

Richard L. Runyon, Jr., PGA
Shenandoah Valley Golf Club, Front Royal, Virginia

Richard was born February 10, 1976 in Front Royal, Virginia to Richard and Roberta Runyon. He began playing golf at the age of twelve. Richard's first round was played at Bowling Green Country Club in Front Royal, Virginia. He credits his grandfather, George G. Titus, and friend, Frank Ryan, with introducing him to the game. They took Richard to Shenandoah Valley Golf Club in Front Royal, Virginia almost every day. He is thankful for their guidance, their love, and for introducing him to the game.

As a member of the Warren County High School golf team, Richard's team won every match and tournament and finished fourth in the state. A 1998 graduate of the University of Virginia, Richard played for the UVA golf team. He passed his Playing Ability Test on his first attempt in 1998. Richard graduated from The PGA's Golf Professional Training Program in December 2001 at which time he was elected to PGA membership.

Since 1996, Richard has organized the yearly "Wildcat Scramble" fundraising golf outing. Proceeds from the outing cover the Warren County High School's entire yearly golf team budget including clubs, shoes, shirts, hats, and scholarships. This is the ninth year he's organized this worthy event.

Richard began working for head PGA Professional Mike Ahrnsbrak at Shenandoah Valley Golf Club as a cart attendant, also fondly termed a "cart dog," in 1992. He became the head PGA Professional there in 2000. He has also been the assistant golf coach at Shenandoah University since 2000. Richard is currently serving as the Central Chapter's Vice President and the Chairman of the Section's Sponsor Committee.

Richard believes the golf shop is the nucleus of the golf club. It's the first and last place customers visit. With that in mind, he treats the golf shop like a home, keeping it clean and fully stocked with the latest merchandise. Richard and his staff take great pride in their shop. At the beginning of every day, the windows are cleaned, shirts are folded, and all inventories are restocked. They also wear and promote the products they sell to give accurate feedback on any given product.

Richard asks that all employees treat customers as if they were family. He wants customers comfortable and happy with their purchases. Richard believes that if you're honest and patient in your selling, you will not only sell more merchandise, you will also develop a long lasting relationship with customers who will become loyal to you and your club.

The golf business is ever evolving, and Richard believes PGA Professionals must strive for success and continue to educate themselves as well as their employees. PGA Professionals are the leaders in the golf industry. Richard's personal philosophy is to work very hard, be honest, be sincere, be humble, and be a nice person. He believes

those five traits have helped him get to where he is today and he tries to live each day by that philosophy.