

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***

Simon D. Peters, PGA
Birdwood Golf Course
Charlottesville, Virginia

Simon Peters has been selected as the Merchandiser of the Year for the Resort his outstanding merchandise and professional golf shop management at Birdwood Golf Course.

Born to Ray and Wendy Peters in South Africa on March 22, 1982, Simon grew up with brother Leslie Peters. He was introduced to golf by his father, playing at a municipal course in South Africa, Papwa Sewgolum Golf Course. He began playing at 15 and his first golf related job was as a Camp Counselor teaching golf at Camp Friendship. In 2009, he became a golf professional in the PGA of South Africa and was elected to PGA of America Membership in 2016.

South African PGA Master Professional Phil Simmons and PGA of America Member Martin Winters are two individuals he considers as his golf mentors. Simon worked at Mount Edgecombe CC in South Africa from 2006 until 2010 and then in 2010 took a position as a Golf Professional at Elite Golf Cruises- Carnival Dream. From 2011 until 2013 he was the Head Professional at Sun City Resort which included Gary Player CC and Lost City GC. In 2014, he took a role at Birdwood Golf Course as an Assistant. Since at Birdwood GC he has been promoted to Associate Head Professional and now Head Professional.

At Birdwood, their merchandising philosophy is to constantly provide a great selection of merchandise while maximizing the limited floor space available. In order to do so, they have reduced the number of vendors stocked, but have increased the variety from each of those chosen vendors. Simon says his golf philosophy is to share this fun game with everyone helping to make it more enjoyable and welcoming.

Simon has been married to his wife Melinda Smith for eight years.