

*MERCHANDISER OF THE YEAR
PUBLIC CATEGORY*

*Willy A. Lutz, PGA
Raspberry Falls Golf & Hunt Club
Leesburg, Virginia*

Willy Lutz has been selected as the recipient of the 2023 Public Merchandiser of the Year Award.

Willy was born on June 28, 1976 to his parents Wendy Henderson and the late Willy Lutz. He and his twin brother Tony were joined by younger brother Joseph Maville. He grew up playing on six "practice holes" that were maintained by Hanover Country Club and Dartmouth College. He believes it was a fantastic way to learn the game and develop shot making creativity since the six greens could be played from several tee boxes in multiple directions.

Growing up he had several strong golf influencers but Jeff Jullian stands out. He was the first person from Vermont to play on the PGA Tour and was a bit of local legend in the area that he grew up in. He was talented and successful, but so down to earth that he took the time to get to know Willy and helped him when he landed his first golf job as a range attendant at the Quechee Club in Quechee, VT (where he worked, practiced and played).

Willy served as an Assistant Golf Professional at Army Navy CC from 1999 to 2003 and First Assistant Professional at Old Hickory Golf Club from 2003 to 2006. In 2006, he landed the Head Golf Professional job at South Riding Golf Club where he served until 2013 and during which he earned his PGA membership in 2007. Lutz became the General Manager at Raspberry Falls Golf & Hunt Club in 2014, where he still serves today, becoming an equity partner in 2020.

His personal golf philosophy is to take care of your club/ course and your club/ course will take care of you. He believes that you must always invest in the personal and professional relationships that matter and strive to achieve an unlimited "account balance" with them. He also notes that you shouldn't take yourself too seriously and to have fun! His merchandising philosophy is to have an unwavering commitment to customer satisfaction, intricately weaving together customer service, meticulous attention to detail, customer-centricity, and keen market trend awareness.

He and his wife Paige met on a golf course and have been married for twenty years. They share two daughters Hannah who is a freshman at the University of Tennessee and Katie who is a junior at Paul VI High School.