



PGA

Kentucky Section

2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort
Name of Nominee: Thomas Brummett
Facility Name: Greenbrier Country Club
Facility Address: 2179 Bahama Road, Lexington, KY 40509
Facility Phone Number: 859-299-2811
Nominee E-mail Address: tbrummett@pga.com

1. Please list any Section or National awards you have received.
None
2. Do you own the Golf Merchandise Concession?
No
- 2a. If no, who owns the Golf Merchandise Concession?
The Owners of Greenbrier.
3. What percentage of time do you personally spend in the merchandising area at your facility?
I would say I spend about 30% of my time in the merchandising area.
4. What is the total number of 18-hole rounds played at your facility annually?
Between 8000-9000 18-hole rounds.
5. How often are your facility's merchandise displays changed annually?
We try to change them twice a month, so 20 times over the course of the 10 months we are opened.
6. What were your 2012 Gross Merchandise Sales?
\$225,000
7. What are your projected 2013 Gross Merchandise Sales?
\$215,000
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?
We offer a similar plan to Mill River. We offer our members a 20% reduction off the retail price and they don't have to pay any fees up front.

9. How many individuals participate in the plan?
Any of our members can get the member price.
10. What is the total square footage used for display of merchandise in your golf shop?
It is slightly under 2,000 sq ft
11. Summarize your merchandising philosophy (maximum 300 words).
Our philosophy is to offer quality merchandise at competitive pricing with superior customer service. We always accept returns and do everything we can to make sure the customer is happy with their purchase to get them coming back.