



2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: Public
Name of Nominee: Craig Heibert
Facility Name: Shawnee Golf Course
Facility Address: 460 Northwestern Parkway
Facility Phone Number: 502-776-9389
Nominee E-mail Address: cheibert@mac.com

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

Award	Year Received	Section
Merchandiser of the Year	2001	Indiana
Horton Smith Award	2003	Indiana
Presidents Plaque	2006	Kentucky
Junior Golf Leader	2008	Kentucky

2. Do you own the Golf Merchandise Concession?

Yes

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

N/A

3. What percentage of time do you personally spend in the merchandising area at your facility?

10%

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

36,000

5. How often are your facility's merchandise displays changed annually?

Displays are changed at different intervals based on their department as well as the area of focus for our Merchandising and Marketing Plan. For example, we change men's apparel displays about every 14 to 21 days (based on the calendar or special events), where in club fitting we only move those displays during special events such as demo days, etc. We try and departmentalize so our sales process can be made consistent when dealing with customers.

6. What were your 2012 Gross Merchandise Sales?

\$240,000 – Please note that 68% of our sales in 2012 came from non traditional sources. In excess of 50% of our sales are through corporate partners. Creating this niche has proven very rewarding financially, however requires considerable planning and organization. Golf Merchandising on-course is very seasonal, so I try and maximize my available off season time by making corporate sales my winter priority.

7. What are your projected 2013 Gross Merchandise Sales?

\$250,000

8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?

NO

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

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

My merchandising philosophy revolves around three areas of focus.

#1 – Know your customer and develop an atmosphere that creates interest in filling their needs

#2 – Vendor Partnering – In public golf retail on-course you make your money on the buy end, not the sell end. Developing strong working relationships with vendors so they can understand your business and making it a win/win for both parties in paramount to your success.

#3 – Think outside the box! There is nothing we can do about our location, customer demographics or Mother Nature. But we can control our business if we work it! Look for revenue stream niche's that benefit you and your facility.