

Merchandiser of the Year – Private

Established in 1980, the PGA Merchandiser of the Year Award (Private) recognizes those PGA golf professionals who have demonstrated superior skills as merchandisers in the promotion of golf. In order to be eligible for this award, the individual must be a PGA Member in good standing and employed at a private facility. The award is presented to an individual who has demonstrated ability in:

- Creating a successful merchandise plan
- Merchandising performance
- Merchandising philosophy
- Inventory mix
- Staff training and shop operations
- Effective use of specialized merchandising techniques including, displays, presentations, and advertising campaigns

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| 2020.....Henrik Simonsen | 2004.....Darren Howard & Don Jones |
| 2019.....Brent Ratliff | 2003.....Jim Blackmore |
| 2018.....Bruce Bowen | 2002.....Bruce Etter |
| 2017.....Oliver Peacock | 2001.....David Gardner |
| 2016.....Bruce Bowen | 2000.....Mike Lathrop |
| 2015.....Jennifer Hudson | 1999.....(Spring '00) Jim Schacht (Fall '99) David Crafton |
| 2014.....Henrik Simonsen | 1998.....David Crafton |
| 2013.....Keith Penke | 1997.....David Gardner |
| 2012.....Brent Ratliff | 1996.....Billy Buchanan |
| 2011.....Scott Moran | 1995.....Jim Blackmore |
| 2010.....Henrik Simonsen | 1994.....Billy Buchanan & Jeff Curtis |
| 2009.....Jon Goin | 1993.....Billy Buchanan |
| 2008.....Lamar Mills | 1992.....Russell Garner |
| 2007.....Bruce Etter | 1991.....Willie Gibbons |
| 2006.....Chris Dibble | 1990.....Tim Rush |
| 2005.....Greg Hynes | |

1989.....Russ Garner

1987.....Russ Garner

1986.....Mike Lathrop

1985.....Russ Garner

1983.....Willie Gibbons

1982.....Jerry Hinton

1981.....Jerry Hinton

1980.....Willie Gibbons

