



TENNESSEE

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

2023	<i>Drew Cain</i>
2022	<i>Steve Jones</i>
2021	<i>Brent Ratliff</i>
2020	<i>Henrik Simonsen</i>
2019	<i>Brent Ratliff</i>
2018	<i>Bruce Bowen</i>
2017	<i>Oliver Peacock</i>
2016	<i>Bruce Bowen</i>
2015	<i>Jennifer Hudson</i>
2014	<i>Henrik Simonsen</i>
2013	<i>Keith Penke</i>
2012	<i>Brent Ratliff</i>
2011	<i>Scott Moran</i>
2010	<i>Henrik Simonsen</i>
2009	<i>Jon Goin</i>
2008	<i>Lamar Mills</i>
2007	<i>Bruce Etter</i>
2006	<i>Chris Dibble</i>
2005	<i>Greg Hynes</i>
2004	<i>Darren Howard & Don Jones</i>
2003	<i>Jim Blackmore</i>
2002	<i>Bruce Etter</i>
2001	<i>David Gardner</i>
2000	<i>Mike Lathrop</i>
1999	<i>(Spring '00) Jim Schacht (Fall '99) David Crafton</i>
1998	<i>David Crafton</i>
1997	<i>David Gardner</i>
1996	<i>Billy Buchanan</i>
1995	<i>Jim Blackmore</i>
1994	<i>Billy Buchanan & Jeff Curtis</i>
1993	<i>Billy Buchanan</i>
1992	<i>Russell Garner</i>
1991	<i>Willie Gibbons</i>
1990	<i>Tim Rush</i>
1989	<i>Russ Garner</i>
1987	<i>Russ Garner</i>
1986	<i>Mike Lathrop</i>
1985	<i>Russ Garner</i>
1983	<i>Willie Gibbons</i>
1982	<i>Jerry Hinton</i>
1981	<i>Jerry Hinton</i>
1980	<i>Willie Gibbons</i>