

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.

Public Category

RICHARD D. ROUNSAVILLE, PGA - Bulle Rock Golf Club

Merchandiser of the Year (Public Category) Richard Rounsaville was born in Phillipsburg, New Jersey in 1952 to Richard (deceased) and Marguerite Rounsaville. He was first introduced to the golf course by a neighbor's friend who started him caddying at Harkers Hollow CC in Phillipsburg. Richard graduated from Phillipsburg High School and attended Rider College. His first job as a golf professional was an Assistant's position at Oak Hill Golf Club in Milford, NJ in 1971. In 1974, Richard accepted a position as Assistant Golf Professional at Lancaster Country Club in Lancaster, PA. He was elected to PGA membership in 1976. His first Head Golf Professional position came in 1979 at Brookside CC in Allentown, PA. Richard remained at Brookside for 11 years and while there was awarded the Philadelphia Section Merchandiser of the Year (Private Category) award. He also served on the Philadelphia Section's Club Relations and Employment committees. From 1993 to 1997, Richard was the Teaching Professional at Four O's Golf Center in Bath, PA. Then in 1997, he accepted his present position as Director of Golf at Bulle Rock in Havre de Grace, MD.

Richard has 2200 square feet of merchandise display area which he changes weekly during the season. His merchandising philosophy encompasses a multitude of factors which he feels has made his golf shop successful. First and foremost, he wants everyone to leave Bulle Rock with a souvenir. Not only does his merchandise reflect this philosophy, but also the quality of the golf course and the level of service provided to customers are strong factors in his program. Richard believes that providing a first class golf experience helps drive merchandise sales. In his purchasing he tries to provide different levels of pricing, particularly in the soft goods area. He tries to stock merchandise so that everyone who plays can find an item within their spending level. He also tries to provide the highest quality merchandise within the different price levels and carries a large variety of lines to give people an array of purchasing options. Richard sees the visual display of merchandise as very important and has a multitude of them throughout his shop. The shop is monitored for neatness and cleanliness, and is straightened and restocked on a daily basis. To Richard a very important selling point is a good Logo, which he and his staff work very hard at properly displaying on every piece of merchandise ordered.

Richard gives much credit for the success of his operation and for receiving this award to his wife of 26 years, Deborah, who plays a large roll in the golf shop. His assistants also play a key role in the success of the shop on an everyday basis. Their ability to make people feel welcome, the extra special effort they put forth to servicing guests, and helping with the shop maintenance all play a significant role in driving merchandise sales. He also firmly believes that success follows service as he stated when asked about his personal golf philosophy, *"My primary goal entering into the golf business was to service the members of the club I was associated with to the best of my ability. I was very lucky to have great training from the professionals I worked under, and I was well prepared when the Head Professional opportunities came."*