

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.

Resort Category

Scott Purpura - Lansdowne Resort

Merchandiser of the Year (Resort Category), Scott Purpura, was born at Kittery Naval Base, Maine in 1969 to Carl and MaryLou Purpura. He has two younger sisters, Kim and Kelly. Scott's father's Air Force career kept the Purpura family constantly on the move. Scott began playing golf while living in Florida after receiving a set of clubs from his grandfather for his fourteenth birthday. He and his friends played at a small 3-hole course at a local junior college, and he immediately became "hooked."

When he was a senior in high school, Scott's family moved to Germany. It was at the military golf course at Ramstein Air Base in Germany, under the guidance and encouragement of British PGA member, James Williams, where he developed his skills as a golfer.

Scott returned home to the United States and entered the University of Maryland, where he earned his Bachelor's Degree in Marketing in 1993. During his freshman year in college, he took his first golf-related job as a Sales Associate at Washington Golf Center. In 1996, Scott was a medalist in the Regional U.S. Public Links Qualifier and subsequently played in the National Championship in Hawaii. Following that event, he began his career as a golf professional, taking a position at Lansdowne Resort as an Assistant, and in January 2000 earning his PGA membership. Scott has remained at Lansdowne, except for a short stint at the TPC Sawgrass in 1997 and early 1998.

Working at a resort provides Scott the opportunity to service a wide variety of people, including members, conference attendees, leisure guests, tournament outing guests, and locals. All these groups have different needs, and his vast assortment of merchandise reflects this diversity. Scott strongly believes in the importance of knowing his customers and learning to see things through their eyes. He says, *"Working around the game everyday makes it easy to become de-sensitized to the average golfer's needs. Keeping your customers' point of view in mind helps you provide them with a great golf experience."* Scott also believes it is true that *"no man is an island,"* and that this is particularly true in golf shop management. He sees his ability to assemble a good team that provides the best in customer service as a major key to his success. Scott views golf as an individual sport, where both failure and success are in one's own hands, but that being an effective club professional is a team sport. While he constantly strives to improve his own knowledge and skills, he knows that for a golf operation to thrive, everyone on the team must work well together.

Scott also attributes his success to the loyal support he receives from his wife of eight years, Dana. Says Scott, *"Dana is my cheerleader, my biggest supporter, and my best friend."* Scott and Dana have two children, 4-year old Kyle and 2-year old Christian. The MAPGA congratulates Scott on his achievements and proudly recognizes him as the 2002 Merchandiser of the Year (Resort Category).