



PGA

Kentucky Section

2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☐ Private ☒ Public ☐ Resort

Name of Nominee: M. Todd Butts

Facility Name: Drake Creek Golf Club

Facility Address: 1 Torrey Pines Drive, Ledbetter, KY 42058

Facility Phone Number: 270-898-4653

Nominee E-mail Address: drakecreek@bellsouth.net

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

Award	Year Received	Section
none	none	none

2. Do you own the Golf Merchandise Concession? YES

3. What percentage of time do you personally spend in the merchandising area at your facility? 20% to 25%

4. What is the total number of 18-hole rounds played at your facility annually? 18,500

5. How often are your facility's merchandise displays changed annually? We rearrange the entire shop quarterly.

6. What were your 2012 Gross Merchandise Sales? \$126,475

7. What are your projected 2013 Gross Merchandise Sales? \$125,000

8. **Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?** No
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?** 850 square feet
11. **Summarize your merchandising philosophy (maximum 300 words).**
- I. **Never confuse revenues with profitability:** We have increased profitability over the past two years by slightly reducing our revenues. We accomplished this by eliminating some popular brands that didn't sell well. We focus on being experts on the products we carry instead of trying to offer every product on the market.
 - II. **Take advantage of retailing from a golf course:** It's true there are some disadvantages of retailing from a golf facility. That's why it's imperative to take advantage of these benefits.
 - a. **Award gift cards as prizes for tournaments and outings.** But don't just utilize these cards to increase annual revenues. Utilize these cards to increase forever revenues by properly training your staff to offer personal, expert service that creates customers for a lifetime.
 - b. **Use the driving range and your professional staff to fit, test, and sell clubs.** Big box retailers can't show actual ball flight or allow customers to try clubs during a round. We use a launch monitor and OEM fitting systems to help customers find their best clubs. We also have a friendly check out policy that allows customers to test popular clubs on the course.
 - c. **Offer free "Club Testings"** We set up a launch monitor and a lie board on Saturday mornings and allow players to test their lie angles and driver performance. It only takes about 5 minutes per golfer and most all of them end up scheduling full fitting sessions.
 - III. **Know your customers. Create a database:** The objective of any business is to maintain current customers and acquire new ones. Therefore you have to know who your customers are. My staff gathers the contact information for every purchase over \$50. We have a database with over 7,000 local customers which allows us market our store for free via email, text, and Facebook.