

Robert J. Wampler IV, PGA
Cattail Creek Country Club
Glenwood, Maryland

Bob Wampler has achieved the 2015 Merchandiser of the Year for the Private category by understanding the needs of his customers and not being afraid to try new promotions and programs to help increase revenue and build the Club's brand. He believes that the customers/members/guests are the most important part of the operation, and that service is the cornerstone of business.

Bob was born on March 26, 1983 in Pittsburgh, Pennsylvania to Robert J. Wampler III and Tammy D. Wampler. He has two siblings, Todd and Julie. When Bob was 10, his father introduced him to the game of golf when the family moved from Mentor, Ohio to West Chester, Pennsylvania and joined West Chester Golf and Country Club. It didn't take long for Bob to fall in love with the game through the Club's Junior Golf Program. Bob's dad taught him more about the values and the etiquette of golf, rather than the actual golf swing. Robert told his son "It is much better to always be admirable than to win the wrong way." The Country Club became Bob's second home. Throughout his childhood, Bob participated in the Pennsylvania Junior Open and the Philadelphia PGA Junior Tour, where he won the Skippack Open. Bob played three years on the Varsity Golf Team in high school and during his senior year, served as the Team Captain and won the "Most Outstanding Golfer" award.

Upon graduating high school, Bob attended Penn State University where he earned a Bachelor's degree in Recreation & Park Management and a minor in Business/Liberal Arts as part of the Professional Golf Management program. In 2001, Bob became a PGA Apprentice and, for the next four years, worked as an Apprentice at several clubs including Applebrook Golf Club in Malvern, Pennsylvania, Penn State Golf Course in State College, Pennsylvania, Crooked Stick Golf Club in Carmel, Indiana, and Caves Valley Golf Club in Owings Mills, Maryland. In February 2007, while in his second year working as an Assistant Professional at Stock Farm Club in Hamilton, Montana, Bob was elected as a Class A Member of the PGA. Bob accepted the First Assistant position at Waynesborough Country Club in Paoli, Pennsylvania in 2010 and became the Head Golf Professional there in March of 2012. After only a few months in that role, Bob accepted his current position as PGA Head Professional at Cattail Creek Country Club in Glenwood, Maryland.

During Bob's first two years at Cattail Creek, the golf shop has grown exponentially in terms of gross sales, profit margin and foot traffic. Bob is constantly coming up with innovative, low cost ways of generating sales. Two of those ideas include an online special order program on the club's website and a "Trade in Trade up" program. The new online order program has been very successful thus far, as it allows members to browse catalogs and/or websites of all of Cattail Creek's vendor partners. They can then fill out an online form to place an order from anywhere around the world 24 hours a day, 365 days a year. Since its inception in the spring of 2013, this program has continued to gain momentum through the continued commitment of Bob and his team to stay ahead of the curve and buy in to the system. Online commerce is growing and thriving due to the convenience factor, and Bob wanted to be proactive and capitalize on this trend. There is now a total of 53 different brands represented and available to shop on the club's website. There was no monetary investment required to get this program off the ground, and it has created a lot of buzz and a "wow factor" for the membership at the club.

In 2013, Bob came up with a new initiative with his own "Trade in Trade up" program using eBay. It takes a little bit more time and effort, but using eBay as an alternative to the PGA Trade-In program can

generate a significantly greater return. The program is simple. The member brings the gear into the shop to have the staff clean and photograph it. After that, the staff lists and sells the equipment on eBay with the member getting golf shop credit equal to the selling amount (minus shipping costs & eBay fees). Bob and his staff accept equipment less than five years old from all major manufacturers. Many of the members have garages full of equipment that they never use, but they either do not know how, or do not want to spend the time required to sell the equipment. That is where Bob and his staff come into play and why this idea has been a huge success at the club.

Bob attributes most of his success to hard work as he believes that “If you want to be successful, you have to be committed to the process and put the time and effort in.” His personal business philosophy is to remember the “5 P’s”: be Professional, Personable, Prompt, Polite, and Proud. In 2014 and 2015, Bob and his team also earned the Association of Golf Merchandisers (AGM) Platinum Award for “Top 100 Golf Shops.”

Bob has been happily married to Kate Wampler since August, 2007. Kate is a school teacher and is currently teaching 5th grade in Howard County, Maryland. The couple celebrated the birth of their first child, Audrey Mae Wampler on December 31, 2012. Though he will never force anything on her, you can be sure that Audrey will have a golf club in her hands very soon.