



## 2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** Private  
**Name of Nominee:** Eric Gilliland  
**Facility Name:** Audubon Country Club  
**Facility Address:** 3265 Robin Road, Louisville, KY 40213  
**Facility Phone Number:** 502.637.5625  
**Nominee E-mail Address:** golfshop@auduboncc.org

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

Award	Year Received	Section
Merchandiser of the Year-Private Facilities	2002	Kentucky
Merchandiser of the Year-National Finalist	2003	Kentucky
Golf Professional of the Year	2004	Kentucky
Bill Strausbaugh Award	2005	Kentucky
Horton Smith Award	2008	Kentucky
Bill Strausbaugh Award	2010	Kentucky
Merchandiser of the Year-Private Facilities	2013	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?  
Approximately 50%  
(10% display, 10% inventory processing, 15% marketing, 15% purchasing)
4. What is the total number of 18-hole rounds played at your facility annually?  
18,210 through 12.9.13

5. How often are your facility's merchandise displays changed annually?  
At least one section of the golf shop is redisplayed weekly, therefore 60-75 times annually.
6. What were your 2012 Gross Merchandise Sales?  
\$339,369
7. What are your projected 2013 Gross Merchandise Sales?  
\$336,000
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?  
Approximately 800 square feet are used for display.
11. Summarize your merchandising philosophy (maximum 300 words).  
At Audubon, my staff and I recognize the golf shop as an important source of member pride and club image. It plays an important role in member recruitment and retention.

We merchandise a golf shop with a boutique feel to attract golfers and non-golfers alike. Traditional golf equipment and apparel are intermingled with ladies handbags and accessories (Vera Bradley), lifestyle lines (Southern Tide, LinkSoul), and unique headwear (San Diego Hat). We have created a database of over 1,000 customers to whom we market in a targeted fashion. For example, a Vera Bradley promotion will be sent to Vera customers only and can be connected to Twitter and Pinterest to capture potential new customers.

Spring weather and a three month fall renovation have resulted in a 14% reduction in rounds of golf versus 2012. In the off-season, my staff and I worked extremely hard to expand our tournament program. Of 335 golfing members, over 75% now participate in our Trophy Fund or Senior Trophy Fund Tour. This Fed Ex like points list now generates over \$30,000 in golf shop credit, keeping members shopping throughout the season. With this new initiative, we expect gross sales to nearly match that of 2012, with a significant increase in dollars per round versus year prior.

My staff and I believe it's important to be forward-thinking where merchandising is concerned. We study equipment and apparel trends and work to be unique in our marketplace. Staff members are challenged to be experts in their knowledge of equipment and apparel. I include my staff in as many sales presentations as practicable, so that they are informed and excited about the products we stock. A percentage of profit is reserved for staff bonuses at the end of the year to keep them vested in the success of the operation.