

**MERCHANDISER OF THE YEAR
PRIVATE CATEGORY**

This award is bestowed on those PGA Professionals who have demonstrated superior skills as merchandisers in the promotion of golf. This award recognizes excellence in golf shop operations in three categories: Private, Resort, and Public/Military/Semi-Private.

Robert A. Agresti, PGA
*Chartwell Golf & Country Club
Severna Park, Maryland*

Through a strong work ethic and commitment to organization and attention to detail, Rob Agresti has been selected as the 2016 Merchandiser of the Year for the Private category. By providing his members and guests with the highest quality products at fair, consistent and profitable prices, Rob has created a successful atmosphere that makes members and their guests want to shop.

Rob was born on March 6, 1981 in Rochester, NY., to John and Dorrie Duffy. He has one sibling, a younger brother Adam. Rob was introduced to the game of golf at the age of seven through the Junior Golf Program at Midvale Country Club, where his Aunt and Uncle Steve belonged. When Rob was 12, his mother remarried to her current husband John Duffy. At the time, John owned an indoor golf facility (Golf World) that lodged seven simulators, three practice nets, a putting green, seating for 80 and food and beverage. John also belonged to Midvale Country Club and had a passion for the game of golf. Rob gives credit to John for not only raising him and his brother Adam, but for also growing his passion for the game of golf. Rob's first golf related job was working for John at Golf World.

Upon graduating high school, Rob attended New Mexico State University where he earned a Bachelor's degree in Business Administration with a major in Marketing and specialization in Golf Management. After graduation, Rob worked for three years at Monroe Golf Club in Pittsford, NY., as the First Assistant Golf Professional. In 2007, Rob was named the Western New York PGA Assistant of the Year. The next year, Robert moved from New York to Newtown Square, PA., to serve as the First Assistant Golf Professional at Aronimink Golf Club. While in his second year at Aronimink, Robert was elected as a Class A PGA Member and was named the Philadelphia PGA Assistant of the Year. Rob worked at Aronimink until 2012 when he accepted his current position as Head PGA Professional at Chartwell Golf and Country Club in Severna Park, Md.

Since taking over the shop in January of 2012, Rob's strategy has been to increase sales by capturing a larger share of the club members' purchase of golf related products. Rob and his staff have increased their market share by ensuring their goods were competitively priced and offered good value to their members. They have also built personal relationships to understand the needs of their members. Both their value pricing and personal relationships have resulted in a 20% increase in sales since 2012.

Rob attributes most of his success to being fortunate enough to work for two very accomplished merchandisers, Jeff Kiddie, PGA, who is also the 2011 National PGA Merchandiser of the Year and Jim Mrva, PGA, the 2010 National PGA Golf Professional of the Year and three time winner of the Western New York PGA Merchandiser of the Year award. Both Jeff Kiddie and Jim Mrva taught Rob the importance of dedication and hard work that are required to be truly successful in the golf business. Rob is a firm believer that organization and attention to detail are the keys to running an efficient and effective golf operation. Developing detailed procedures and an organizational plan add value to the

quality of service and make a positive impression on members and their guests. From the start of his career, Rob has learned that little things make a big difference.

Rob has been happily married to Lynne Agresti since October 2011. They have two children, Aubrey who is 3 and Jack who is 1 1/2 years old.