



January 21, 2023

Dear PGA Merchandiser of the Year Conference Attendee:

Welcome to the 16th annual PGA Merchandiser of the Year Conference, part of the *PGA Magazine* Conference Series. We are thankful that you have taken the time to join us and feel certain you will find this weekend time well spent with your peers.

We are especially glad to be hosting this conference once again at the Mission Inn Resort & Club. There is no doubt this is truly a special destination, and we thank our good friends at Mission Inn for their hospitality. If you have been to this property before, welcome back and if this is your first trip to this beautiful resort, you will feel right at home in no time.

We would like to thank our presenting partners; Cobra Puma Golf, Golf Genius Software, Mission Inn Resort & Club, Pukka, Revo, and SanSoleil. We would also like to recognize our supporting partners: Bioesque Solutions, Greenbriar Golf, and Sterling Cut Glass. Our partners' support makes this conference possible and we are glad to have representatives from each of these organizations on hand with us to participate and contribute to the discussions throughout the conference.

The next two days will give you the opportunity to share, listen and learn with fellow Section and National MOY Award Winners, AGM Platinum Award Winners, and industry leaders from around the country. We will discuss topics that affect all of us in the golf business - especially in the area of merchandising - and exchange best practices and insights into golf trends. In addition, you will have time to recharge in the midst of our industry boom, while renewing old friendships and establishing new ones.

The entire staff of *PGA Magazine* welcomes you to the 2023 PGA Merchandiser of the Year Conference and we look forward to our time together in the coming days.

Sincerely,

A handwritten signature in blue ink, appearing to read "B. Folino", with a stylized flourish at the end.

Brian Folino
President
PGA Magazine