



**FOR IMMEDIATE RELEASE**  
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## **SALES DUO TO REPRESENT ALL STAR PRO GOLF IN KEY GROWTH STATES**

*Spencer, IA* – In an effort to broaden its reach and better serve customers in key growth states, All Star Pro Golf today announced the addition of a dynamic sales duo in the upper Midwest part of the country.

Scott Soderberg and Jason Behrendt recently started representing All Star Pro Golf in the states of Wisconsin, Minnesota, North Dakota and South Dakota. This marks the first time All Star has had boots on the ground in this golf-rich region.

“Scott and Jason bring a tremendous amount of knowledge and energy to the All Star family and we are so happy they will be representing us in four states where we want to increase our presence,” said All Star Pro Golf Managing Partner Kevin Mohler.

Mohler said that while All Star recently rolled out its enhanced e-commerce platform to make ordering easier and more convenient for its customers, using a multi-faceted approach that combines e-commerce and professional representation is the best way to attract, retain and serve our customers.

“We are very excited to work with the All Star Pro Golf team and represent them in WI, MN, ND and SD,” said Soderberg. “The company fits perfectly into our existing portfolio and we look forward to representing them for years to come.”

Scott can be reached at 715.252.6492 or at [scott@madsportsusa.com](mailto:scott@madsportsusa.com). Jason can be reached at 773.209.9000 or at [jason@madsportsusa.com](mailto:jason@madsportsusa.com).

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### **About All Star Pro Golf:**

For more than 60 years, public and private golf courses around the country have turned to All Star Pro Golf for all of their pro shop needs. With a sales staff lead by PGA professionals, All Star is positioned to understand the unique needs of pro shop managers and tournament organizers. Find us online at [www.allstarprogolf.com](http://www.allstarprogolf.com) #RUReadyforGolf?

**CONTACT US**

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