

The Merchandiser of the Year Award is designed to recognize a PGA Professional for exemplary skills as merchandisers in the promotion of golf. This award is given for excellence in golf shop operations and are based on the following: merchandising ability and techniques, inventory levels and turn rate, shop display, attention to detail, credit rating within the industry and overall credit rating, member in good standing, community involvement, and involvement in the development of data and statistics, and materials or programs used either Sectionally or Nationally on club relations and employment activities.