



2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: Private
Name of Nominee: Scott Smith
Facility Name: Keene Run Golf Club
Facility Address: 5600 Harrodsburg Rd. Nicholasville KY 40356
Facility Phone Number: 859-224-4653
Nominee E-mail Address: scottsmith@keenerun.com

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

2. Do you own the Golf Merchandise Concession?
No.

2a. If no, who owns the Golf Merchandise Concession?
The owner of Keene Run owns the golf merchandise concession.

3. What percentage of time do you personally spend in the merchandising area at your facility?
I spend roughly 15 percent of my time in the merchandising area at my facility.

4. What is the total number of 18-hole rounds played at your facility annually?
Last year, we roughly did 15,800 rounds.

5. How often are your facility's merchandise displays changed annually?
I change the displays at least once a month. In the busiest months, they are changed twice a month.

6. What were your 2011 Gross Merchandise Sales?
In 2011, are gross sales were \$60,426.

7. What are your projected 2012 Gross Merchandise Sales?
Our gross sales for 2012 were \$163,154.

8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?
No, we don't use any of these plans.

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?

The square footage of my shop is 450 square feet.

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

I truly don't have a merchandising philosophy. My goal is to provide the best service and product possible. Our intentions at the club are to make money, but not to take advantage of our members. That's why we have become successful as a club and as a pro shop. If I had a merchandising philosophy it would be to provide the best product available at a price that our members will not think twice about going to another retail store.