

## **Merchandiser of the Year (Private Course); Larry Antinozzi, TPC River**

### **Highlands:**

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. Larry has demonstrated excellence in golf merchandising throughout the year as he led TPC River Highlands in surpassing their 2017 merchandising budget by 15% while, even more importantly, played a vital role in introducing new golfers to the game. Larry was elected to PGA membership in 2011 after beginning his employment at TPC River Highlands in 2004 as an assistant professional. He became head professional in 2016 before taking the position as Senior Head Golf Professional at TPC Southwind in Memphis, Tenn. A couple of Larry's highlighted achievements in becoming Merchandiser of the Year include "Free Fit Saturday" events and monthly vendor days that led to a 10% increase in club sales alone over the past year. Larry also hosted Lady's Day Golf which included a clinic, lunch, and 9 holes of golf for each participant in addition to a welcome gift bag. The day generated approximately \$1,700 in sales with eight participants returning for a fitting and purchase of new clubs.