

R. COLEMAN PLECKER- Manor Country Club

Currently the Director of Golf and Head Golf Professional at Manor Country Club in Rockville, Maryland -- a position he has held for 14 years. Coleman is a native of Baltimore, Maryland, and earned a Bachelor's Degree in Business Administration from the University of Baltimore. In 1967, he became a golf professional under the tutelage of the much respected Johnny Bass at Pine Ridge Golf Course. Coleman accepted a position as Assistant Professional at Seminole Golf Club in West Palm Beach, Florida, and continued his professional training under Henry Picard. He became a member of the PGA in 1973. He returned to Baltimore and Pine Ridge and established one of the most successful teaching concessions in the area, working closely with his good friend and PGA Professional, Frank Laber.

In 1976, he became the Head Golf Professional at Towson Golf and Country Club in Phoenix. This is when he became involved in the Middle Atlantic PGA as the Education Chairman and Editor of the Section's magazine, "The Club Pro and You". His efforts were so successful that the magazine was a consistent winner of the prestigious Harry Eckhoff Award for Excellence.

Mr. Plecker's concern for his fellow professionals was so strong that he crusaded for the Section to permit him to hold seminars and workshops geared toward educating the golf professional to be better prepared for the interview and resume' writing process necessary to properly promote themselves as individuals and association as a whole. These highly successful endeavors assisted many members in their desire to further their careers.

Coleman's education efforts locally were not going unnoticed nationally, and he was recruited as a member of the National PGA Education Faculty. He still holds that position today, 14 years later. Coleman is a recognized expert in merchandising, communications and public relations, and teaches extensively on behalf of the PGA. Earning Master Professional status in 1995, his thesis, "Know Your Product, Know Your Market, Know Yourself", is recognized as a valuable reference for the GPTP students interested in successful shop management and marketing. Mr. Plecker has also been a guest speaker for the Canadian PGA

He has been the recipient of many "golf industry" awards, including the MAPGA Horton Smith (Education) Award and Merchandiser of the Year. He is also perennially recognized as a member of *Golf shop Operations* "Top 100 Shops in America."

The Plecker family and golf go together. Coleman's wife, Barbara, has worked at his side since the days at Towson G & CC in 1976. Their two children, Beth and Joe, were literally raised behind the sales counter -- and they must have enjoyed it because today they are both Assistant Professionals at Manor CC, assisting their father in the administration of all the golf programs as well as the day-to-day operation of the always active Manor Club.

Coleman has qualified for and played in two Kemper Opens. When he wants to really relax, he and Barbara head for Camden Yards and cheer for the Orioles (recently, they have added the Ravens to their list of "must see" sports!).

His many travels on behalf of the PGA have enabled Coleman to become acquainted with hundreds of members and apprentices eager to hear his message. He is a popular speaker and makes himself accessible to anyone who wants additional information or further discussion about one of his many specialties.