



2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: Private
Name of Nominee: Ben Bell
Facility Name: The Club at Olde Stone
Facility Address: 950 Village Way, Bowling Green, KY 42103
Facility Phone Number: 270/393-4654
Nominee E-mail Address: bbell@pga.com

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

Award	Year Received	Section
PGA President's Council / Growing the Game	2009	Georgia
PGA President's Council / Growing the Game	2010	Georgia

2. Do you own the Golf Merchandise Concession?
No

- 2a. If no, who owns the Golf Merchandise Concession?
The Club at Olde Stone

3. What percentage of time do you personally spend in the merchandising area at your facility?
Between ordering, receiving, displaying & inventory control, I spend a minimum of 30% of my work day merchandising.

4. What is the total number of 18-hole rounds played at your facility annually?
Olde Stone is on path for 9,550 rounds for 2013.

5. How often are your facility's merchandise displays changed annually?
All displays are changed bi-weekly to create a sense of freshness and creativity or, on average, 20 times per "golf season."

6. What were your 2012 Gross Merchandise Sales?
Total gross merchandise sales for Olde Stone reached \$344,880 for 2012 with a 35% gross margin.

7. What are your projected 2013 Gross Merchandise Sales?
After being closed for the first three and half months for a fairway renovation we will end the year close very close to \$335,000 with a 37% gross margin.

8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?
Olde Stone does not participate in any merchandise buying plan, although we do offer a member discount of 20% off all soft goods in the golf shop.

8a. If so, what is the initiation fee for a person to join the program at your facility?
N/A

9. How many individuals participate in the plan?
N/A

10. What is the total square footage used for display of merchandise in your golf shop?
800 total square feet is used at Olde Stone to display and sell merchandise.

11. Summarize your merchandising philosophy (maximum 300 words).
My merchandising philosophy consists of taking care of the members needs and wants on a daily basis. You achieve this by the quality of goods you sell, the staff you hire, the services you provide, and the appreciation and respect you show towards the membership. Golf shop standards are maintained by the quality of goods sold, a well-stocked shop, providing exceptional price for the quality, and warranting what you sell. Always keep the membership that you are selling to in mind. You do this by increasing visibility and appeal of the product, product placement, promotions, and “special member pricing”.

Thank you for the opportunity!

Best,
Ben