

**William C. Fritz, PGA**  
*Renditions Golf Course*  
*Davidsonville, Maryland*

As the Head PGA Professional at such a unique facility like that of Renditions Golf Course, William “Billy” Fritz, the 2015 Merchandiser of the Year – Public category, has a niche in the revenue stream unlike many courses. Billy understands what his customers want, and this allows him to develop a merchandising philosophy that best fits his facility and sales goals.

On November 20, 1984, Billy Fritz was born to Douglass Wales and John Wiles. Billy and his brother Greg were born and raised in Arkansas, but when Billy was 13 years old, the family moved to Maryland and Billy began working at a local golf course. Growing up, Billy was very athletic as he participated in soccer, windsurfing and rock climbing. His obsession with the game of golf started when he tried to learn how to hit a golf ball straight while working at the local golf course. As frustrating as it was to hit the ball straight, the interaction between the ball, club, and body fascinated Billy and created a feeling of wanting perfection all the time. Billy played golf throughout high school and into college.

During his college years, Billy made a change from golf and became a certified underwater commercial hard hat diver and underwater remote operated vehicle technician for offshore oil companies. He traveled all around the world and worked in places such as West Africa, Thailand, and Hawaii. However, Billy still found time for golf as he gained employment with Kapalua Golf Course in Maui, Hawaii. It was not until Billy fell in love with the woman who would soon be his wife that he decided he wanted to be of home every night. Rather than working in the oil industry, he decided to give the game of golf one last chance. Billy accepted a position at Renditions Golf Club in 2009 and was elected to PGA Membership in April of 2012.

In only five years of serving as the merchandiser at Renditions Golf Course, Billy has significantly increased merchandise sales. Renditions has a wide variety of vendors with a diverse selection for the customer’s needs in both hard and soft goods. Billy’s philosophy on proper merchandising is to gain the basic knowledge and know how to merchandise properly based on location, demographics, etc. Not only does the merchandiser have to purchase the right product that will sell, they must also know their sales reps and how they work. In 2013, Billy won the company’s award for best margin percentage in the Landscapes Golf Group Company. This is a true testament to the hard work and passion Billy has for the game of golf and merchandising in particular.

Renditions Golf Course is a course unlike any other as they have replicated holes from major championship courses and duplicate the experience from the moment someone pulls onto the property to the moment they leave. Billy uses this aspect to his advantage to create Demo Days and other special events. When the five majors play throughout the year, Billy uses Demo Days that allows vendors to come out and promote their newest line of products. Billy also created a facility “Tournament Added Services” catalog for tournament coordinators. This catalog highlights everything Renditions can offer a tournament from tournament merchandise, bagpipers, bunker stamping, big break events, GPS advertising, hole in one packages etc. This added services packet has become such a success for making events successful all while adding to the bottom line.

Another way Billy uses the uniqueness of his facility to his advantage is by creating contests on specific holes out on the course for the players. Throughout the summer months, Billy hires extra staff on the weekends and any other busy days to assist in these contests. On the 13<sup>th</sup> hole at Renditions, a hole which replicates the Island Green at TPC Sawgrass, customers have the opportunity to pay \$10 or \$20

and if they hit the green, they can choose a shirt of their choice in the clubhouse. Sales have increased dramatically over the summer due to this ongoing promotion. Players love it, the facility makes money and the turnover on the product is outstanding.

The desire to continue to learn and succeed motivates Billy to become a better professional and person each and every day. Billy has been married to his wife Stephanie Fritz since 2011. After only two weeks of dating, Stephanie took a leap of faith and flew to South America in hopes that Billy was at the airport to meet her in the middle of Costa Rica. With flowers in hand, Billy was there to greet Stephanie as she got off the plane. The couple recently celebrated the birth of their first child, Anabelle Bleu Fritz in November 2014.