

2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: Private
Name of Nominee: Joshua Snider
Facility Name: Oxmoor Country Club
Facility Address: 9000 Limehouse Lane Louisville, KY
Facility Phone Number: 502-491-7877 ext.2
Nominee E-mail Address: jsnideroxmoorcc@gmail.com

1. Please list any Section or National awards you have received.
I was named Assistant of the Year in the Kentucky Section in 1998.

2. Do you own the Golf Merchandise Concession?
Yes

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?

Owning the golf shop & merchandising for the membership is a priority of not only myself, but my staff as well. We spend a great amount of time on finding the latest & greatest in equipment as well as apparel & learning the benefits of the product so that we can present that information to the members during their buying experience.

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

21,000 rounds per year

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

We change our golf shop look every two weeks from March to November & look to provide daily moves during peak times with product that we want to discount as well as best sellers.

6. What were your 2011 Gross Merchandise Sales?

Gross sales in the calendar year for 2011 were at \$150K & have increased on an annual rate of 7% for the calendar year of 2012.

7. What are your projected 2012 Gross Merchandise Sales?

Gross sales projected for this season will be near \$175K for the calendar year of 2013.

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?

1800 square feet.

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

My merchandising philosophy is to buy items that I can sell. We look to work with vendors to not only maximize our profit margins, but also provide us with the knowledge that we can utilize when we have the opportunity to create a sale. I believe that an entire team needs to be committed to learning why we offer the products we do & have ownership within the merchandising operation so that our membership will look to spend their recreational dollars with us.