

MERCHANDISER 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.

MERCHANDISER OF THE YEAR PRIVATE CATEGORY

Michael Adkins, PGA

*Green Spring Valley Hunt Club
Owings Mills, MD*

Michael Adkins has been selected as the recipient of the 2020 Private Merchandiser of the Year Award for his dedication and success at Green Spring Valley Hunt Club. Since taking over the operation in 2016, Michael has worked hard to establish merchandise goals, standards, and increase overall presentation, as well as improve sales and gain member loyalty. Michael is very proud of the team he works with, as he knows the pride and passion they possess is instrumental in the success of his golf shop.

Michael was born May 15, 1984 in Wheelersburg, OH to parents Paul and Bev Adkins and has one sister, Michele. Michael was fortunate to spend his childhood in a small town in Ohio where community relationships and family businesses were staples. His grandparents opened a restaurant in 1971 and his parents carry on the family tradition to this day. Golf came into Michael's life at the age of 12, when his father introduced it to him at The Portsmouth Elks in Portsmouth, Ohio.

Michael attended Campbell University in their PGA Golf Management Program and was a part of their Jones Cup Team for 3 years. He became a golf professional in 2005 and was elected to PGA Membership in 2010. Dan Colvin, Fishers Island Club Director of Golf; Jim McLean, Jim McLean Golf School Owner; Kevin Murphy, McArthur Golf Club Head Professional; Peter McDonald, RedStick Golf Club Head Professional were all mentors to Michael throughout his career. In 2019, Michael joined the MAPGA Northern Chapter Board of Directors and developed a community partnership with The First Tee of Greater Baltimore to offer a Caddie Program at the Green Spring Valley Hunt Club.

Michael's merchandising philosophy at Green Spring Valley Hunt Club is quite simple; he sources the best products and studies industry trends to stay one step ahead of the market. He has three marquee brands that are defined as the clubs "three pillars" and are complimented by introducing a new brand in the spring and fall to add variety while acting as a test to earn a role in the shop. By keeping looks fresh and new each season, it creates excitement and excitement creates sales. Lastly, Michael educates his team on the products and have them become very familiar with benefits of material, fit and performance so they can better educate the membership during their shopping experience. He has also searched the market for bespoke products that are most appropriate for lifestyle gifts. This has been a great success for the club to be the one-stop-shop for holidays, personal celebrations and even housewarming gifts.

Michael's wife, Holly, of 4 years is a part of the merchandising team at the club and plays an integral part in the golf shop. Together they have a son Declan who turned 1 earlier this month.