

2019 Private Merchandiser of the Year

Ted Pogorelc

Ted Pogorelc has been selected as the recipient of the 2019 Private Merchandiser of the Year Award for his dedication and success at Bethesda Country Club. Since taking over the operation in 2011, Ted has worked hard to establish merchandise goals, standards, and increase overall presentation as well as improve sales and gain member loyalty.

Ted Pogorelc was born in Green Bay, Wis. to parents John and Elaine and is joined by brother Tom, who introduced him to the game of golf at 12 years old. Ted's first golf related job was as a caddie at Oneida Golf & Country Club in Green Bay. He quickly moved up to the bag room and was encouraged to pursue golf as a career by an assistant at Oneida who attended Ferris State University. Ted graduated from Ferris State University in 1994 and started work at Columbia Country Club where he earned his PGA membership in 1996. Ted served a season at Baltimore Country Club as an assistant golf professional before making his way to Bethesda Country Club in 1999. Ted took over as Head PGA Professional of Bethesda Country Club in 2011 after the retirement of their long-time pro, Jim Folks, PGA.

The golf shop at Bethesda hasn't changed much in terms of space since Ted took over the operation, but through new and improved merchandising techniques and product mixes, he has been able to gradually increase sales each year. Other factors Ted credits to the success of the shop are the various promotions they run during the year. Specifically, the Titleist Loyalty Rewards Program, where they have also implemented on-line ordering to make shopping even more convenient for their members. The shop also hosted an Adidas Masters Show Sale in the spring, to drive traffic to the shop and to get members ready for the upcoming season. Other successful promotions have been their Holiday Wheel (a takeoff of Wheel of Fortune) and Ladies' Member Guest "Roll the Dice Viva Las Vegas" Promotion. Ted is committed to coming up with new and exciting opportunities to keep his members engaged and coming back to the shop.

Ted believes that the products that are merchandised in the golf shop have a greater value than that seen on the price tag and the word "merchandising" entails so much more than displaying a shirt on the shelf; the value is the satisfaction of the membership with the services that are provided. It is important to remember that the members can buy their equipment and clothing anywhere. It is the high level of service that is provided in the operation that will attract and retain their business. Ted encourages his staff to evaluate their personal interactions with each member and to be attentive and enthusiastic. Staff members are also provided merchandise commission as a way for them to buy-in to the merchandise process.

Ted and his wife Amy have been married for 20 years and have two children, Halle (18 years old) and Jack (15 years old).