

***MERCHANDISER OF THE YEAR***  
***PUBLIC/MILITARY/SEMI-PRIVATE CATEGORY***

***Richard D. Rounsaville, PGA***  
*Bulle Rock*  
*Havre de Grace, Maryland*

For his excellence in merchandise and professional shop management at Bulle Rock Golf Course, Rick Rounsaville is the 2017 MAPGA Public Merchandiser of the Year.

Born on June 24, 1952 in Phillipsburg, N.J. to Richard, a Marine and Korean War Veteran, and Marguerite Rounsaville, Richard Rounsaville grew up with a close-knit family. The Rounsaville family, including two brothers and one sister, lived a block away from both sets of grandparents. They had a big family and grew up in a small town and were taught strong values.

Rick was introduced to the game of golf by his neighbor's friend and began caddying, eventually winning the Junior Club Championship at Oak Hill Golf Club in Milford, N.J. He became a PGA Professional in 1972 and began working at Oak Hill, before going to serve five years as an Assistant at Lancaster Country Club. From there, he obtained the Head PGA Professional position at Brookside Country Club in Allentown, Pa. before eventually landing the Head PGA Professional/General Manger position at Bulle Rock in 1997.

During his time in the Philadelphia Section, Rounsaville was awarded the Merchandiser of the Year in 1986 and served on the Club Relations Committee. In the Middle Atlantic Section, he won the 2001 Public Merchandiser of the Year and was recognized as a top teacher in the Mid-Atlantic by Golf Magazine in 2005.

Rick has more than doubled Bulle Rock's annual pro shop income through strong attention to detail and shop design. With three full-time staff members and another three part-time employees, the shop's success has continued to grow.

Some of Rick's campaigns include his yearly custom golf ball promotion and the year-round club fitting, driving golf club sales. At the end of the year, the pro shop holds a year end shirt sale to help move remaining inventory out of the store prior to new merchandise the next season.

Rick says the team tries to buy quality product lines at all different price points to reach every customer in the shop. Their goal every day is to provide a great course, great conditions, warm and friendly service, and an enticing golf shop.

Rick has been married to his wife Deborah for 42 years and they reside in Bel Air, Md. He credits Deborah and her fashion background for helping him with ladies' merchandise and displays. They have a golden retriever named Abby who is the baby of the family.