



PGA

Kentucky Section

2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type:

☒

Private

☐

Public

☐

Resort

Name of Nominee:

Danny Baron

Facility Name:

Hurstbourne Country Club

Facility Address:

9000 Hurstbourne Club Lane, Louisville, 40222

Facility Phone Number:

502-425-0097

Nominee E-mail Address:

dbaron@hurstbournecc.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?

3. What percentage of time do you personally spend in the merchandising area at your facility?
Our Golf Shop is a vital part of our operation and being that I own the shop, I am constantly thinking about new ideas and services to offer to our members while trying to grow revenues and increase profit margins. Because of this, I spend well over 50% of my time on my golf shop operation. In addition to always thinking about doing better, I consistently network with my fellow golf professionals and bounce different ideas off of them and more importantly, learn from them on what I could potentially apply to my operation.
4. What is the total number of 18-hole rounds played at your facility annually?
Hurstbourne Country Club does between 19,000 and 20,000 rounds annually

5. How often are your facility's merchandise displays changed annually?
It is very important that we are constantly moving displays around and changing the shop up throughout the year. Being a private club, we want to ensure our members see a new look at least every two weeks. Our shop displays will get changed and moved at least 20 times throughout the entire year.
6. What were your 2012 Gross Merchandise Sales?
My Gross Merchandise sales in 2012 were \$355,000.
7. What are your projected 2013 Gross Merchandise Sales?
My projected Gross Merchandise sales in 2013 are \$389,000.
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?
No Mill River Plan. Our prices are competitive/better compared to any big box golf store. Dick's and Golf Galaxy are less than 5 minutes from our club and we have to provide competitive pricing and go over the top with our service levels to give our members no reason to frequent any other golf store.
- 8a. If so, what is the initiation fee for a person to join the program at your facility?
NA
9. How many individuals participate in the plan?
NA
10. What is the total square footage used for display of merchandise in your golf shop?
1,200 Square Feet
11. Summarize your merchandising philosophy (maximum 300 words).
Our merchandising philosophy is to provide the perfect merchandise mix at a competitive price with a superior service level that gives our membership zero reasons to shop elsewhere. Of course we strive to meet financial goals, however, every decision we make regarding our merchandise operation is an attempt to service our membership.
- Our Merchandise operation offers equipment, accessories, and apparel for men, women, and junior golfers at many different price and performance levels. We also offer an extensive in-house club repair operation that allows for quick turnaround of member clubs. It is our goal to be able to effectively and efficiently accommodate each and every member that walks through our doors on a consistent basis. Because we are a small business, offering the amount of inventory that "big box" stores offer is not realistic. We are, however, able to build relationships with our customers so we can make smart purchases and carry only what our members' want with very little wasted inventory. Not**

only do we buy efficiently, price competitively, and have great relationships with our customers, but we also strive to offer services that other stores may not be able to offer.

We invested in the Flight Scope launch monitor technology which allows us to use our full length driving range to fit equipment specifications to each individual golfer. Using this technology, along with six fully stocked fitting carts and a vast selection of demo clubs, allows our members to make the best and most thorough purchase possible. We offer these services any time the members ask but also host multiple Demo Days throughout the season. Everything we do in merchandising accomplishes two goals; it allows us to serve our membership by offering products and services they desire, and creates a successful, profitable, business for the professionals involved.

Nomination Deadline – December 9th, 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