

2013 Merchandiser of the Year - Private  
David Dorn, PGA  
Director of Golf at Woodmont Country Club

David Dorn was born in the gulf shores town of Biloxi, Mississippi on October 20, 1965 to David and Carolyn Dorn. David's father was in the Air Force and stationed at Keesler Air Force Base. In 1967, Mr. Dorn was deployed to Turkey and David, along with his mother, his two brothers, Chris and Brian, and his sister Mary, moved to the Baltimore area to live with David's grandparents. Mr. Dorn was the first to introduce young David to the game of golf. When David was 10, he tagged along with his dad and grandfather to play some of the Baltimore public golf courses.

As a High School student, David played on the boys' golf team. Following graduation, he stayed close to home and attended the University of Maryland where he earned a bachelors' degree in marketing. With business sense and a love for golf, David immediately turned to the golf industry to begin a career.

David became a PGA Apprentice in 1989 when he was hired by Tony Marlowe, PGA at Woodmont Country Club in Rockville, Maryland. Mr. Marlowe retired after that season and the club hired Bob Boyd, PGA - a world class player from the Carolina Section. After two seasons, Boyd returned to the Carolinas and Woodmont hired Lyle Williams as the Head PGA Professional. David was lucky to be mentored and inspired by three different PGA Professionals during his early years at Woodmont. In three short years after turning professional, David earned his PGA Membership.

Quickly moving up the ranks, David Dorn's name started to stand out in the Middle Atlantic Section. He won the 1995 MAPGA Assistant Championship and the 1996 Central Chapter Championship. After 10 seasons at Woodmont, David was selected by Hampshire Greens Golf Course in Silver Spring, Maryland to be their Head Professional. At that time, Hampshire Greens was under construction which gave David an opportunity to really make an impact on the golf operation. For over six years, David was successful in growing the operation at Hampshire Greens and making it one of the stand-out, daily fee facilities in Montgomery County.

David returned to Woodmont in 2006 as the Director of Golf. Since then, the golf shop operation has flourished. Before David's arrival, the top annual sales in the golf shop were \$350,000. At the end of 2012, gross merchandise sales soared to nearly \$730,000. David credits the merchandise success to his staff involvement and to the introduction of new product lines. Offering commissions has helped David motivate his staff to learn more about the products they are selling and when companies provide retail incentives to their accounts, David ensures that his staff receives those incentives. Additionally, the staff at Woodmont has a clothing and merchandise allowance which gives them first-hand knowledge of the product and essentially turns them into "walking mannequins." When new products are introduced to the membership, David's staff can confidently communicate the qualities of the products.

Promotions have been very successful for David as well. In the area of soft goods, he focuses on his loyal customers and when particular lines arrive in the shop, he makes sure that they are the first to know. For hard goods, David offers each staff member a \$75 merchandise credit for fitting and selling a set of clubs. With hard goods representing 60% of merchandise sales, the staff incentive is a great return on investment.

"In order to have success as a golf professional, you must have a great golf shop," begins David on his merchandising philosophy. He believes that a great golf shop is defined as one of which a membership is proud and continues to support. In order to achieve this success, David focuses on "premium customer service, high quality product, variety of merchandise and fair, competitive pricing." He is very proud of his staff and regularly encourages them to contribute their ideas to the operation.

In his life outside of Woodmont, David volunteers for the golf team at Reservoir High School in Howard County Maryland and has devoted much of his time to studying the rules of golf. He currently serves on a new advisory committee with the USGA for Rules education. David has been happily married to his wife Erin since 1991 and together they have three children, Matthew (16), Katie (14) and Emily (12).