

John Mlynarski III, PGA
Harbourtowne Resort and Country Club, St. Michaels, Maryland

John was born in Camden, New Jersey, one of five children. His parents, Rita (deceased) and John Mlynarski, introduced him to the game of golf when the family moved to State College, Pennsylvania when John was nine years old. Peter Duffy, Head PGA Professional at Toftrees Resort and Country Club in State College, hired him as a bag boy. John then took lessons and began playing golf with the staff at Toftrees.

In 1984, while working toward a degree in Labor Relations at Penn State University, John accepted a job as an assistant at State College Elks Country Club in State College, working for David Redmond, PGA. After graduation in 1986, John accepted an assistant position at Lords Valley Country Club in Hawley, Pennsylvania working for Gene Yanovitch, PGA. In 1988, he moved to Palmetto Dunes Resort in Hilton Head Island, South Carolina where he worked for Chip Pellerin, PGA; and in 1989, when he was elected to PGA membership, John was selected for his current position as Head PGA Professional at Harbourtowne Resort and Country Club.

John's merchandising philosophy is "to provide a quality product, at a reasonable price, and include outstanding service." The combination of these three factors has brought repeat business to his operation. John's shop is relatively small, only 527 square feet, and it takes a lot of imagination to keep merchandise fresh and attractive to customers, but 2006 was his best year in sales and net profit since taking ownership of the golf shop in 1991.

Harbourtowne's golf shop has two main entrances, both having direct access to the counter for check out. John divides his shop into five sections for ease of shopping, and he and his staff rotate the merchandise weekly. The majority of the golf shop has slot walls for easy movement and hanging of merchandise. Free-standing floor displays feature ensembles, with studio ceiling lights accenting all merchandise. In addition to ensuring his shop has a good selection of merchandise, John's staff has been with him for a number of years and he has trained them to be polite, neat in appearance, and product knowledgeable. Because he recognizes that some customers expect to receive attention from the Head PGA Professional, John spends a great deal of time on the sales floor making himself available to customers. He also devotes a considerable amount of time shopping the market to assure the shop has product balance. His AAA credit rating in the golf industry allows him to find the best merchandise at the best price. John listens closely to customers, reads trade publications, and consults with sales representatives to gain personal product knowledge and determine demand. John has also been selected as the MAPGA 2002 Merchandiser of the Year in the Resort Category and, in 2004, as the Callaway National Clubfitter of the Year.

Even with his busy schedule, John finds time to be very active within his community. Since 1997, John has served as the Head Basketball Coach at Saints Peter and Paul Middle School in Easton, Maryland; and, since 1998, as the Head Golf Coach of the St. Michaels High School Varsity Golf Team. In 2006, John was selected as the Star Democrat All-Mid-Shore Coach of the Year. John is an active member of Saints Peter and Paul Church and the Talbot Optimist Club (an organization stressing community service and youth programs) where he coordinates junior golf fundraising events. In 2006, John coordinated a golf marathon supporting his two

sons to raise more than \$9,600 for the Susan G. Komen For The Cure Foundation funding breast cancer research and education. John also chairs charity events to raise funds for community organizations including St. Michaels Sports Boosters, The Rubbishman Open, and the Delmarva Peninsula Golf Association (26 golf clubs on Maryland's Eastern Shore that promote junior golf tournaments, a scholarship program, local amateur tournaments, and coordinated events among club members). He participates in Play Golf America with fifty local golfers taking advantage of his free fitting and trade-up program and over 100 local golfers taking part in John's free lesson/clinic month.

John and Tami, his wife of 19 years, are very proud of their sons, Johnny, age 17, and Andrew, age 14. Both boys are accomplished golfers who also excel in soccer and basketball. They have attended the PGA Merchandise show the past 13 years, spend many hours helping out in the golf shop, and are excited about learning the family business.