

# Special Addition: Merchandise Show Insert



## History of the Merchandise Show

*Cole Lee, Tournament Director:*

The PGA Merchandise Show started about 60 years ago with only a few vendors in a golf course parking lot. The show moved indoors in 1975 and chose the Orange County Convention Center as its home 10 years later. By the the mid 90's, it developed into nearly a million square feet of exhibition, demos and meeting space. If you were to walk down each aisle here, it would be a 10 mile walk!

Attendance varies year to year but you can count on 40,000 PGA Professionals,

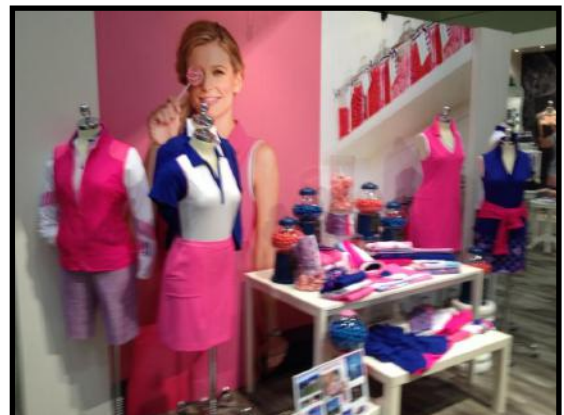
industry leaders and media from all 50 states, and guests from at least 80 countries will come to explore products and services from 1,000 vendors. Unfortunately for the golf enthusiast, this show is not

open to the public...

If you haven't seen Gerri or Mr. Perry, that's why. They attended this massive showcase of the industry in hopes to be inspired and educated with all the latest fashions, equipment, and buzz to be released this year. Don't forget to ask them how it was! Or check out some of their pictures.



*Men's and women's fashions from the 2016 Merchandise Show*



## Which Cart? EZgo or Clubcar?

*Denny Perry:*

Gas or electric? EZgo versus Clubcar. As you know we had been experimenting with these different options. Our members' input has been very helpful in this area. Which one do you like best? Here at the merchandising show I have talked with both manufacturers discussing the

pros and cons of each cart. I have made no concrete conclusion, as of yet. While at the show, I did purchase 8 new cart covers that I do think are kind of neat. I think they will be useful in wet and cold weather conditions. Your feedback is greatly appreciated.



*M*embers, What do you think?

The cart on the right would be a rental fee of \$20,  
the cart on the left would be a rental fee of \$175.....Thoughts????!!

# Merchandise Show from Gerri Lum's Perspective

*Gerri Lum, Pro Shop Manager:*

Boy, we couldn't leave Winchester at a better time, well I guess we could have and that would have been Thursday. As most of our membership knows by now that, Mr. Perry and I are (at the writing of this) in Orlando Florida attending the annual Merchandise Show. – Cole explained what this event is. Well, Mr. Perry and I left on our venture after the snow fell and after much digging and plowing, we finally got on the road Monday mid-day.

We are on this trip to try and see what kinds of things are currently available by way of Equipment (not necessarily clubs), Merchandise, Accessories, etc.

I was focusing on getting some information from various software people to assist us in some of our computer issues. Not the least was the member billing and the fiasco we've experienced with some of our membership accounts that weren't being reported properly or rather more plainly to the reader. As I said, I've met with a few purveyors in addition to our current provider and we are myself and the gaggle of software folks to get this issue resolved. There are some other, more administrative in nature, issues that we are also trying to rectify.

Mr. Perry, was also looking to resolve some issues as they related to our golf car fleet. The cost benefits as well as functionality and comfort of said cars.

While I stopped to talk with our current manufacturers of apparel, I also opened dialog with other manufacturers to inspect their particular brand of clothing line and how best it could fit into our little niche. I have placed an order to introduce into Rock Harbor the Ecco Footwear, now believe me when I tell you I wish I could bring back with me their entire collection as it all looked great in both the men's and women's styles. Since that was not going to happen, I relied on the expertise of the manufacturer and guided by the more common requests, I believe that we're going to stock an alternative to the Footjoy Footwear. I don't want to eliminate FJ from our shop but I want to present an option and the Ecco line seemed like a good fit.



We also looked at some other things that could possibly enhance the facilities at the club and have opened contacts with a few folks in that regard.



# Rock Harbor News

## Member Corner: Drew Forte

By: Misty Fields

Drew Forte grew up in Boston, MA, where everything is different from his southern home in Winchester, VA. One notable difference, the golf courses. The courses Drew was used to playing in Boston were very narrow tree-line fairways. Flat courses with very little variation in landscape. So, when he came to Rock Harbor the first time, he did not like the course. He didn't understand it. There was too much room in the fairways, too many landscape changes, too many undulations in the greens, too many pin positions, too many tees to choose from....too many choices. But these are the very reasons that Drew began to love the course and see it as a challenge. He began to realize that there was so much strategy involved in playing this course and being a person who enjoys a good challenge he began to find this course something he wanted to be a part of. His time at Rock Harbor began as a range plan only, but then he met Ed Smith on the putting green one day and they exchanged numbers to play together. They began to talk and Drew realized that paying for a membership was cheaper than paying the daily fees, so he decided to become a member. Since becoming a member Drew



has played in the Club Championship three times and the Boulder twice. He currently holds the title of Club Champion from the 2015 season and has temporary ownership of the coveted *Black Cart* the winner receives from that tournament.

After attending college at VA Tech, Drew decided to relocate to Winchester. He graduated with a degree in Finance and is a Certified Financial Planner, as most of his family in Boston is also. That is why he moved, his market of potential customers was already saturated, he needed to move to find new customers. Winchester seemed like a good choice because he had a friend here from college. This turned out to be a great decision for Drew, his friend was married and she had a single friend who turned out to be Drew's wife.

Drew and his wife, Jorden have been married for 2 years and they just had their first child, a little girl named, Charlotte. She is now 6 months old. Life has changed a little for Drew and his wife but they try to find time for each other and their hobbies. They still try to go to the movies and spend some time traveling. Drew has even managed to find a little time to golf, but he had to get creative. He was seen pushing a baby carriage on the

course over the summer while carrying his clubs on his back— that is dedication. When Mr. Perry saw him pushing the baby carriage he said, “wrong black cart!” Drew just laughed and played about 3 holes that day with glee.

Although Drew's time at Rock Harbor did not start out as pleasing, he now has many things he loves about the course. He likes the different tee boxes to choose from, it gives him to opportunity to work with different clubs depending on which tee he chooses to play from. He also likes the big greens. The ever prevailing wind even poses new a challenge unlike anything he experienced in Boston.

For favorite holes Drew like 16 Rock because it is his “make or break your round” hole. He also likes 15 Rock because of the beauty from the upper area of the course.

Drew lives, works and plays right here in Winchester so if you are in need of financial planning or a challenging partner for golf, Drew is always up for a new challenge.

*“Challenges are what make life interesting and overcoming them is what makes life meaningful”*

*-Joshua J. Marine*

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