

Merchandiser of the Year (Public Course); Jantzen Vargas, Lake of Isles

The Merchandiser of the Year award recognizes PGA golf professionals for excellence in golf shop operations and the demonstration of superior skills as merchandisers in the promotion of golf. Jantzen has demonstrated excellence in golf merchandising throughout the year as he increased revenue year over year by \$100,000. Jantzen utilized creative displays to draw the attention of guests which has resulted in increased sales margins in addition to training his staff regularly to stay up to date on the latest technology and fashion in the industry while striving to ensure guests have a great golf experience from start to finish. Jantzen was elected to PGA membership in July 2016 when he also began his employment as the Director of Golf at Lake of Isles. Prior to this role, Jantzen worked as an assistant during the summers at Port Jefferson Country Club in New York and at Old Memorial Golf Club in Tampa during the winters before taking the position as Assistant Golf Professional at Hartford Golf Club in 2015. Jantzen has also been recognized as the Winner of the Association of Golf Merchandisers Platinum Award, which recognizes the Top 100 Premier Golf Shops around the World.