

Wisconsin PGA Section – Special Awards 2020

Recipient: Josue Reyes, PGA of Destination Kohler (Kohler)

Award: Merchandiser of the Year RESORT 2020

The Wisconsin PGA Section honors Director - Retail for Destination Kohler & Destination St. Andrews Josue Reyes as Merchandiser of the Year - Resort for the seventh time previously winning the award in 2010, 2011, 2012, 2013, 2015, and 2016.

"I am very honored to once again be recognized by my fellow PGA peers for this section award. Winning this award speaks volumes to the work and commitment our retail and golf professional staff has towards our resort at Destination Kohler and the business of golf," said Reyes.

Another notable plaque on the Reyes' wall of accomplishments is from the national chapter of the PGA of America. In 2013 Reyes was awarded National Merchandiser of the Year Resort Category.

Reyes credits fellow PGA members Jim Richerson, Senior Vice President of Operations for Troon and PGA of America Vice President, Glen Murray, Chief Operating Office at Paloma Resort Properties, and Dirk Willis, Vice President of Golf, Landscape & Retail - Kohler Co., for their positive impact, influence, leadership, and encouragement. Wise words he strives to work by are to learn to service your team of staff better than you would a guest.

A proven professional with over fifteen years' experience in the retail industry, Reyes has noteworthy results in revenue generation, inventory management, retail business development and visual merchandising.

Joining Kohler Co. in 2008 as the Manager – Merchandising, Blackwolf Run & Whistling Straits, Reyes worked to ensure the Blackwolf Run and Whistling Straits retail businesses lead the industry in terms of service levels, aesthetics, product offerings, guest experience, recognition and profitability. Currently as Director – Retail, in addition to his responsibilities with the golf businesses, Reyes provides support to all Destination Kohler and Destination St. Andrews retail outlets including The Shops at Woodlake Kohler and Sports Core, and is responsible for centralizing the retail receiving practices and growing the resort's e-commerce presence.

Reyes previously served as Head PGA Golf Professional with The Ritz-Carlton Members Golf Club in Sarasota, Florida. Prior to becoming Head Professional, he served as the club's Golf Shop Manager and was instrumental in the initial design and layout of their golf shop. Reyes' professionalism and attention to detail helped the club become the only AAA Five-Diamond Ritz-Carlton Golf Club Resort in the U.S. Additionally Reyes worked for the Ritz-Carlton Golf Club in Orlando, Florida and many years with Disney. Reyes graduated from University of Central Florida in 2004 with a Bachelors of Science in Hospitality Management. Born in Humacao, Puerto Rico, Reyes currently resides in Sheboygan with his wife Melissa and two children Roberto and Anna.

Additional accolades:

- PGA Class "A" Member since 2006
- PGA Magazine Advisory Board
- 2010, 2011, 2012, 2013, 2015 and 2016 Wisconsin Section PGA Merchandiser of the Year for Resort Facilities
- 2013 National PGA Merchandiser of the Year for Resort Facilities
- 2010 PGA Championship Merchandise Executive Vice Chair
- 2012 U.S. Women's Open Merchandise Team Leader
- 2015 PGA Championship Merchandise and Media Services Division Chair
- 2020 Ryder Cup Division Chair for Merchandise and Media Services

Get To Know The Pro:

Who are you inviting to a once-in-a-lifetime dinner for four? Dad Manuel, Brother Felix and Son Roberto.