

MERCHANDISER OF THE YEAR

These awards bestow special recognition on those PGA members who have demonstrated superior skills as merchandisers in the promotion of golf. This award is given for excellence in golf shop operations in three categories: Private, Resort, and Public/Municipal/Military/Semi-Private.

Public Category

STEVE LOOMIS – Augustine Golf Club)

Merchandiser of the Year (Public Category) Steve Loomis was born in Janesville, Wisconsin in 1969 to Carl and Jane Loomis. He has a brother, Jim, and sister, Danielle. His father introduced Steve to the game of golf at the age of 12 in the family's yard. His first golf-related job was as a Cart Attendant at the Americana Resort in Lake Geneva, Wisconsin. Steve graduated from Milton High School in Milton, Wisconsin, where he lettered in golf all four years. During that time, he was the 1986 Southern Lakes Conference Champion and a Wisconsin State qualifier. Steve earned a BS Degree in Business Management, with a minor in Golf Course Management and Economics, from Methodist College in 1990. In 1991, he declared his professional status and worked as an Assistant Golf Professional at Black Hawk Country Club in Madison, Wisconsin from 1991 to 1992. He worked as an Assistant Professional at Fords Colony Country Club in Williamsburg, Virginia from 1993 to 1995, and the Country Club of Virginia in Richmond, Virginia from 1995 to 1997. Steve earned his PGA membership in 1996, and accepted his first position as Head PGA Professional at Somerset Golf Club in Locust Grove, Virginia in 1997. In 1999, he accepted the Head PGA Professional position at Augustine Golf Club in Stafford, Virginia, where he remained until August, 2001, when he moved back to his home state and accepted a position as General Manager at The Bull at Pinehurst Farms in Sheboygan Falls, Wisconsin.

Steve was selected Merchandiser of the Year (Public Category) by his peers when he was Head PGA Professional at Augustine GC in Stafford, Virginia. He attributes much of his success to the hard work and dedication of his staff, coupled with the trust, confidence and freedom given to him by his employer. *"Their support made my job easier, more enjoyable and more rewarding as I strived to maintain and improve not only Augustine's bottom line, but its reputation as well."* Steve's merchandising plan is to focus on seven key areas: establishing a quality club logo, customer knowledge, staff training, shop presentation and displays, sales and promotions, tournament packages, and specialty items.

Although Steve strives for excellence, his love for all facets of the golf business and for his profession makes his job easy, *"Merchandising to me is simple -- quality products, creatively displayed, surrounded by great service in a pleasant atmosphere."*

The MAPGA wishes Steve much success in his new position in Wisconsin, and is proud to recognize his achievements during the time he was a member of the Middle Atlantic Section.