

***MERCHANDISER OF THE YEAR
PUBLIC CATEGORY***

***Andy Weissinger, PGA
Eaglewood Golf Course
Langley Air Force Base, Virginia***

Andy Weissinger has been selected as the recipient of the 2020 Public Merchandiser of the Year Award for his outstanding merchandise and professional golf shop management at the Eaglewood Golf Course.

Andy was born on November 23, 1976 in Norfolk, Virginia to parents George and Mary-Ellen Weissinger. He started playing golf regularly at age 13 because it gave him an opportunity to be outside, to be involved athletically, and spend some great time alone with his dad. Andy's dad taught him many things about life, relationships, integrity and competition during their many rounds of golf together.

Andy got his start in the golf business working and learning from PGA Professionals in the Hampton Roads area such as Mike Waugh, Andy Giles, Mike Fentress, Dean Hurst, and Steve Clark. Andy received a golf scholarship to Liberty University in Lynchburg, Virginia where he earned his Bachelor's Degree in Religion with a concentration in Pastoral Studies. Turning pro in 1997 at Ivy Hill Golf Club in Forest, Virginia, Andy worked there as an assistant golf professional until 1999. He then worked at Chesapeake Golf Club in Chesapeake, Virginia as a PGA apprentice from 1999-2001 where he eventually became the Head Professional. Andy was elected to PGA membership in 2001 and in that same year, he began working at Lake Wright Golf Course in Norfolk as the Head PGA Professional.

Shortly after Lake Wright, Andy became the Head PGA Professional at Honey Bee Golf Club in Virginia Beach from 2001-2003. In 2003, Andy moved up onto Virginia's Peninsula as the Head PGA Professional at the Pines Golf Course at Fort Eustis and was promoted to PGA General Manager in 2005. In 2013, Andy was approached and agreed to take on the additional responsibility as PGA General Manager at Eaglewood Golf Course a short ways down the road on Langley Air Force Base.

This is Andy's fourth Section award. In 2016, he won the Bill Strausbaugh Award, in 2011, he won the Youth Player Development Award and in 2009, he won the Middle Atlantic PGA Player Development Award. In the same year, he was also the recipient of The PGA of America Patriot Award in only its second year of existence. In 2018, he also received the 2018 VSGA Grow the Game Award and the NCGOA Mid Atlantic Public Golf Course Operator of the Year Award.

When asked, Andy explained that his merchandising philosophy is to keep things fresh and to give the customer what they want. This means that they rotate the brands but also the place and manner in which they are displayed. He also encourages competitive pricing and price matching on almost anything that is of the current year. He finds that training staff to be knowledgeable, courteous and appreciative along with not being afraid to ask for a customer's business is key.

Andy attributes his personal success to keeping things simple - and fun! He feels that golf is a game and games are played to have fun. If he can show someone how much fun golf is, then they will naturally become a lifelong golfer. Andy believes that you should always be willing to try something new and that it is okay to fail as long as you learn to be better and keep moving forward. He feels truly blessed that he has had the opportunity to help so many people fall in love with the game that has given him so much.

Andy has been married to his best friend Jennifer for 21 years and they have since been blessed with two boys; Alex (19) and Caleb (16).