

2018 Merchandiser of the Year- Resort
Nick Spinnato, PGA
Turf Valley Resort
Ellicott City, Maryland

Nick Spinnato has been selected as the Merchandiser of the Year for the Resort category by understanding the needs of his customers and building sustaining relationships with top-level golf companies and their sales representatives. Nick previously won the award in 2014. He believes in quality of service and product presentation which is evident in his regular promotions to resort guests.

Nick was born on July 25, 1968 in Baltimore, Md., to the parents of Nicholas Spinnato Sr. and Joyce Hyland. Nick has five siblings, Chuck, William, Anthony, Denise and Patrice. Growing up, Nick and his family lived in a large row home neighborhood in Baltimore City. Nick recalls how he, his siblings, and all the other children in the neighborhood would play baseball, football, basketball, soccer, and golf at a nearby park "every day, all day." Nick's father introduced him to the game of golf at the age of 10 at Cedar Lane, a local range in Baltimore.

At the age of 15, Nick got his first golf-related job as a cart attendant at Clifton Park in Baltimore. Nick attended Calvert Hall College High School and competed on the 1986 MSA Championship Golf Team. After graduating from Calvert Hall in 1986, Nick attended Methodist University and graduated in 1990.

In 1992, Nick became a golf professional and took a job as an Assistant at Turf Valley. He moved into the position of Director of Golf at Turf Valley in 2005 and also accepted the Director of Golf at Hayfields Country Club in Hunt Valley, Md. that same year. At Hayfields, he coordinated the Constellation Energy Classic, a Champions Tour Event. In 2007, he achieved one of his biggest personal accomplishments when he was elected to PGA Membership. Nick continued with both Director positions until 2008 when he returned to work exclusively for Turf Valley.

Since becoming the Director of Golf at Turf Valley, Nick has generated a 30% sales increase in the merchandise operation. He continues to build strong relationships with companies like Foot-Joy, Titleist, and Cobra-Puma, so he can enhance product presentation in his golf shop and improve his profit margins. He's had great success with demo days, trunk shows, and member events like Turf Valley's opening day party that offers great discounts on top-of-the-line products.

As a resort facility, Turf Valley caters to many families who look to the golf shop for youth merchandise. They carry a wide line of Puma and Nike products that accommodate the younger generation. Furthermore, the support of youth golf at Turf Valley is not only evident in the golf shop, but also evident in their hosting of junior golf events like the MAPGA Junior Tour, MAPGA Junior Championship, MD/VA Junior girls matches (Poindexter Cup), AJGA David Leadbetter/ Jos. A. Bank Championship, the MSGA Mid-Atlantic Junior Invitational and the USGA Junior Amateur Qualifier and the MAPGA Capital Cup.

Nick is very thankful for all the people who have impacted his career thus far. In the golf industry, he credits Frank Laber, PGA; Craig Day, PGA; Tony Marlowe, PGA; Bill Clarke, PGA;

Charlie Bassler, PGA, and Bill Bassler, PGA, as his mentors. One of Nick's biggest supporters since he started playing golf has been his father, Nick Sr. Nick's father taught him the importance of integrity, courtesy, and strength, all of which are foundations to be successful in golf. He remembers his father saying that golf "is a competition against the course and the elements, not as much against a fellow competitor."

Nick and his wife, Amy Rohde Spinnato, have been happily married for 21 years and they reside in Jarrettsville, Maryland. She is the Director of Financial Aid at Harford Community College and has been Nick's biggest supporter. The couple has one child, Nicholas III, who is 13 years old. Nicholas is a tremendous student who loves swimming, baseball and basketball