

PGA Merchandiser of the Year Conference

Key Data Points

- Recognition of the best of the best PGA merchandisers.
- Averaging 200 award-winning PGA attendees per year in the five annual events (national conference and four one-day regionals).
- Attended by over 600 unique PGA Merchandiser of the Year winners over the past 5 years.
- Opportunity to learn, networking and exchange of information were top factors that influenced attendance.
- 100% of attendees would recommend the PGA Merchandiser of the Year Conference to others who are eligible to attend.



PGA Merchandiser of the Year Conference

The Merchandiser of the Year Conference is not just a meeting of the best merchandisers in our industry- it's really a group of passionate merchandisers making everyone in the room a little bit better.

Adam Carney, PGA

Head Professional
Jonesboro Country Club



The Merchandiser of the Year Conference is a must-attend. As a Professional and the buyer for our golf shop, I walked away with endless ideas from merchandising and products to events and programs for our members and their guests.

Kristee Wright, PGA

Assistant Professional / Buyer
Oakland Hills Country Club



The Merchandiser of the Year Conference is a not-to-be-missed event. The Conference provides you with the opportunity to network with the “best-of-the-best” in golf retail in a calm, private setting. I always come away from the event rejuvenated with fresh ideas and great contacts and friendships made!

Michelle Kempe, PGA

Director of Retail
Ocean Reef Club



OCEAN REEF CLUB®
KEY LARGO, FLORIDA

PGA Merchandiser of the Year Conference

The Merchandiser of the Year Conference is truly a unique and valuable experience for anyone in golf shop operations. I have never had the opportunity to network and learn from the best in the business and am greatly appreciative. I can take back this knowledge to my staff, instilling new ideas and confidence in our own best practices.

Linda Howell, PGA

General Manager / Head Professional
Rockwind Community Links



I had a great experience and did my best to contribute as well as to learn. I have also attended the PGA Clubfitting Conference in 2014 and had a great experience there. I am thoroughly impressed with the organization of the event.

Adam Coates, PGA

Head Professional
Spencer Golf & Country Club



As a first-time attendee, I was thrilled to be invited to the Merchandiser of the Year Conference. The opportunity to soak in so much rich and applicable content from the best in our industry was an honor. I look forward to attending future *PGA Magazine* Conference Series events! Thank you for having me.

Ashley Davidson

Merchandise Manager
Southern Hills Country Club



PGA Merchandiser of the Year Conference

Any time you have an opportunity to interact with the best-of-the-best, there is little that is not beneficial. We are relatively new at our facility and are constantly looking for better ways to do things. Just the chance to hear what is working and what isn't at some of the top facilities in the country was a huge benefit to our day-to-day operations. When we left the Conference, I asked our Merchandise Manager what he learned from the weekend. His response was, "I learned that we are doing a lot of things really well, but there is a lot of room to improve." I thought that was a pretty good summation of the weekend- we all have good ideas and are successful at our individual facilities, but the opportunity to continually get better is always there! We had a great time and look forward to hopefully joining you again in the future!! Thank you for all of your hard work!

Rob Ellis, PGA

Director of Golf
Jekyll Island Golf Courses



The Merchandiser of the Year Conference is easily one of the best, if not the best, educational event I have been to in my 15 years as a PGA Member. Each year that I have been back I have gained experience, knowledge and new contacts. Everyone there is so dialed into the retail and merchandising world that you get information that would never be available in general educational seminars. The breakout sessions provide the best opportunity to learn, as everyone has a slightly different way of looking at a challenge and the ability to discuss and debate really creates a tremendous environment. Although I always walk away with a handful of solid, actionable ideas that will help my operations, the biggest benefit I get each year is the strong sense of inspiration to push my operations to the next level.

Mark Lammi, PGA

Master Professional
Reynolds Plantation



PGA Merchandiser of the Year Conference

When the best get together, attendees are guaranteed to gain knowledge. In any business, knowledge is power, so the Merchandiser of the Year Conference is a must for those that are invited. My goal each year is to participate in breakouts and also meet as many attendees as possible. The golf industry is a family and attending is a highlight every year.

Tommy Darland, PGA

Director of Golf
Andrews County Golf Course



To be recognized and network with a group of such talent and achievements was a great way to kick off the week of the PGA Merchandise Show. The staff at *PGA Magazine* put together a conference that enhanced my experience in Orlando. A huge thank you to the *PGA Magazine* staff for such a job well done on hosting an outstanding conference!

Danielle Coffman

Merchandiser
Brook Hollow Golf Club



The Merchandiser of the Year Conference was one of the most rewarding and educational experiences that I have attended in my 30 years as a PGA Member.

Dow Finsterwald, Jr., PGA

Head Professional
Colonial Country Club



PGA Merchandiser of the Year Conference

The Merchandiser of The Year Conference is a unique experience, allowing me to network not only with fellow attendees who share a common goal, but also our sponsors, many of whom I have struck a special relationship. This year, I found Trump National Doral to be a world class golf resort with facilities second-to-none and began a business relationship with Fore Kids Apparel that may not have happened had it not been for the conference. The Merchandiser of The Year Conference is a win-win for everyone involved.

Larry Drehs, PGA

Head Professional
Hyde Park Golf & Country Club



The idea creation that the MOY Conference's atmosphere creates is invaluable to getting a jump start on outside-the-box ideas for the new year.

Susan Shade

Vice President of Merchandising
The Golf Warehouse



The Merchandiser of the Year Conference was outstanding! One of the best I've been to in my 22 years in the golf business. The interaction and sharing of ideas amongst peers are unmatched. Pages and pages of ideas that you can bring back and apply in our own setting. *PGA Magazine* does a great job with providing a valuable experience. I can't say enough good things!

Jenny Stendahl

Golf Operations Manager
Rush Creek Golf Club



PGA Merchandiser of the Year Conference

The Merchandiser of the Year is a great conference to learn new ideas and procedures to better our operation. When I leave this event, I'm ready to implement the things I learned and to start the busy golf season!

Caroline Basarab-Dennison, PGA

Director of Retail
Reynolds Lake Oconee



The 2018 PGA Merchandiser of the Year Conference was exactly the spark I needed to go into the new season with excitement and inspiration to streamline and improve my business as a PGA Professional. The topics that were covered were so pertinent to today's golf industry, and I will take with me the support and enthusiasm of a new community of colleagues and friends.

Kristi Meyer

Buyer
Golden Valley Country Club



The Merchandiser of the Year Conference, hosted by *PGA Magazine*, is a can't-miss event! The knowledge, creativity, and energy of the attendees is contagious! You will leave with a renewed passion for your profession and a desire to perform at a higher level than you thought possible.

Donna Norris

Retail Manager
St. Ives Country Club



PGA Merchandiser of the Year Conference

The 2018 Merchandiser of the Year Conference was a great opportunity to learn valuable skills and meet amazing people in the industry. I would strongly recommend this to anyone who is fortunate enough to get invited.

Zack Chapin, PGA

Head Professional
Arcadia Bluffs Golf Club



If given the opportunity, I would highly encourage participation in the Merchandiser of the Year Conference. The ability to interact and network with other industry leaders is invaluable in the pursuit of personal growth in this business. A wonderful opportunity to learn from the best-of-the-best!

Brian Bickford, PGA

Director of Golf
Val Halla Golf Course



The Merchandiser of the Year Conference provided a wonderful opportunity to network with fellow Professionals and learn from the best. I came away with several ideas we can implement at our club this season.

Chip King, PGA

Director of Golf
Grandfather Golf & Country Club



PGA Merchandiser of the Year Conference

The Merchandiser of the Year Conference is a fabulous event that brings together all the experts within the industry. A great way to recharge with much needed inspiration to start the year off with a sense of optimism and desire to bring your business to the next level.

Danielle Walter

Retail Manager / Buyer
The Cliffs



THE CLIFFS

The Merchandiser of the Year Conference is where the best-of-the-best come together and share their strategies. The amount of knowledge you gain, the ideas that you gather and the people you meet are priceless.

Elsi Gourmos

Director of Retail
Cherry Creek Country Club



The Merchandiser of the Year Conference is so encouraging and eye opening. To hear from the best in the business is truly inspiring.

Grace Hurley

Retail Manager
Ponte Vedra Inn & Club



Ponte Vedra Inn & Club

PGA Merchandiser of the Year Conference

My experience with anything connected to *PGA Magazine* is always top notch. The two Merchandiser of the Year Conferences I have attended were so well executed. The staff is awesome top-to-bottom. They work hard and you know they prepare. They are not winging it. They care and they want attendees to learn and exchange as much as possible.

Nick Spinnato, PGA

Director of Golf
Turf Valley Resort



I enjoyed the collaboration and comradery that can only be found by talking with other successful Merchandiser of the Year winners, and I am glad that *PGA Magazine* has been able to bring us all together to do so.

Adrienne Viscito

Golf Shop Manager
Plainfield Country Club



The 2018 PGA Merchandiser of the Year Conference is a valuable networking and educational program that, given the opportunity, everyone should be sure to make an effort to attend.

Josh Wagaman, PGA

Head Professional
Kiawah Island Golf Resort - Cougar Point
Kiawah Island Golf Resort



PGA Merchandiser of the Year Conference

In the breakout sessions we all learned from each other. The groups were filled with AGM, PGA, and LPGA members from diverse backgrounds, bringing unique takes on merchandising. I brought five pages of amazing best practices back to my facility and look forward to implementing many of them this coming season.

Naomi Nesenoff, PGA

Director of Golf
Traditions at the Glen Resort



Every *PGA Magazine* conference has been extremely valuable to me and to my facility. I always learn about new products, services or programs that I can add to my current position. This was my first Merchandiser of the Year Conference and it was inspiring to hear best practices from the most successful and engaged Professional in our industry.

Lynne Hunter, PGA

Head Professional
Kenwood Golf & Country Club



The *PGA Magazine* Merchandiser of the Year Conference is a unique opportunity like no other. Gathering leaders of the industry from all types of facilities across the country to collaborate, engage, and share best practices.

Mason Spalding, PGA

Head Professional
TPC Las Vegas



LAS VEGAS

PGA Merchandiser of the Year Conference

As a multiple-time attendee to the *PGA Magazine* MOY Conference, I can attest to its high quality and high value. The opportunity to interact with expert merchandisers in an environment that allows ideas to flow freely is invaluable. My retail operation has benefitted in ways that allow me to separate myself from the local competition and to add tangible value to my skill set.

Lawrence Auer, PGA

Head Professional
Azalea City Golf Course



The Merchandiser of the Year is the best opportunity to be able to network and learn from the best merchandisers in the country. The small group atmosphere lends itself to making friends and collaborating with your peers.

Mike Roeder, PGA

General Manager / Director of Golf
Ravenwood Golf Club



The 2018 Merchandiser of the Year Conference gave me an opportunity to learn from some of the top PGA Professionals in our industry. It is very rare when you are able to get the leading minds together to share best practices. Thank you to *PGA Magazine* and their staff for a great experience.

Patrick Dodson, PGA

Head Professional
Prairie View Golf Club



PGA Merchandiser of the Year Conference

As an attendee at the MOY Conference, I was able to not only share my ideas or best practices as they are referred to today, but hear what others have done. Just because someone is in a different sector of the industry doesn't mean that they do not have great ideas to utilize at your facility, if you are able to tweak them a bit. My idea is not to reinvent the wheel, but make the wheel more efficient. It is great hearing from individuals that have a passion for the industry and hearing their thoughts.

David Sotelo, PGA

General Manager
Buffalo Creek Golf Club



A great weekend of networking and sharing great ideas with new and old friends.

Lori Dopsloff

Merchandise Manager
Naples Lakes Country Club



The Merchandiser of the Year Conference is the absolute best networking experience of the year, and many of the group and individual discussions cover the entire golf operation, not just retail. The *PGA Magazine* staff gets it!

Hill Herrick, PGA

Head Professional
The Greenbrier



PGA Merchandiser of the Year Conference

Sitting in the grand ballroom of Trump National Doral, surrounded by the top retail influencers in the country, is not an experience I will ever forget. *PGA Magazine* did an outstanding job bringing together the best PGA and AGM merchandisers for a weekend full of content driven seminars and small group interactions. I always leave the MOY Conference with fresh ideas to bring back to our staff and an expanded professional network.

Kerry Green, PGA

Assistant Professional / AGM Merchandiser
Crystal Tree Golf & Country Club



I truly believe this is one of the best learning events I get to go to during the year. It is all very thought-out and organized, with relevant topics to learn and discuss with fellow Professionals.

Jane Schwab

Merchandiser
Fossil Trace Golf Club



This was the first time I have attended this conference and it was amazing. All of the valuable knowledge in one room was fantastic. No one held back ideas or concepts, but we all fed off each other. I hope to go back in 2019!

Jon Conklin, PGA

Director of Operations
Bucks Run Golf Club



PGA Merchandiser of the Year Conference

Attending the Merchandiser of the Year Conference this past January was the most rewarding educational experience I've had in quite some time. Just being able to hear the best-of-the-best in merchandising share their ways to increase shop sales was fantastic. Then the visual merchandising segment showed everyone some unbelievably unique ways to display merchandise in your golf shop. All in all, it was a fantastic two days!

Mike Bradshaw, PGA

Head Professional
Kirkbrae Country Club



I enjoyed the conference at Doral and learned a lot, as usual. I took plenty of notes and implemented them into my staff training and policies for this season. It was great to go back and read my notes several months later, and then implement them. I thought the flow was better than the previous year. I liked everything about the breakout sessions.

Rob Hary, PGA

Head Professional
Minnesota Valley Country Club



This past January, I was lucky enough to attend the Merchandiser of the Year Conference at Trump National Doral. This was my third MOY Conference, and every one of them have been great learning experiences. The knowledge that is in the room is amazing, and to be a part of that is great for any Professional. We strive to always better ourselves and keep up with the latest trends in our industry. This conference is the perfect avenue to accomplish that.

Michael D'Agostino, PGA

Head Professional
Penfield Country Club



PGA Merchandiser of the Year Conference

I look forward to an invitation to the Merchandiser of the Year Conference each year. It is an extremely well-run event in every way. I always bring back ideas and feedback from the best in the business, which is priceless! I come back with a fresh set of eyes.

Jeni Ayers

Merchandise Buyer
Jupiter Hills Club



The MOY Conference is something I look forward to attending every year! The best part is networking with some of the best Professionals in the country and gaining valuable insight on how my fellow peers run their retail operations. I always leave the Conference motivated with new and creative ideas to take back to our property.

Caroline Basarab-Dennison, PGA

Manager of Retail
The SeaPines Resort



First the MOY Conference allowed me to see the best-of-the-best and compare my facility's practices for better or worse and improve. Most importantly, I could compare apples to apples (public facility to public facility) and get a true bearing on trends that effect my business.

J.B. SanGiacomo, PGA

Head Professional
Stumpy Lake Golf Course



PGA Merchandiser of the Year Conference

It's great sharing ideas and learning from the best in the Industry. We always leave the MOY Conference charged up and excited to implement new Ideas back at our facility.

Rick Kline, PGA

Head Professional
Sittler Golf Center



The Merchandiser of the Year Conference is the ultimate venue to exchange ideas with your peers. Having all of the best merchandisers under one roof allows me to return to my club with new and innovative ideas.

Jim Schouler, PGA

Head Professional
Fountain Head Country Club



The PGA Merchandiser of the Year Conference has allowed our golf club to utilize new tactics for selling that I would have never dreamed of. The colleagues who attend are tremendous in sharing best practices.

Douglas Myer, PGA

Assistant Professional
The Courses at Watters Creek



PGA Merchandiser of the Year Conference

The 2018 Merchandiser of the Year Conference is another example of the effort of *PGA Magazine* to bring top Professionals together to share their knowledge, success and experience to make all attending learn something and also realize they are doing many things right in their operation.

Gordon Johnson, PGA

Head Professional
Houston Country Club



First time attending, but so glad I went. It was a well-run information machine. The fact that it is free is bonus points. So many great ideas that I can't wait to try at my club. Thank you so much!

Gordon Swennes, PGA

Head Professional
Wentworth by the Sea Country Club



The PGA Merchandiser of the Year Conference offers many benefits. The topics are always relevant to current opportunities, the presenters are experts and the networking in second to none. The best-of-the-best is there to share ideas.

Cathy Harbin, PGA

Master Professional / Vice President Golf Revenue
ClubCorp

CLUBCORP®
THE WORLD LEADER IN PRIVATE CLUBS®

PGA Merchandiser of the Year Conference

The breakout sessions at the *PGA Magazine* Merchandiser of the Year Conference have been extremely beneficial and have added new best practices into my merchandise operation. Spending an hour with Professionals at similar facilities and expedited by industry experts to guide the conversion, I could not imagine anyone in attendance not taking back at least one thing that helps them grow or improve their business.

Ward Sutton, PGA

Master Professional
Hidden Valley Country Club



The opportunity to attend the Merchandiser of the Year Conference has been wonderful. The ability to learn, network and share ideas with the best merchandisers in the golf industry has proven to be one of the best educational experiences in my time as a PGA Professional. If you get the opportunity to attend, it should not be missed!

Alan Carter, PGA

General Manager
Edmonton Country Club



I had won Merchandiser of the Year last year, but was unable to attend. This year I made it a mini-vacation for my wife and me. I really enjoyed it and she did too. I highly recommend attending if you can.

Chris Burkstaller, PGA

Director of Golf
Greystone Golf & Country Club



GREYSTONE
GOLF & COUNTRY CLUB

PGA Merchandiser of the Year Conference

I want to send you a huge thank you for putting on the Merchandiser of the Year Conference last week at Trump Doral. As a PGA Professional and owner of my golf shop, I am always looking for ways to share ideas and learn from others and this Conference took that to another level. The accommodations were obviously outstanding, the facilitators were on point and your staff was first class in how helpful and prepared they were in ensuring a successful event. I have been a PGA Member for 11 years and this conference was by far the coolest and most rewarding experience to date. I can only strive to continue to work hard, be innovative, and visualize my success in getting back as an attendee one day. In the meantime, I will be taking the abundant amount of information learned and put it to good use in making me a better retailer and Professional in 2015.

Danny Baron, PGA

Head Professional
Hurstbourne Country Club



Being invited to attend the MOY Conference is a privilege and I look forward to it each year. The amount of information that you absorb in two days is unbelievable, as well as the networking opportunities. The breakout sessions are always beneficial and being with a diverse group of others in the business really lets you expand your knowledge. Visiting the different locations the MOY Conferences have been held at are once in a lifetime opportunities for me and I am grateful to have experienced them. Thank you, *PGA Magazine* staff for all that you do to deliver a great conference year after year. This year was definitely my favorite.

Lacy Taylor

Retail Manager
Foresight Golf, LLC



PGA Merchandiser of the Year Conference

Attending the MOY Conference has been one of the single most impactful educational experiences I have had in the business. The MOY Conference is directly responsible for me hiring a golf shop merchandiser and increasing my sales percentages by double digits. Can't wait until next year to learn more.

Rob Clark, PGA

Director of Golf
The Ledges of Huntsville



Top merchandisers from around the country, breakout sessions regarding great subject matter, a chance to pick the brains of executives of top companies, networking and relationship building with fellow professionals, and in a great location. That is the *PGA Magazine* MOY Conference. To miss one of these conferences is the like going into the next season blindfolded. This conference opens your eyes to the current marketplace, as it is.

Dennis Johnsen, PGA

General Manager
Pine Meadow Golf Club



Every year I have attended the MOY Conference, I have left with not only great new ideas, but also energized and excited about the upcoming season. The amount of knowledge and experience of the participants is beyond impressive, but even more impressive is the willingness of the participants to share their experience, both good and bad to help their peers, is pretty special.

Tony Greidanus, PGA

Golf Instructor
Rich Valley Golf Course



PGA Merchandiser of the Year Conference

I thoroughly enjoyed my experience at the 2018 PGA Merchandiser of the Year Conference. It was a great opportunity to share ideas with other industry leaders & Professionals. I hope to participate in many more!

Ellen Harris

Merchandiser
Lost City Golf Club



Having only been to two MOY Conferences, I can only hope that I will be invited back again! I remember leaving the Conference energized and brimming with new ideas that I heard in the breakout sessions. I felt like I was among the “all-stars” of golf operations and golf retail and enjoyed the great programming that the *PGA Magazine* staff put together. The MOY Conference is a great resource for learning and networking, and I would encourage attending!

Donna Norris

Retail Manager
The Golf Club of Georgia



Having the best in the industry all in one conference is an asset as we all strive to keep learning about merchandising!

Sara Muldoon, PGA

Director of Golf
Hershey Country Club



PGA Merchandiser of the Year Conference

Merchandising is a key part of my success and attending the Conference gave me new ways and methods to not only improve my soft good sales, but hard goods as well. The hard goods lead to more lessons and more people playing golf.

Susan Bond, PGA

Head Professional
Weekapaug Golf Club



The MOY Conference is a highlight of my year. I gain tremendous insight from my colleagues on all aspects of being a great merchandiser and the entire event is well conceived and executed.

Joe Burbee, PGA

Director of Golf
Bay Creek Resort & Club



The Merchandiser of the Year Conference is something I look forward to each winter. It's not only my opportunity to learn new ideas from fellow Professionals, but also network with PGA Professionals that I might never have the opportunity to otherwise. Each season we incorporate multiple improvements to our golf operations through ideas learned at the MOY Conference.

Tony Santillo, PGA

Head Professional
Spring Brook Country Club



PGA Merchandiser of the Year Conference

The *PGA Magazine* MOY Conference gathers highly recognized and extremely engaging PGA and AGM Members, all sharing a wealth of knowledge and their expertise, to identify successful best practices. These top merchandisers also provide great insight on various topics from golf operations and customer service to clubfitting. I'm excited to be adding these ideas to my operation.

George Ancuta, PGA

Head Professional
Knoll Country Club



You can't find a better group of people anywhere more willing to share their successes with fellow Professionals. Thanks *PGA Magazine*!

Steve Smith, PGA

Director of Golf
Greystone Golf & Country Club



GREYSTONE
GOLF & COUNTRY CLUB

If you are interested in interacting with the very best merchandisers in the business, you need to attend the PGA Merchandiser of the Year Conference. Everyone in the room is there to get better and share their knowledge and creative ideas. It is truly one of the very best ways to improve sales, profits and satisfaction levels at your facility.

Scott Paris, PGA

Director of Golf
Plainfield Country Club



PGA Merchandiser of the Year Conference

Thank you for you and your team's efforts in executing the PGA Merchandiser of the Year Conference. It was an excellent event and I took a lot of great information home. In addition, thank you for all that you and your team due on the numerous other fronts to support PGA Professionals.

Scott Justman, PGA

Vice President of Operations
National Golf Management
National Golf Management



The PGA Merchandiser of the Year Conference brings together the best merchandisers and a wealth of knowledge. It's a great opportunity to learn and share real successful practices and engage with the best to keep you on the leading edge.

George Ancuta, PGA

Head Professional
Knoll Country Club



This event has been one of my favorite golf industry events I have ever participated in. The knowledge that is shared is invaluable to growing my business.

Chris Boysel, PGA

Head Professional
Thoroughbred Golf Club



PGA Merchandiser of the Year Conference

The Merchandiser of the Year Conference is a can't-miss event each year that brings together the best PGA Professionals and AGM Merchandisers from around the country. The amount of information and ideas that I receive each time I go help my operation and motivate me to make it better each year.

Bela Nagy, PGA

Director of Golf
Sandridge Golf Club



The MOY Conference, for me, is a great opportunity to learn from my peers. Having the best-of-the-best all in the same room is nothing short of spectacular. I regularly return to my facility completely jazzed with new ideas that we are able to implement into our own standards. I also receive a lot of great feedback and confirmation that what we are already doing is on the cutting edge and is something we need to continue developing into the future. There is nothing better than confirming you are on the right track. The opportunity to attend the MOY is truly priceless!

Bryan Haas, PGA

Director of Golf Operations
Riverside Casino & Golf Resort



The PGA Merchandiser of the Year Conference is a great opportunity to surround yourself with the brightest buyers and PGA Members in the industry. Any opportunity to attend this program should be met with enthusiasm, as the knowledge gained and the people met will leave a lasting impact.

Ron Loporati, PGA

Director of Golf
Omni Bedford Springs Resort



PGA Merchandiser of the Year Conference

I thoroughly enjoyed the wonderful experience that the PGA Merchandiser of the Year Conference provided me. Being able to network with some of the game's best merchandisers, while learning their Best Practices, was truly an honor. I believe strongly that my business and the club will benefit greatly from the knowledge gained at this wonderful event!

Tony Romansky, PGA

Head Professional
Montour Heights Country Club



As a PGA Professional and owner of my golf shop, I am always looking for ways to share ideas and learn from others and the Merchandiser of the Year Conference took that to another level. The accommodations were outstanding, the facilitators were on point and very knowledgeable, and the *PGA Magazine* staff were all first class in how helpful and prepared they were in ensuring a successful event. I have been a PGA Member for 11 years and this conference was by far the coolest and most rewarding experience to date.

Danny Baron, PGA

Head Professional
Hurstbourne Country Club



The PGA Merchandiser of the Year Conference was a great opportunity to share ideas with some of the industry's leaders in merchandising, as well as learning some great practices from current and past Merchandisers of the Year.

Benji Boyter, PGA

Retail Manager
Kiawah Island Golf Resort



SOUTH CAROLINA

PGA Merchandiser of the Year Conference

The MOY Conference was an amazing event that allowed merchandisers of different backgrounds to bring their individual knowledge to a table for many to hear. The ability to share that information in an open environment was eye opening & has led to many different ideas that have been adopted to help grow our business. To walk away with one idea or one piece of information would have been amazing, but to walk away with multiple ideas & thoughts is invaluable. To combine the information received at the MOY Conference with *PGA Magazine's* online resources leads to many great opportunities to any merchandiser.

Jeremy Langdale, PGA

Head Professional
Ranchland Hills Golf Club



The MOY Conference was outstanding from beginning to end. The *PGA Magazine* staff and all involved in the planning and execution of the event did a great job. Everything was scheduled, nothing was unorganized or pulled together. All presenters very excellent. What I will bring back that will benefit my facility was everything learned in the marketing breakout session. That was the best break-out for me. I also learned a lot from the discussions on displays and what works visually. I will use that knowledge. I will also bring back personal memories and lessons learned from meeting and talking to Mr. Summers, the *PGA Magazine* staff, and all the attendees. All the conversations were educational and valuable to me.

Nick Spinnato, PGA

Director of Golf
Turf Valley Resort



PGA Merchandiser of the Year Conference

This being my first *PGA Magazine* MOY Conference, I was extremely impressed with the level of PGA Professionals, merchandisers and facility operators that were in attendance. The opportunity to both network with our industry leaders as well as ask them detailed questions about their retail successes was priceless. Unlike many conferences, the MOY Conference provided specific take home ideas that we were able to education our team with and implement immediately at our operations within National Golf Management. I highly recommend the MOY Conference for any operator looking to better themselves and their facility.

Scott Justman, PGA

Vice President of Operations
National Golf Management



The MOY Conference is a like the U.S. Open of all merchandising seminars. The sharing of best practices is an incredible experience! The most successful merchandisers are willing to share their experiences! The junior demo day, Ladies Member-Guest ideas and merchandise displays are what I feel like have been the most valuable during my time spent at the MOYs I have attended. I also have benefitted from sponsors offering return programs, special dating and pricing! Martin, Haus of Grey and Garb are all companies I have started relationships with because of the MOY Conferences!

Kammy Maxfeldt, PGA

Head Professional
Birchwood Country Club



BIRCHWOOD COUNTRY CLUB

PGA Merchandiser of the Year Conference

Earlier this year, I was invited to attend the PGA Merchandiser of the Year Conference held at Trump National Doral. At our club, we are always looking for new ideas and ways to improve our retail operation. Several “game changing ideas” that other attendees shared during the conference have been added to our merchandise playbook. The format of the Conference was very interactive, and participants felt comfortable sharing their best practices with others. There is no question that it was time well spent and we are anxious to see some positive results this season.

Scott Nye, PGA

Head Professional
Merion Golf Club



I truly believe that by attending the PGA Merchandiser of the Year Conference this past year, I’m a better merchandiser and more importantly, a better PGA Professional. The knowledge I took away from the two days at Doral Resort was priceless. The interaction in the classes and breakout sessions, the stories of other award winners and how they order and merchandise was fantastic. I have so many new thoughts and ways to merchandise my shop this year. Besides the fact that the MOY Conference was full of new ideas, meeting new PGA Professionals and new merchandisers was a great time.

Andy Horn, PGA

Head Professional
The Golf Center at Kings Island



PGA Merchandiser of the Year Conference

The MOY Conference, for me, has always been that refresh that we all need to get new ideas and benchmark off the industry's best. I always come back to my shop and try to implement things/tidbits/nuggets that may work at my shop.

Jon Fine, PGA

Head Professional
Windy Harbor Golf Club



The *PGA Magazine* MOY Conference provides a great opportunity to network with so many wonderful Professionals in the golf industry. It is a great forum for sharing ideas and best practices, and each year I have come away with tons of ideas to implement into our own golf operation. Attending the MOY Conference is not only a great kick-off to the PGA Merchandise Show, but it provides me with the tools I need to have a successful start to our year!

Jennifer Roddy, AGM

Merchandiser Manager
Hyatt Regency Lost Pines Resort & Spa



PGA Merchandiser of the Year Conference

For me and our merchandising operation, attending the PGA Merchandiser of the Year Conference means everything! New ideas, a fresh perspective, networking and a number of other obvious extras drive our operation throughout the year. The program is very well thought out and the speakers and facilitators are wonderful. I look forward to it every year.

Bruce Mohler, PGA

Head Professional
Ponte Vedra Beach Resorts



Ponte Vedra Inn & Club

As a first-time attendee, it was energizing to meet with fellow Professionals from around the country and to share the good, the bad and the ugly when it comes to merchandising and golf operations. It was the perfect time to get me thinking ahead to the golf season, and how we can continue to create memorable experiences for our guests, be they golfers or not. Personally, it was gratifying to learn that many best practices being used by my peers are already being implemented at our facility. I look forward to upcoming issues of *PGA Magazine* to discover and learn more about this great sport.

Tony Baynard

Retail Manager
Crystal Mountain Resort



PGA Merchandiser of the Year Conference

The MOY Conference was a phenomenal experience. It was an opportunity to network with some of the best minds in the golf business on how they engage their members to enhance their golf experience at their facility. To share your best practices and have people ask how it was done was invaluable. Then to hear other best practices were priceless to bring back to our club. I took 10 pages of notes on items, and look forward to attending another next year!

Ned Graff, PGA

General Manager

Hershey Country Club

