



**PGA**

Kentucky Section

## 2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** ☒ Private ☐ Public ☐ Resort

**Name of Nominee:** Chris Hamburger

**Facility Name:** Valhalla Golf Club

**Facility Address:** 15503 Shelbyville Rd. Louisville, KY 40245

**Facility Phone Number:** 502-245-1238

**Nominee E-mail Address:** chambergerpga@aol.com

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

Award	Year Received	Section

2. Do you own the Golf Merchandise Concession? ☐ Yes ☒ No

- 2a. If no, who owns the Golf Merchandise Concession?  
Valhalla Golf Club

3. What percentage of time do you personally spend in the merchandising area at your facility?  
Average of 6-12 hours per week, excluding vendor meetings

4. What is the total number of 18-hole rounds played at your facility annually?  
Roughly 16,000

5. How often are your facility's merchandise displays changed annually?  
Our golf shop transitions one time per week in season

6. What were your 2012 Gross Merchandise Sales?  
The facility was closed for a major renovation until Labor Day 2012

7. What are your projected 2013 Gross Merchandise Sales?  
\$550,000
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?  
No Mill River
- 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?  
1200 square feet
11. Summarize your merchandising philosophy (maximum 300 words).  
See attached

Nomination Deadline – December 9<sup>th</sup>, 2013 4:00 p.m. EDT

Return forms to:  
Kentucky Section PGA  
Golf House Kentucky  
1116 Elmore Just Drive  
Louisville, KY 40245  
(502) 243-9266 fax

Email Word documents to:  
[ehorn@kygolf.org](mailto:ehorn@kygolf.org)



## Chris Hamburger, CPP Merchandising Philosophy

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The Merchandising Operation at Valhalla revolves solely around our customers, both our Club Members and their guests or visiting guests. Our Club Logo is our #1 asset!

Our selection of merchandise is diverse. Our vendors are assessed annually by our Golf Operations Staff as well as our Club Members.

A unique part of our merchandising operation is we only discount our floor merchandise one time annually, our late fall, Holiday Sale.

Another innovative practice of ours is the Valhalla Member Golf Shop. Several years ago a vacant office adjacent to the Golf Shop was converted into a Golf Shop for our Club Members only. The Shop features several unique logos not available in our regular Golf Shop. Merchandise in the Member Shop is priced at a discount and special orders are abundant. We use this space to highlight champions of our Member, Club events as well. This Shop has created as much as \$30K in additional annual sales.

The Golf Shop in 2013 has boasted a healthy dollar/round of \$40.75.

Some of our best practices include: Vendor Demo Days or our practice area, complimentary gift wrap, themed merchandise displays, follow-up thank you notes from the staff, big-spender gifts as a thank you for large purchases through the year, special targeted emails with new arrivals(especially in the Member Shop), etc.

At the end of the day our Merchandise Operation is sound, our staff involvement is high and our customers are happy!