

## 2017 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** Private  
**Name of Nominee:** Steve Houg  
**Facility Name:** Valhalla Golf Club  
**Facility Address:** 15503 Shelbyville Road, Louisville, KY 40245  
**Facility Phone Number:** (502) 245-4475  
**Nominee E-mail Address:** Shoug@pgahq.com

1. Please list any Section or National awards you have received.  
none

2. Do you own the Golf Merchandise Concession? No

2a. If no, who owns the Golf Merchandise Concession?  
Valhalla Golf Club owns all merchandise.

3. What percentage of time do you personally spend in the merchandising area at your facility?  
I spend roughly 25 - 30% of my time with the merchandising area at Valhalla. We don't have a merchandiser on property, so we divide the shop into categories and have each Assistant responsible for a category. Our newer Assistants will buy smaller sections like our Junior's, where our Lead Assistant will be responsible for our largest category, Men's. Most of my time is spent with these Assistants, educating them on buying plans and ideas, receiving product, and creating displays to help engage and educate them.

4. What is the total number of 18-hole rounds played at your facility annually?  
We average around 15,000 rounds of golf annually.

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

During the season, we strive to change them at least every other week. Every vendor normally has an area of our golf shop, so our displays won't get a drastic flip every week. We simply try to keep displays full and rearrange them as we sell product. Depending on merchandise delivery dates, we may have to change displays more often as we move product pretty quickly and always want to have a golf shop full of product.

6. What were your Gross Merchandise Sales last year?  
Our Gross Sales for last year were \$640,000.

7. What are your projected Gross Merchandise Sales this year?  
We are projected to do roughly \$650,000 - \$660,000 this year.

8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?  
We do not. We offer "member pricing" for our members but they do not pay any fees up front for that; it is included with their membership.

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?  
1,100 square feet

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

Service is the cornerstone of our business. The only way to retain a fixed customer base is through positive interactions and strong staff-member relationships.

It is our responsibility to learn about our customers' preferences and their desired purchase. The golf shop staff must be experts on every product found in and out of the golf shop. Knowing the differences between and advantages of each item will ensure total customer satisfaction.

We strive to provide a variety of items for all demographics visiting Valhalla Golf Club. Our goal is to consistently have an appropriate amount of merchandise on hand so we will be able to offer something to everyone who visits. We never want to have someone leave our shop without options.

For times that we don't have the perfect item, special ordering is a big part of our business. If a customer is looking for a product we do not carry, we will happily order it for them. The better we serve our members, the happier they are going to be. A member or guest should never leave the golf shop without complete satisfaction.

We strive to combine our customer service with a proper mix of merchandise and inventory levels. We believe that if we can provide those three elements, we will have retail success.