

2013 Merchandiser of the Year - Public
Jeffrey Rosenberg, PGA
Head Professional at Little Bennett Golf Course

On December 20, 1968, Jeffrey M. Rosenberg was born in Washington D.C. to Howard and Linda Rosenberg. Jeffrey, his parents and his two sisters, Robin and Jody, lived in Rockville, Maryland. In an era without internet or video game systems, Jeffrey's childhood was spent hitting real golf balls over the house. Needless to say, he learned quickly about the concept of hitting down on the golf ball. His father introduced him to golf, but with his father being a left-handed golfer, it was hard for Jeffrey to really get the hang of it. Then in 1980, at the age of 12, he took his first set of golf lessons and really started enjoying the game.

In 1984, Jeffrey began his first golf job working for PGA Professional Coleman Plecker at Manor Country Club in Rockville, Maryland. Never being in a country club environment before, he really enjoyed the people and his work as a cart attendant. Following high school, he enrolled at the University of Maryland in College Park to major in Business. In 1992, Jeffrey decided to turn his attention to golf and dove right into the apprenticeship program of The PGA of America.

The former Indian Spring Country Club in Silver Spring, Maryland was Jeffrey's first place of employment as a golf professional. During this time, he quickly completed his PGA apprenticeship and earned his membership in 1994. That same year, he accepted an Assistant Professional position at Woodmont Country Club where he worked under the late Lyle Williams, PGA. In 1999, Jeffrey ventured north of Rockville to take a head professional position at the P.B. Dye Golf in Ijamsville, Maryland. With four seasons under his belt, he returned to Indian Spring as their Director of Instruction. After four seasons teaching at Indian Spring and one more season teaching back at P.B. Dye Golf Club, Jeffrey accepted his current position as Head Professional at Little Bennett Golf Course in Clarksburg, Maryland.

During his time at Little Bennett, Jeffrey made great strides in improving the golf shop. He streamlined the merchandise, cutting the number of vendors by two-thirds from the time he came on staff. A fresh look and cleanliness have also been key components of Jeffrey's shop as the displays change about 26 times during the season. Following these improvements, he tracked the golf shop's performance by measuring the average dollars spent on merchandise per each round of golf played. According to the National Golf Foundation, the national average of merchandise dollars spent per round at public golf facilities is \$5.15 and Jeffrey is very happy to say that Little Bennett reached \$6.40 per round in 2012.

To accomplish this success, Jeffrey credits his staff incentive program and his creative promotions. Each month, he awards a member of his staff who achieves the highest dollar amount of sales wherein each sale tracked must be at least \$50. The staff really loves the competition and even has a dry-erase board in the back office where they can visually see the sales each day. From the promotions side, Jeffrey hosted a fitting and demo day that included demo equipment from several golf club vendors, free lessons and free launch monitor testing. Adding to the panache of the event, the food and beverage team set up a barbeque on the driving range and served hamburgers and hot dogs as well as beverages to the demo day customers. Another home-run promotion was Jeffrey's Mother's Day bundle consisting of a women's golf shirt and a bottle of wine for under \$30. The golf shop sold over 30 of these bundles during its 10 day promotion.

For Jeffrey, his success in golf is attributed to his commitment to his philosophy. "Always focus on creating the best experience for the customer," he states, "Treat each customer with kindness and respect, enabling them to completely enjoy their time at our facility." Representing a public golf facility, Jeffrey stresses the importance of making a solid first impression with a customer because "it's not about making sales, it's about making relationships."

Jeffrey is a resident of Frederick, Maryland and has been happily married to his wife, Camille, for three years. The Rosenbergs have a blended family with five wonderful children – Aidan (10), Caylen (7), Cameron (6), Landon (3) and Madison (2).