



PGA

Kentucky Section

2019 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee: Aaron Bak
Category: Sales Representative – Yes
Facility Name: FootJoy
Facility Address: N/A
Facility Phone Number: N/A
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 work closely with general managers, directors of golf, head professionals, assistant professionals, and pro shop staff to analyze the potential of their golf shop, tournament, and corporate business. In turn, we develop a business plan that will meet their members and guests needs while returning the greatest return on investment possible.

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

2018 Titleist & FootJoy PRO / AM in Lexington, KY – Sponsor & Awards
2018 Kentucky Challenge Cup – Sponsored Team Apparel

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

My hope is that the products we provide golfers through will enhance their enjoyment of the game.

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?

Corporate Funding

Deadline – December 10, 2018

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

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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@TaylorMadegolf.com_____

The nomination form should be typewritten.

Summit hills winter expo

Be the connective tissue within the section—helped 3 staffers get new roles—ryne, walters,

Create a relationship that's beneficial to the pro and the club

Acknowledge much of this info is the same—or should I reword it?

Customers are my best friends

Dear Special Awards Selection Committee-

Thank you for your consideration for the 2019 Ky PGA Sales Representative of the Year. This is an honor I take very personal and seriously. 2019 has been a very difficult yet rewarding year. My mother was diagnosed with stage 3 lung cancer this spring. This has put many things into a much more clear perspective. 2019 was my first full year back in the territory allowing me to handle all my customer's business from pre-booking to clean up. Their support and successes were truly humbling. Because of them, I was honored as the 2018 National TaylorMade Sales Rep of the Year. I sincerely look forward to working closely with the PGA Professionals in Kentucky for many more years to come.

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

Every day, I work to be the person I would want to deal with. This guiding light has yet to steer me wrong. It's my job to assist and empower golf professionals to deliver extraordinary experiences to their members and guests. 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 areas of focus I work to exemplify.

Customer Centricity

- Build authentic, 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

I'm very fortunate that so many of my customers have become some of my very best friends.



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

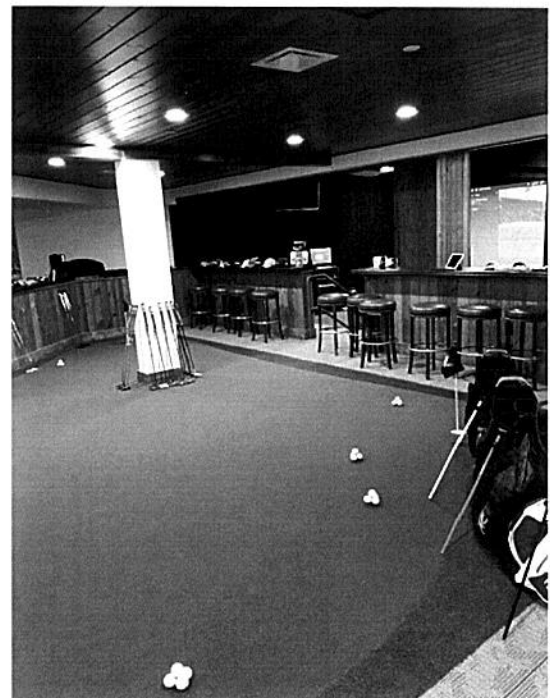


Round table discussions and training events have been very well received and provided an atmosphere for pros to network and learn more about custom fitting.



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—be flexible



Creativity

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



This past year I partnered with Tom Walters, a first year Head Professional at Summit Hills to create a winter demo/fitting experience. The member feedback was amazing!



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

A mentor of mine once taught me “never take a risk with your reputation”. I will never give my customers a reason to doubt me or our relationship.

- 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

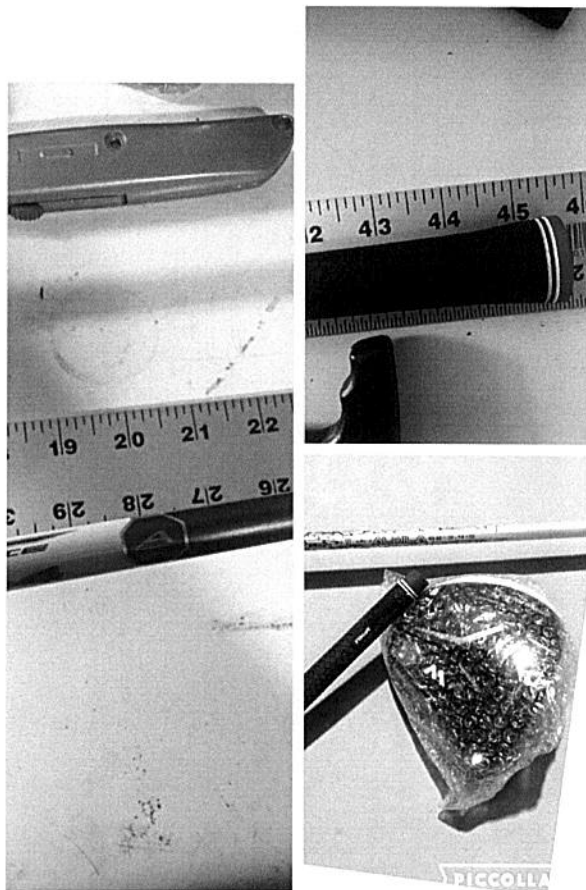
Being a bit more specific, where I feel I have contributed most effectively to the PGA is through my efforts to build win-win business partnerships and making sure my customers know how much I appreciate their support.

Connectivity

The process of advancement for PGA Professionals often involves building a diverse resume spending time working for many different facilities. I have made it a priority to learn about different job opportunities and connecting professionals that could be a wonderful fit for that specific facility. I assisted two TaylorMade staff professionals earn promotions to larger roles in 2018. Tom Walters,

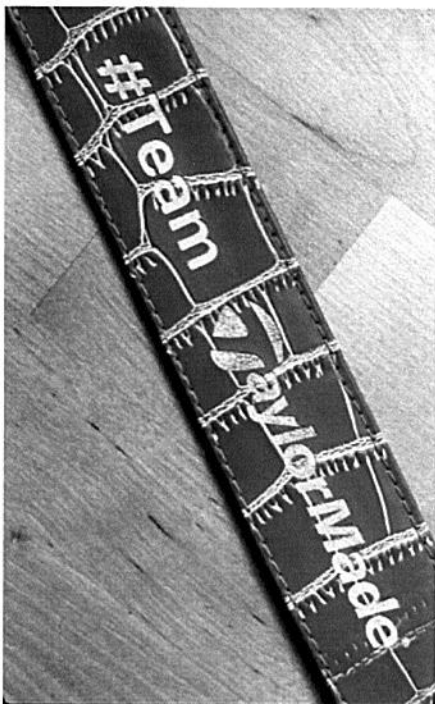
Sell through/ Inventory Management

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

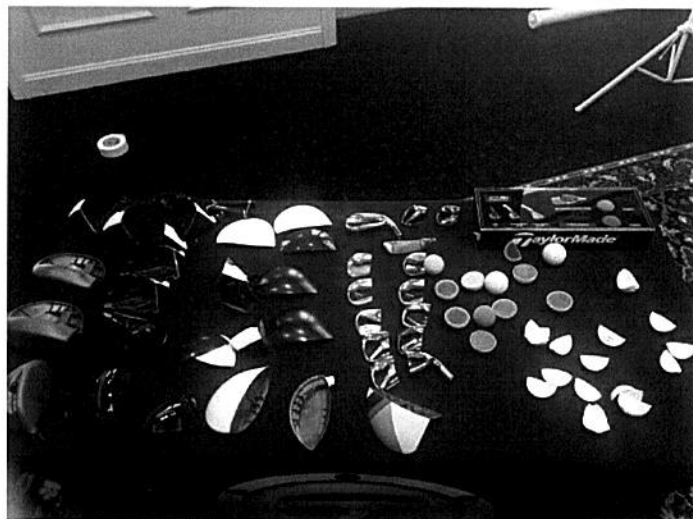
It goes without being said that without the support of the professionals I call on I would fail. I want to make sure all of my customers know how much I appreciate the support they show me so I try to find unique, personal ways to say "thank you". That may be custom made head covers that aren't available 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 teaches 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 2019 season.

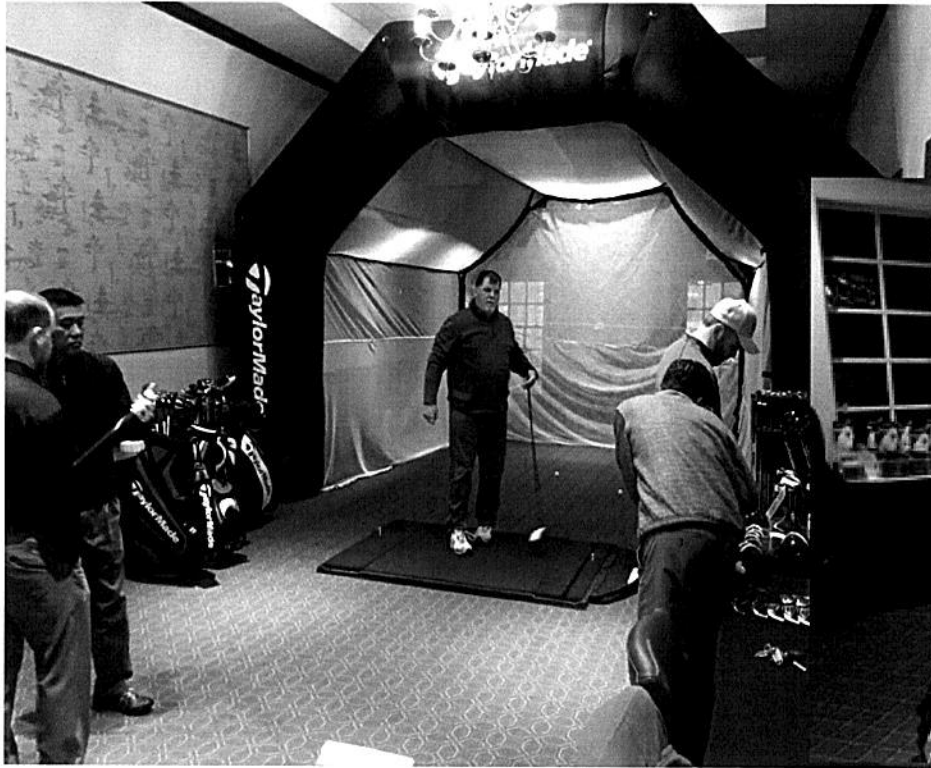


Junior golf is the key to all of our futures and one that I take very seriously! During college I was fortunate enough to work as the PJ Boatwright Intern for the KGA/PGA during the summer of 2003 to help coordinate, administer and execute of 50 junior tournaments across the state of Kentucky. While 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.



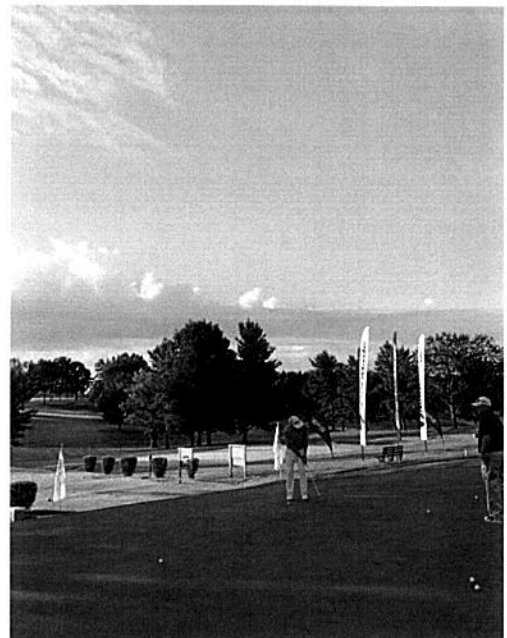
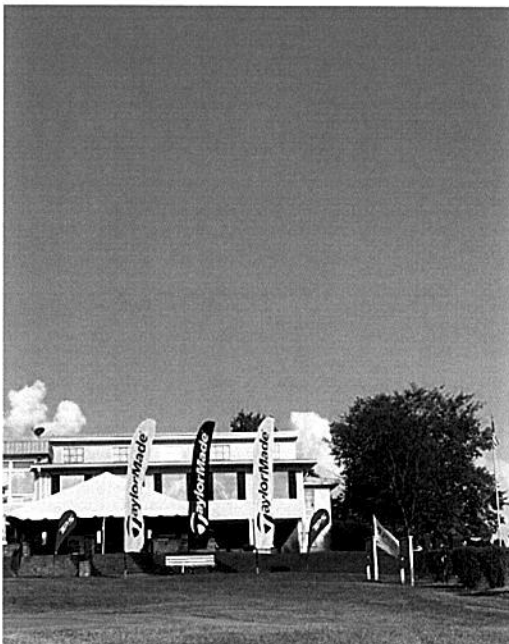
Creating unique, high impact experiences focused on adding value to the golfer is my ultimate goal. Pictured below are examples of various events I host well beyond the traditional demo day. From custom fit & personalized wedge days, indoor demo events during the winter and Tour style fitting days, I 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 significant financial contributions to the PGA Junior League program.





GREEN GRASS INVESTMENT

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



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2019 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee: _____Kevin
Kramer_____

Category: ☒ Sales Representative ☐ Media Representative

Facility Name: _____Bridgestone
Golf_____

Facility Address: _____15320 Industrial Park Blvd. NE Covington,
GA 30014_____

Facility Phone Number: _____800-358-
6319_____

Nominee E-mail Address: _____kjkramer@br
idgestonegolf.com_____

The nomination form should be typewritten.

1. Please briefly describe the nominee's service to the local Section and to the Association.
I try to serve and treat my customers like I would like to be served and treated. I believe in honesty and selling to the customers needs.
2. Please briefly describe the nominee's contributions to the game of golf in the Kentucky Section.
I am able at times to provide some samples and prizes for outings, tournaments, and for trial among customers and consumers.
3. Please briefly describe how the nominee promotes the game of golf in the community and throughout the Section.
Trying to support the local professionals in shop sales, tournament operational items, and promoting golf to all consumers in my daily travels.
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

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2019 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 Ky 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 17 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 17 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.

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, 1st Tee events 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

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2019 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee: BILLY TRIMBLE_____

Category: ☒ Sales Representative ☐ Media Representative

Facility Name: CALLAWAY GOLF_____

Facility Address: _____

Facility Phone Number: 312-458-5040_____

Nominee E-mail Address: billy.trimble@callawaygolf.com_____

The nomination form should be typewritten.

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

I value the relationships of my customers. Through that ideal I have tried to insure that my customer's needs are met in an expedited and accurate fashion. Without them, the brand I represent doesn't exist. Callaway Golf continues to support the PGA and the local sections – specifically at the local level through financial sponsorship along with product education ensuring the highest quality experience.

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

The biggest contribution a sales representative can make to the game of golf is making sure the PGA Professional is well equipped. From supporting the PGA Professional individually to supporting the end consumer with solutions to better enjoy the game. With products and services from the Callaway Golf family, I would be confident in saying that we lead the industry in customer service delivering the finest golf equipment in the industry – again making the game enjoyable for everyone!

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

While continually interacting with and encouraging the end consumer through special events, growth of the game is the highest priority. Growing and sustaining the game keeps vendors like Callaway Golf in business.

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

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2019 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee: Alex Vaught

Category: ☐ Sales Representative ☐ Media Representative

Facility Name: Sterling Cut Glass

Facility Address: 5020 Olympic Blvd. Erlanger, KY 41018

Facility Phone Number: 800-543-1317

Nominee E-mail Address: avaught@sterlingcutglass.com

The nomination form should be typewritten.

1. Please briefly describe the nominee's service to the local Section and to the Association.
As a fellow PGA Member working in the past at a green grass facility, I know first-hand how hard each member of the section works and I try to incorporate that knowledge now when working with the section, its members, and the association as the sales representative for Sterling Cut Glass for the KPGA section. Providing trophies and awards to golf clubs as well as section and association events within the Kentucky PGA Section.
2. Please briefly describe the nominee's contributions to the game of golf in the Kentucky Section.
Contributions to the game of golf in the Kentucky Section include supporting the section through events and conference meetings each year not only for just the PGA members but for the entire Golf House of Kentucky as well. Working with golf professionals, presidents, committee members, and staff to give new ideas and options on trophies, awards, and tee gifts to better promote their event, all while meeting their designated budget.
3. Please briefly describe how the nominee promotes the game of golf in the community and throughout the Section. **Through my time representing Sterling Cut Glass I have helped promote the game of golf at a number of section events. As a graduate of Eastern Kentucky University's PGA Golf Management program I have visited the current class to help provide insight and guidance for students after graduation planning to stay around the Kentucky section as well as am a mentor for a current senior in the class.**
4. If you are a Sales Representative, are you a member of the Kentucky PGA Vendors Circle?
I am a member of the Kentucky PGA vendors circle as a representative of Sterling Cut Glass. Sterling is a silver sponsor of the Kentucky PGA Section as well as the presenting sponsor for the awards banquet at the Spring Member Conference and trophy provider

for the Fall Member Conference's KPGA year-end awards.

5. If you are a Sales Representative, does your sponsorship money come through personal or corporate funding? **The sponsorship funding comes from Sterling Cut Glass as a silver sponsor for the Kentucky PGA Section as well as presenting sponsor for the Spring Member Conference.**

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