



2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: Public
Name of Nominee: Barry Kight
Facility Name: The Golf Complex
Facility Address: 5980 US Highway 60
Facility Phone Number: 270-442-9221
Nominee E-mail Address: bkight@thegolfcomplex.com

1. Please list any Section or National awards you have received.

| Award | Year Received | Section |
|--------------------------|----------------|----------|
| Merchandiser Of The Year | 2010-2011-2012 | Kentucky |

2. Do you own the Golf Merchandise Concession?

Yes

3. What percentage of time do you personally spend in the merchandising area at your facility?
I spend around 75% of my total work time devoted to merchandising, managing and overseeing the entire facility.

4. What is the total number of 18-hole rounds played at your facility annually?
We do not have any holes at our facility. We are a PGA Certified Training Center, operating year round with indoor and outdoor hitting options.

5. How often are your facility's merchandise displays changed annually?
We try to change our display locations and appearance at least one time per month, throughout the year. As new products come in to the store, we immediately change all surrounding displays to coordinate with products around it.

6. What were your 2011 Gross Merchandise Sales?
\$1,400,000

7. What are your projected 2012 Gross Merchandise Sales?
\$1,390,000

8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?
We offer a Mill River Plan to everyone that joins our annual range membership club. This discount is applied to all members of the member family and is priced accordingly.

8a. If so, what is the initiation fee for a person to join the program at your facility?
Our yearly membership is \$500 for the family and includes unlimited range balls, Mill River Plan, discount on room rentals and also on golf lessons.

9. How many individuals participate in the plan?
Currently, there are 128 members on our plan.

10. What is the total square footage used for display of merchandise in your golf shop?
My golf shop occupies a total of 3200 square feet including club repair and office space.

11. Summarize your merchandising philosophy (maximum 300 words).
I like to say that I am here to see as many customers as possible and get the most people into golf equipment with reasonable prices. The times of getting full retail, or even MAP price out of a golf club in the public world are long gone. I try my best to make 15% minimum profit margin per club. Obviously, I will try to make as much as possible but with eBay and all of the other online outlets that number is not always possible.

I have also learned the hard way that my market does not allow me to have everything that every customer wants all the time. The cost of carrying that much inventory just does not justify the lost sale that might result. I strive very hard to keep and create great relationships with my vendors in order to speed order production and ship times so that customers wait a minimal amount of time.

More than any other aspect in business my goal is to provide every customer that walks through the door the kind of service you would receive at the most expensive 5-Star resort in the world. The best form of advertising is word of mouth and the more good things customers say about your business the better you will be day in and day out.