



PGA

Kentucky Section

2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort
Name of Nominee: Wayne A. Oien
Facility Name: Triple Crown Country Club
Facility Address: 1 Triple Crown Blvd. Union, KY 41091
Facility Phone Number: 859-384-5362
Nominee E-mail Address: wayne@triplecrownngolf.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?
Triple Crown Country Club
3. What percentage of time do you personally spend in the merchandising area at your facility? 30%
4. What is the total number of 18-hole rounds played at your facility annually?
10,000
5. How often are your facility's merchandise displays changed annually?
Once every other week. (26 times)
6. What were your 2013 Gross Merchandise Sales?
\$178,000.00 to date
7. What are your projected 2014 Gross Merchandise Sales?
\$205,000.00
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place? No

9. What is the total square footage used for display of merchandise in your golf shop?
1000

10. Summarize your merchandising philosophy (maximum 300 words).

The philosophy that makes the most sense for golf pro shop retailing and the areas that I work to improve can be summed up in a few key phrases. A well planned shop, in order to be successful, needs to be attractively merchandised across all appropriate categories of goods without being over-inventoried (over-buying can destroy a profitable retail environment... remember, you can always buy more) and its staff needs to provide service and reliability that is "above and beyond".

The best way to institute a plan to address the scientific area of the formula is the 'buy to clientele and space' approach. Understanding the clientele and their wants and needs and tailoring this unique mix to the existing fixtures, traffic patterns, and peak selling periods is the challenge. Having orders arrive that are specifically designed to fit a specific space and that are planned out according to the right turn ratio allow for a variety of vendor, color, and seasonally appropriate goods throughout the year.

It is wise in today's market place to establish strong partnerships with key vendors both in hard goods and apparel. Taylor Made, Titleist, Foot-Joy, Under Armor, Nike, Greg Norman and Puma are vendors that partner well and are willing to help key accounts with staff apparel, shop fixtures, visual display, and product-knowledge seminars. Golf Shows may be the venue to find the new and 'next best', but your key vendor representatives should be visiting your club often and with a purpose... to make sure your open-to-buy dollars are being spent on the right products in the correct amounts for your business.

Perhaps the most important part of the job of a Head Professional and the staff they train is to provide a 'cutting edge service' attitude and atmosphere. This can only be accomplished when the bar is set high, expectations understood, and the proper education provided. A knowledgeable staff in the shop that enjoys conveying that knowledge to members and guests is imperative to having a profitable shop that members are proud to patronize. A pro-shop that provides this type of service is open for business and smiling before the first member comes through the door in the morning and still smiling as the last member leaves for the day.