

Member Name: Dale Worden

1. How did you get started in the Promotional Products Industry?

I was a sales manager at a company called Crown Marketing Group in Clearwater, FL. We sold incentive travel packages business to business. Vernon was a client of Crown, and Crown was a client of Vernon. Knowing their company well, I responded to an ad Vernon placed for a division manager in Tampa, Florida and got the job.

2. How long have you been in this industry?

I have been in the industry for 17 years, all with The Vernon Company.

3. What is your favorite Holiday and why?

Christmas. I love the time spent that time of year with all of the people I care about most.

4. Who are the key industries you work with?

Health Care, Education, Manufacturing/Engineering, Food & Beverage, Sales/Advertising/ Retail, Financial/Insurance, and Construction.

5. What is one of your go to product(s) and why?

I sell very little product anymore. I have responsibility for 137 sales people in the eastern half of the US. My job is to recruit and hire experienced sales people, problem solve for my reps, develop quality relationships with key suppliers, keep my team up to date on the industry and what is happening at our home office, and to conduct regional meetings throughout the eastern ½ of the country.

6. What do you do when you are not working?

My personal passion has been golf for many years. While in Florida, I owned a boat and could be found on the water most Sundays. We moved to Arizona this past March to be closer to our grandchildren and to move to an area where we would enjoy spending our retirement, traveling, hiking, etc.

7. What are a couple of fun facts about you that most people don't know?

I played football all 4 years of college and 5 years thereafter on a semi-pro team in Wisconsin. I was invited to try out as a punter for both the Chicago Bears and the Kansas City Chiefs.

At one time, I was so obsessive compulsive that I couldn't stand to be in a room with a crooked picture. ☺