

*Brian L. Alley, PGA*  
*Primland Resort*  
*Meadows of Dan, Virginia*

For his excellence in merchandising at Primland Resort, Brian Alley is the 2017 MAPGA Resort Merchandiser of the Year.

Born to Dennis and Verneice Alley in Winston-Salem, N.C. on September 3, 1983, Brian grew up playing all sports, but mainly baseball. It wasn't until the age of 12 that he began playing golf and was actively competing in tournaments by the age of 14. He credits family friend Cotton Chitwood, and relative Ronald Young for introducing him to golf and being advocates of the game. When Brian was 14, he became a golf cart attendant Hemlock Golf Club Walnut Cove, N.C. and eventually was a part of two high school state championship golf teams at North Stokes High School.

Brian graduated from Methodist College PGM School with a B.S. in Business Administration and earned his PGA Membership in 2007. Primland Resort was the first place he began working as a PGA Professional, while also working as an assistant golf professional at The Everglades Club in Palm Beach, Fla. during the winters of 2007 and 2008 and at Yeamans Hall Club in the spring of 2009.

Brian lists Tommy Ziglar, PGA now at Great Oaks Country Club; Curt Bennett, PGA; Claude Brusse, PGA and Dick Wilson, PGA as his mentors in golf since joining the PGA professionally.

As a destination resort, Primland does little hard good sales and focuses exclusively on resort merchandise. With little storage at the golf shop, Brian says they focus on inventory and communication to make sure products are properly stocked and reordered. He says they prefer to sell the best product available with a lot of durability and it has a direct influence on their overall sales performance.

Brian says his philosophy at Primland Resort is to truly care about the experiences the guests have when visiting. Attention to detail from booking their reservation until the customer leaves the property is what brings their guests back.