

John J. Mlynarski III, PGA
Harbourtowne Resort
St. Michaels, Maryland

John J. Mlynarski III has been named the MAPGA Resort Merchandiser of the Year an astonishing four times as he won this award in 2001, 2007, 2010 and now 2015. This award recognizes PGA Professionals who have demonstrated superior skills as merchandisers in the promotion of golf.

John was born in Camden, New Jersey on November 6, 1962 and is one of five children. His parents, John and Rita Mlynarski (deceased), introduced him to the game of golf when the family moved to State College, Pennsylvania when John was nine years old. Along with his parents, John credits David Redmond, PGA; Gene Yanovitch, PGA; and Peter Duffy, PGA for influencing his decision to play golf. John's passion for golf grew after Duffy, who was the Head PGA Professional at Toftrees Resort and Country Club in State College, hired John as a bag boy. While working at Toftrees, John was always improving his game as he would take lessons and play golf with the professional staff.

In 1984, while working toward a degree in Labor Relations at Penn State University, John accepted a job as an assistant professional 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. After earning his PGA Membership in 1989, John moved to his current position as Head PGA professional at Harbourtowne Resort.

John's merchandise 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 552 square feet, and it takes a lot of imagination to keep merchandise fresh and attractive to customers. Since John took over in May of 1991, shop sales jumped an incredible 222%, including his record high of gross sales in 2013. Three years ago, John purchased a golf ball logo/personalization machine from LOGOJET. This machine allows John to turn over 50 dozen customized golf balls in less than six hours and is great for charity tournaments, weddings, single logo balls and corporate outings. As of 2013, the number of golf ball sales John averaged each year was over 1,750 dozen, an increase of 184% prior to the machine.

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. In addition to ensuring his shop has a good selection of merchandise, John also trains his staff to be polite, have a neat appearance, and be knowledgeable about the products. Since 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 ensure the shop has product balance. John listens closely to customers, reads trade publications, and consults with sales representatives to gain personal product knowledge and determine demand. Along with his great success at Harbourtowne, John was also named the Callaway National Clubfitter of the Year in 2004 and 2010, and Regional winner in 2009.

Even with his busy schedule, John finds time to be very active in his community, he is Vice-President of the Talbot Optimist Club and has been on the Board of Directors since 2007. During his career he was

Head Basketball coach of Saints Peter and Paul Elementary School, coached the St. Michaels High School Golf team for eight years, turning around a program on the verge of extinction, to winning the North Bayside championship and being selected Maryland Mid-Shore High School Golf Coach of the Year. As Captain, he led Team Maryland to back to back wins over Virginia in The Capital Cup in 2011 and 2012. He was also a volunteer basketball coach at the YMCA and a long time Board member and manager of Homerun Baker Little League. In 2006, John coordinated a golf marathon supporting his two sons to raise more than \$10,000 for the Susan G. Komen Rally for the Cure foundation funding breast cancer research and education. He participates in Play Golf America with 50 local golfers taking advantage of his free fittings and trade-up programs, and over 100 local golfers taking part in John's free lesson/clinic month. John was inducted into the PGA Quarter Century Club in July 2014, and the Eastern Shore Golf Magazine Hall of Fame Class of 2015. John is also on the MAPGA Junior Golf Committee and the Northern Chapter Eastern Director.

John and Tami, his wife of 26 years, are very proud of their sons, John IV, age 25 and Andrew age 22. John, who graduated from Ohio University, is working for Callaway Golf as a clubfitting specialist, while Andrew is in his senior year at Ohio University, where he is a Cleveland/Srixon Golf Academic All-American.