

The Merchandiser of the Year (Private Category) recognizes those PGA Professionals who have excelled as business persons / merchandisers in the promotion of the golf at a private facility.

This year's winner, Scott Sedgwick of Louisville Country Club in Louisville:

- Has owned his golf shop for 17 years
- Takes a minimum of 6 to 7 days a week and 65 to 90 hours a week merchandising his shop
- Has 24 scheduled display changes, but more always happen due to sell through
- Increased sales in 2015 with a new 1200 square foot shop and his \$400,000 in gross sales does not include any golf outing revenue
- His merchandise philosophy is to distinguish his operation as one that excels in all areas of retail by offering great prices, great selection, all forms of demo and fitting services, gift wrapping, no questions asked return policy and a service oriented staff that is very appreciative when members make purchases from our operation. He focuses on employee training as well as continued education. He knows it is NOT the responsibility of members to buy merchandise from the shop , rather it is his responsibility to determine the product selection, prices and services the membership desires