



**Mission Inn Resort & Club Hosting PGA of America Conference
For National and Sectional Merchandisers of the Year**



HOWEY-IN-THE-HILLS, Fla. (Jan. 10, 2017) – The leading golf merchandisers in the industry will soon descend upon historic Mission Inn Resort & Club for the 11th annual PGA Merchandiser of the Year Conference.

The invitation-only conference, part of the PGA Magazine Conference Series, is the celebrated prelude to the PGA Merchandise Show, which begins Jan. 23 in Orlando.

This elite, invitation-only gathering of national and sectional PGA Merchandisers of the Year, along with top AGM merchandisers and select golf industry insiders, consists of roundtable discussions and presentations on industry trends and best practices.

“We are honored to host the PGA of America and look forward to an exciting three days,” said Bud Beucher, Vice President and General Manager for Mission Inn Resort. “The resort has a long relationship with the best PGA members in America. Our original holes were designed by George O’Neil, one of the most respected golf professionals of his time. We are proud to have that association as part of our history.”

A first-time host site for the conference, Mission Inn Resort & Spa is a natural partner of PGA Magazine, given the resort’s longtime support of PGA Professionals and group golf travel. Mission Inn offers special pricing options for PGA Professionals who bring groups to the resort, and offers use of the property’s teaching and practice facilities to PGA Professionals on site.

“We look forward to welcoming top merchandisers from around the country to Mission Inn for a very special event,” says Richard Summers, CEO and Publisher of PGA Magazine. “For more than a decade, this conference has provided PGA Professionals and golf shop merchandisers an invaluable forum.”

Located just 35 minutes northwest of Orlando, Mission Inn Resort & Club features two award-winning golf courses – the must-play El Campeón (The Champion), which opened in 1917 and is an original member of the Florida Historic Golf Trail; and Las Colinas (The Hills), opened in 1992, which presents wide fairways rolling over gentle rises.

Built in classic Spanish Colonial style, Mission Inn Resort's main buildings feature 176 graciously appointed guestrooms, suites, and villas, as well as three restaurants and two lounges.

Mission Inn is also home of the Gary Gilchrist Golf Academy, recently an incubator of LPGA talent.

For additional information call (800) 874-9053 or (352) 324-3101, or visit www.missioninnresort.com.

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