

## ***MERCHANDISERS OF THE YEAR***

*This award is bestowed on those PGA Professionals who have demonstrated superior skills as merchandisers in the promotion of golf. This award recognizes excellence in golf shop operations in three categories: Private, Resort, and Public/Military/Semi-Private.*

### ***MERCHANDISER OF THE YEAR RESORT CATEGORY***

***Brian L. Alley, PGA***

*The Highland Course at Primland  
Meadows of Dan, Virginia*

Brian Alley has been selected as the Merchandiser of the Year for the Resort his outstanding merchandise and professional golf shop management at The Highland Course at Primland. Brian previously won the award in 2017.

Born to Dennis and Verneice Alley in Winston-Salem, N.C. on September 3, 1983, Brian grew up playing all sports, but mainly baseball. It wasn't until the age of 12 that he began playing golf and was actively competing in tournaments by the age of 14. He credits family friend Cotton Chitwood, and relative Ronald Young for introducing him to golf and being advocates of the game.

When Brian was 14, he became a golf cart attendant Hemlock Golf Club Walnut Cove, N.C. and eventually was a part of two high school state championship golf teams at North Stokes High School.

Brian graduated from Methodist College PGM School with a B.S. in Business Administration and earned his PGA Membership in 2007. Primland Resort was the first place he began working as a PGA Professional, while also working as an assistant golf professional at The Everglades Club in Palm Beach, Fla. during the winters of 2007 and 2008 and at Yeamans Hall Club in the spring of 2009.

Brian lists Tommy Ziglar, PGA now at Great Oaks Country Club; Curt Bennett, PGA; Claude Brusse, PGA, Jeff Fraim, PGA and Dick Wilson, PGA as his mentors in golf since joining the PGA professionally.

At Primland their merchandising philosophy begins with establishing great relationships with vendors, guests, and staff members. With little storage at the golf shop, Brian says they depend on quick turnaround times from vendors. Given that their logo requires a lot of detail and attention, they rely on vendors who understand and appreciate attention to detail combined with high levels of communication to make things run smoothly. Since they are fortunate to be on the high end of the market they offer only high quality, durable merchandise. Brian also finds that personalized and genuine service provided to guests along with knowledgeable and happy staff influence how well they do. In summary Brian shares that their recipe is quality products with friendly, knowledgeable staff at an exciting destination.

Brian says his philosophy at Primland Resort is to truly care about the experiences the guests have when visiting. Attention to detail from booking their reservation until the customer leaves the property is what brings their guests back.

Brian married his wife Lindsay in December of 2018.