hard on. Creating opportunities to drive sell through is a key focus in achieving those levels. As a 'white glove' service offering two years ago I purchased all the tools and supplies necessary to set up a complete build shop in my basement. Often after fitting events I will take existing on hand inventory and make the modifications needed overnight for the member. This not only drives sell through but it gets the product to the member faster.



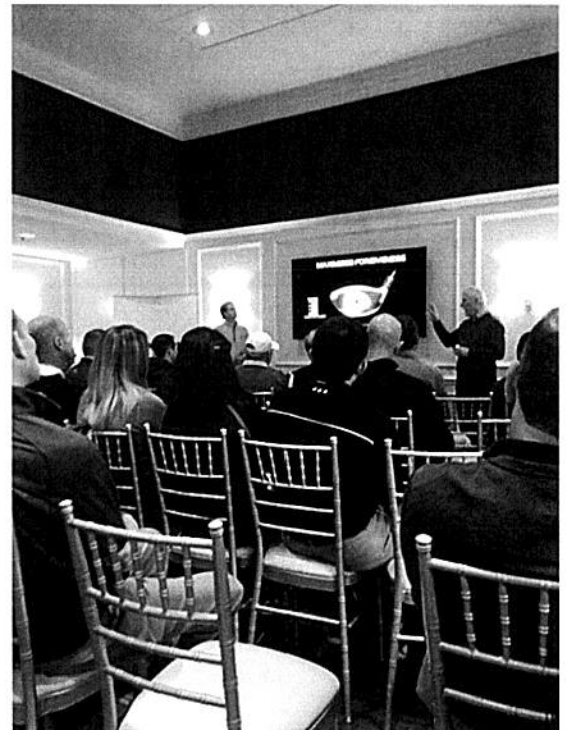
Customer Appreciation

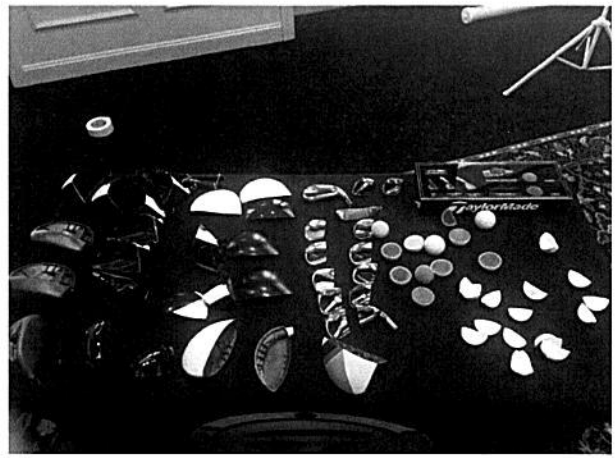
It goes without being said that without the support of the professionals I call on I would fail. I want to make sure all of my customers know how much I appreciate the support they show me so I try to find unique, personal ways to say "thank you". That may be custom made head covers that aren't available for sale, leveraging my relationships to get their members appointments at the Kingdom or making them some good old fashion Kentucky Moonshine during the Holidays!



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

Before becoming a sales representative, I managed TaylorMade's training and custom fitting platform. It was then that I began a nationwide tour with our R&D team focused on training PGA sections on the technologies found in our modern golf equipment. I focused well beyond the technology side of our equipment through the implementation of a custom fitting training program. The platform we created taught PGA professionals about the art and science of custom fitting. This program isn't applicable to only TaylorMade however. I have hosted several workshops presenting this material with tremendous feedback from everyone in attendance. We currently have two scheduled for the 2018 season.





Junior golf is the key to all of our futures and one that I take very seriously! During college I was fortunate enough to work as the PJ Boatwright Intern for the KGA/PGA during the summer of 2003 to help coordinate, administer and execute of 50 junior tournaments across the state of Kentucky. While playing for NKU, I spent my summers working for the 7-up Junior Tour across the Tri State area. While with TaylorMade, I've worked on several events with accounts focused exclusively on juniors. Pictured below is a putting challenge my team hosted at the University of Louisville Golf Club in the summer of 2015.



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

As a passionate golfer myself, I am involved with starting an elementary school golf program at St. Timothy who is in their first year as a K-8 School. I believe introducing children to the game at a young age in an inviting, welcoming way is paramount for our industry's future. Additionally, I am part of the Greens Committee at Triple Crown CC where a primary focus of our committee is Member Engagement. PGA Junior League has taken off at TCCC and we feature multiple teams with the expectation to grow significantly again in 2018.

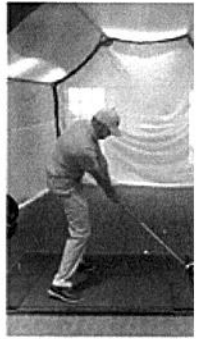
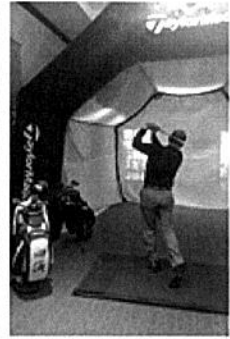
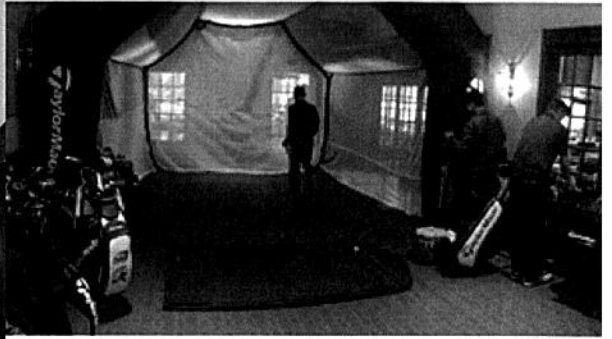
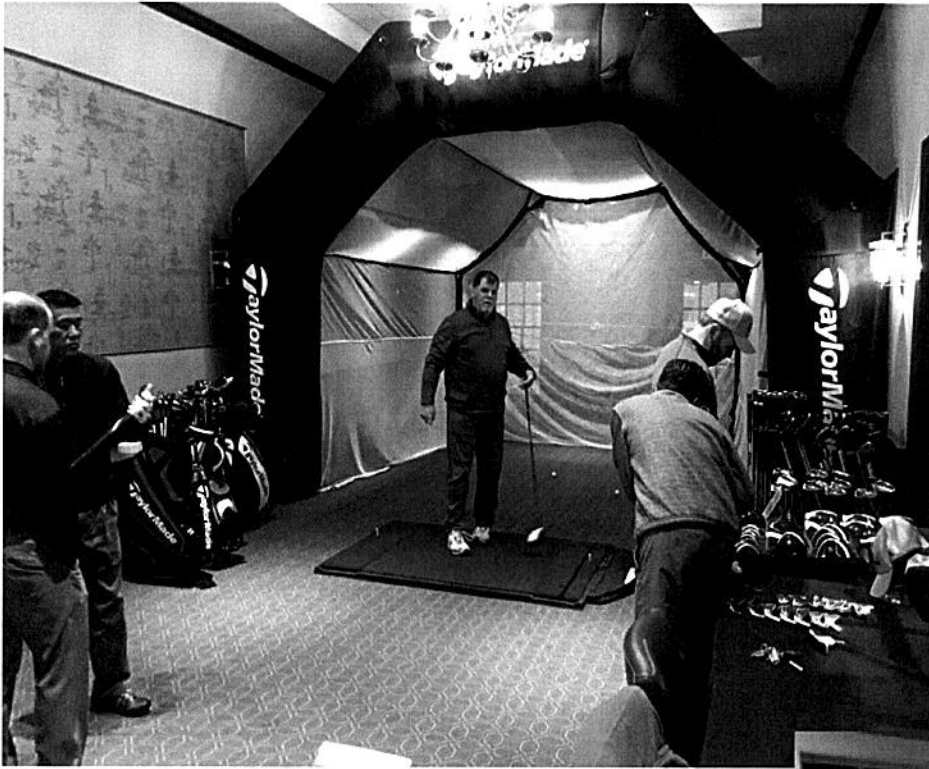


As a sales professional, I try to come at every situation through the eyes of my customer and assist them any way possible to grow the game at their facilities. In the past I've partnered with Ralph Landrum to hosted a six week long seminar series at World of Golf focused on education

golfers on technology, custom fitting and instruction. Other initiatives that I focus most on are differentiated custom fitting opportunities and tournament event solutions.

Creating unique, high impact experiences focused on adding value to the golfer is my ultimate goal. Pictured below are examples of various events I host well beyond the traditional demo day. From custom fit & personalized wedge days, indoor demo events during the winter and Tour style fitting days, I ensure the golfer sees tremendous value in spending their discretionary time on golf and with my Professionals.







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?**

TaylorMade is invested with the PGA at several sponsorship levels. In addition to the below image outlining our support of the PGA at the national level, I personally chose to spend approximately 45% of my annual budget on sponsoring the section as a Gold Level Sponsor. Additionally, to my knowledge TM is the only OEM making financial contributions to the PGA Junior League program by donating a portion of all junior equipment sold.

PGA CLUB PROFESSIONAL / FUTURE OF THE GAME INVESTMENT:

2000+ CLUB PROFESSIONALS ON CONTRACT WITH TAYLORMADE-ADIDAS GOLF

Contracts designed to support club professionals around the country

ASSISTANT PROFESSIONAL OF THE YEAR AWARD

Title Sponsor of TMaG Assistant Professional of the Year (41 Sections)

OFFICIAL PARTNER GOLF RETIREMENT PLUS

PROUD SUPPORTER PGA JUNIOR LEAGUE

AJGA

10-Year National Sponsorship signed in 2016

EVENTS:

PNC SECTION CHAMPIONSHIPS

Supporting Sponsor of 41 Section Championships

PNC NATIONAL CHAMPIONSHIP

Supporting Partner of the National PNC

TAYLORMADE INVITATIONAL AT PEBBLE BEACH

The world's only tournament that matches players from the PGA, LPGA, Champions, Web.com and PGA Club Professionals to compete against one another

TP CLASSIC EVENT PLATFORM

TaylorMade Staff Professionals from around the country attend 8 regional qualifiers looking for a spot in the National Championship

TAYLORMADE NATIONAL CHAMPIONSHIP AT PEBBLE BEACH

50 of the best TaylorMade Club Professionals qualify to play in the National Championship

Deadline – January 2, 2018

Return forms to:
Kentucky PGA
1116 Elmore Just Drive
Louisville, KY 40245
(502) 243-9266 fax

Email Word documents to:
csaner@kygolf.org



PGA

Kentucky Section

2018 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee: John Perdue

Category: ☒ Sales Representative ☐ Media Representative

Facility Name: Titleist

Facility Address: 11818 Wetherby Ave Louisville 40243

Facility Phone Number: 774-200-1154

Nominee E-mail Address: john_perdue@acushnetgolf.com

The nomination form should be typewritten.

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 past 16 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 industry.

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 16 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 the personal equipment needs of 73 Titleist Staff members with Titleist golf clubs and over 250 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 offer golf courses Titleist golf equipment at deep discounts for their tournament needs. This is all in addition to servicing the needs of nearly 140 direct accounts in my territory.

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 utmost 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.

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

YES

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

PERSONAL

Deadline – January 2, 2018

Return forms to:
Kentucky PGA
1116 Elmore Just Drive
Louisville, KY 40245
(502) 243-9266 fax

Email Word documents to:
csaner@kygolf.org



PGA

Kentucky Section

2018 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee:

Robert Spencer

Category:

☒ Sales Representative ☐ Media Representative

Facility Name:

Facility Address:

774 Fox Lair Blvd Fisherville, Ky 4023

Facility Phone Number:

502-931-6888

Nominee E-mail Address:

rspen774@gmail.com

The nomination form should be typewritten.

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

I've been servicing the Section for 26 years

2. Please briefly describe the nominee's contributions to the game of golf in the Kentucky Section. I sponsor several events. I donate to Assistant to help fund their program. I counsel many young pros on how to manage their shops

3. Please briefly describe how the nominee promotes the game of golf in the community and throughout the Section. I provide many tips and services to beginner golfers to the pro to help with shop sales and sponsorships

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?

Both

Deadline – January 2, 2018

Return forms to:

Kentucky PGA
1116 Elmore Just Drive
Louisville, KY 40245
(502) 243-9266 fax

Email Word documents to:

csaner@kygolf.org