



PGA

Kentucky Section

2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: Resort
Name of Nominee: Jeremy Shoffner
Facility Name: Wasioto Winds
Facility Address: 114 Hwy 190 Pineville KY 40977
Facility Phone Number: 606-337-3066
Nominee E-mail Address: wasioto@yahoo.com

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

Award	Year Received	Section
Junior Golf Leader	2005	Kentucky
Merchandiser of the Year	2006	Kentucky

2. Do you own the Golf Merchandise Concession?

I do not own the Golf Merchandise Concession.

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

The Kentucky Department of Parks owns the Merchandise Concession.

3. What percentage of time do you personally spend in the merchandising area at your facility?
40%

4. What is the total number of 18-hole rounds played at your facility annually?
13,000

5. How often are your facility's merchandise displays changed annually?
12

6. What were your 2011 Gross Merchandise Sales?
\$35,000

7. What are your projected 2012 Gross Merchandise Sales?
\$38,000

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?
2,000 square feet

11. Summarize your merchandising philosophy (maximum 300 words).
At Wasioto Winds we believe in maintaining clean, attractive displays. We also make personal communications with all potential buyers. Personal relationships really build sales merchandise.