

## **LPGA PROFESSIONAL SUSAN ROLL NAMED 2008 PGA SOUTHERN CALIFORNIA SECTION MERCHANDISER OF THE YEAR FOR PUBLIC FACILITIES**

CARLSBAD, CALIFORNIA. November 17, 2008 – **Susan Roll**, owner of the Carlsbad Golf Center and LPGA Professional, was recently selected by the Professional Golfers Association (PGA) Southern California Section as its 2008 “Merchandiser of the Year for Public Facilities.”

It is the second time in four years that she has received this prestigious award (2005), which is presented each year to a member golf professional for exhibiting great knowledge, innovation and expertise in merchandising, sales, customer service and promotions. The PGA Southern California Section was founded in 1924 and includes over 1,900 members working at over 400 facilities and companies in the region.

“I am honored to receive this award from my peers and am proud that our team’s ongoing efforts to provide excellent customer service and merchandise selection have been recognized,” said Roll, who has owned the Carlsbad Golf Center for almost six years. “I thank all our customers who trust us to meet their golf needs, as we do everything we can for them and succeed because of them.”

Roll, who has 19 years’ experience and is a Class A member of both the PGA and LPGA (Ladies Professional Golf Association), directed the launch of CGC’s online pro shop earlier this year so customers both locally and around the country could be better served. Under Roll’s direction, Carlsbad Golf Center (CGC) has been named a *Golf World* USA Best 100 Golf Shop the past two years and a *Golf Range* USA Top 100 Range every year since 2003.

Roll expressed her merchandising philosophy: “My goal is to create the golf pro shop where I would want to shop. Our team works diligently to provide all our customers, women and men alike, a pleasant shopping experience with knowledgeable, friendly professionals. We constantly seek out and stock the latest and greatest products, apparel and equipment in sizes, variety and colors so we have something for everyone – and special order if we don’t have it.”

Roll, who earned her business degree from the University of Wyoming and has worked in several aspects of the golf industry, was previously honored as the 2007 PGA Southern California Section Clubfitter of the Year, 2005 LPGA National Professional of the Year and was also a National Finalist for PGA Merchandiser of the Year – Public Facilities in 2004.

CGC is independently owned and operated by Roll and **Dana Chaiken**, who purchased the pro shop and driving range facility in January, 2003 and became (and continue to be) one of just a handful of women owners of golf shops and driving ranges in the entire country.

CGC is renowned for its custom fitting operation, which has developed into one of the largest and most sought-after custom-fitting centers in southern California. Golfers from all around the United States come to CGC for its unique, outdoor state-of-the-art fitting of 14 top equipment brands for men, women and junior golfers of all abilities. Golfers can see ball flight on the driving range while they work with a professional clubfitter and FlightScope computer launch monitor. CGC features hundreds of fitting clubs of all types so that golfers can test and target those that perform best with their individual swing to hit the ball farther, straighter and more consistently.

The 3,000 sq. ft. pro shop offers performance golf apparel and shoes for men and women, complete on-site club repair and extensive accessories and gifts. The lighted 58-stall driving range, open early and late daily, offers 300+ yards of hitting area with target greens and the ability to see complete ball flight. The practice facility also includes a real-grass putting and chipping green, artificial putting green and a practice bunker. The pro shop is staffed by PGA & LPGA professionals and group and private lessons are available.

For more information on CGC services and products, please visit [www.carlsbadgolfcenter.com](http://www.carlsbadgolfcenter.com) or call the CGC pro shop at 760-720-GOLF (4653).

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