

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

This year's winner, Jerry Shoffner of Wasioto Winds in Pineville:

- Spends 30% of his personal time merchandising the golf shop
- Has 12,000 total 18-hole rounds annually
- Changes facilities merchandise displays monthly
- Had an increase of \$5,000 in Gross Merchandise Sales this year
- His merchandising philosophy includes: delivering quality products at a fair price, always greeting the customer coming in the door, not being afraid to offer a better price to the customer and to sell the product to get more in the shop