

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*

***Matt Fuller, PGA**
Caves Valley Golf Club
Owings Mills, Maryland*

Matt Fuller was born in Durango, Colorado in 1979 to Karen and Steve Fuller. He, along with his sister Sydney Dickinson were raised in a small town outside of Telluride, CO where there was one golf course within an hour's drive. He was introduced to the game at 8 years old by his father at Conquistador Golf Course in Cortez, CO. He also played golf during the summers with his grandparents at New Haven Country Club (CT). Fuller credits his first mentor Micah Rudosky, Head Golf Professional at Conquistador Golf Course, for teaching him the importance of growing the game, building relationships and the importance being well versed in many areas of becoming a PGA Professional.

He attended New Mexico State University in their PGA Golf Management Program, earning his Bachelor of Business Administration degree in Marketing with an emphasis in golf management in 2002. Matt was elected into PGA Membership in 2003 when he worked at Essex Country Club. There he worked for Head Professional Steve Wilson in West Orange, NJ. Steve was a Caves Valley alumni and is now Director of Titleist Performance Institute (TPI). In 2007, Fuller was hired by Dennis Satyshur, PGA at Caves Valley Golf Club, where he remains to this day. After Satyshur's retirement in late 2021, Matt was named the Director of Golf.

His merchandising philosophy at Caves Valley Golf Shop is one where he believes in more than just selling golf equipment and apparel. He and his team are dedicated to delivering a high-level golfing experience for Members and their Guests. The philosophy is rooted in a deep passion for the sport and a commitment to providing Members and their Guests with the best products and service possible. It revolves around three essential principles: Exclusivity, Customization, and Excellence. His team is committed to providing their members with an unparalleled golfing experience, where they can access exclusive products, receive personalized services, while enjoying the incredible Caves Valley experience.

Matt and his wife Amy have been married since 2007 and they share two children Rowan (11) and Leah (13).