

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.

Private Category

KEVIN R. TAYLOR, PGA - Four Streams Golf Club

“The most important thing when it comes to successful merchandising is personal attention.” So, says Kevin Taylor, this year’s Merchandiser of the Year (Private Category) winner. The key is knowing your customer, not just who they are but what they prefer. I sell 30% of my merchandise before it reaches the shelves.

Kevin was born in 1967 in Indianapolis, IN and was introduced to the game of golf at the age of 13 by his parents, Robert and Shirley Taylor. He graduated from Central Pennsylvania College in 1987 with a degree in Banking and Finance Management. Kevin worked at an off-course golf shop doing club repair and handling retail sales before deciding to make the golf profession his career and declaring professional status in 1992. His first job was at Kings Creek CC in Rehoboth Beach, DE. In 1994, he accepted an Assistant’s position at Columbia CC in Chevy Chase, MD, working under the tutelage of the legendary Bill Strausbaugh, and later Head PGA Professional Bob Dolan. Kevin learned much working with these two MAPGA “greats” and exhibits their same high standards and commitment to improve opportunities for his fellow professionals.

In 1996, Kevin earned his PGA membership. He became actively involved in the MAPGA Assistant Professional Association (APA), later serving as the A-8 Director for the Central Chapter and as Director-at-Large for the APA. In 1997, he accepted an Assistant’s position at Chevy Chase Club in Chevy Chase, MD; and in 1998, was named the MAPGA Assistant of the Year. Also, in 1998, he was offered and accepted his current position as Head PGA Professional at Four Streams Golf Club in Beallsville, MD.

Kevin is very involved and active in section governance. As Chair of the MAPGA Education Committee, he demonstrates unselfish dedication to not only making golf a better game for both the amateur and the PGA Professional, but to making the golf business better for the professional. His goal is to ensure his fellow professionals stay ahead in an industry that is changing daily. Kevin has brought many quality speakers to the section covering the topics of teaching, merchandising, health and fitness, and business. He strives to make sure that the educational programs of the MAPGA and the National PGA are programs that will enhance the careers and personal lives of fellow members and apprentices. In 2001, Kevin was awarded the Horton Smith Award.

Kevin takes great pride in being a golf professional and a member of the PGA. He presents himself not only as a player, teacher and merchandiser, but also as an ambassador, taking every opportunity to promote golf and the Association so that the public has a greater understanding of the contributions PGA members make to the industry. Kevin emphasizes to his assistants the importance of professionalism, attitude and appearance, whether attending a meeting or education seminar, playing in a tournament or visiting with a member at the club. As predicted in 1998 when he was named MAPGA Assistant of the Year, Kevin continues to stand out as a leader in both his profession and his Association. He has served on the MAPGA Board of Directors since 1999. He served as Secretary and Vice President of the Central Chapter Board of Directors and is currently President of the Central Chapter.

Kevin attributes his success to hard work, a positive attitude, and involvement in Chapter and Section affairs. He firmly believes in the importance of meeting people and networking and considers himself very fortunate to work with and around many accomplished PGA Professionals. Kevin, his wife Carrie, and daughter Madeleine reside in Silver Spring, MD with their two beloved Labradors, Kodiak and Trooper.