

## *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**

**Zach Pfingst, PGA**  
Bay Creek Resort and Club  
Cape Charles, Virginia

Zach Pfingst has been named the recipient of the 2024 Merchandiser of the Year in the Resort Category, his second time receiving this honor. This award recognizes PGA Professionals who have demonstrated superior skills as merchandisers in the promotion of golf.

Zach was born in Virginia Beach, VA in 1980 to his parents, Hal and Linda. His father introduced him to the game at Cypress Cove Country Club in Franklin, Virginia. He took him to the club at the age of 11 after watching The Masters on television the day before. His decision to focus on golf came when he finished third in his very first Junior golf event. After that he was hooked and really started to practice and play a lot more.

He earned his Sports Management Degree and Business Management Degree from North Greenville College in Greenville, South Carolina. There he was a four-year starter, who won six individual college tournaments and was named College All-America his senior year.

After college, Zach joined the staff at Bay Creek Resort and Club in 2001. From 2001-2008 he served as an Assistant Golf Professional. He was elected to membership in the PGA of America in 2007, and in 2008 he was promoted to Head Golf Professional. He served in that role until 2020 when he received a promotion to his current role as the Director of Golf.

His personal philosophy is to work hard and be enthusiastic about whatever you do. He shared that the goal of the club is to provide guests with a high-level experience from the moment they walk into the golf shop, that they not only want to have great top of the line quality products but also extend a friendly and professional feel. He notes that the product buying mix is important, but the staff is the most important part of the success there. They purchase mostly bright vibrant colors and patterns to merchandise the shop with. With being a vacation destination in addition to their location very near Chesapeake Bay, the bright vibrant colors sell so much better. Resort guests are happiest on vacation and really gravitate to those bright vibrant colors and patterns.

He has a son Zachary Pfingst Jr who is 14 years old and plays guitar. He and his wife Sarai Diaz have been married since 2020.