

Marty O'Rear, PGA

Westwood Country Club, Vienna, Virginia

After his election to PGA membership in 1987, Marty worked at Sully National Golf Range near Leesburg, Virginia, where he won the Carl Rasnic Trophy with Sam Logan at the MAPGA Professional-Assistant Championship in 1992. He then worked as the Head PGA Professional at Fairfax National Golf Club in Centreville, Virginia from 1993 to 1995, then briefly as an Assistant PGA Professional at Chantilly National Golf and Country Club in Centreville, Virginia. From 1996 to 2005, Marty was the Head PGA Professional at Hilltop Golf Club in Alexandria, Virginia, then briefly as an Assistant PGA Professional at Falls Road Golf Course in Potomac, Maryland. He has been at his current position as the Assistant PGA Professional at Westwood Country Club in Vienna, Virginia since April of 2007.

For the past fifteen years, Marty has recorded player retention, increased rounds, and revenue growth through customer surveys taken in person, on the phone, and on-line. He uses marketing companies to measure the impact of advertisements, tracking responses by directing prospective customers to different phone numbers and Web addresses that ultimately send them back to the facility's main number or Website. The number of times a particular phone number or Web address is used is tracked to measure the impact of individual appeals.

For the last ten years, at each club at which he's worked, Marty has introduced New Golfers' Days to encourage non-golfers to give the game a try. He has used the tag line, "Golf, you've always wanted to try it!" many times with great success. He designed instruction for all levels of golfers, not just entry level and intermediate, to better serve each facility's clientele.

Marty offered reduced price lessons through local schools to encourage junior golfers to visit his facility. By hiring high school golf coaches and school teachers, he further increased exposure to juniors for his facility. Marty also volunteers as an instructor at many clinics and donates to the Clubs for Kids program.

In 2004, Marty hosted the first Play Golf America Day in the Middle Atlantic Section at Hilltop Golf Club. As the first such event in the Section, a lot of planning and collaboration went into the event; Marty helped secure thirty PGA Professional volunteer instructors and organized the instruction for this large public event.

Marty served on the Montgomery County Revenue Authority's Instruction Committee promoting golf instruction and encouraging growth of the game marketing. He has served on the Section's Growth of the Game Committee and has been a member of The PGA's President's Council on Growing the Game since 2003.