



PGA

Kentucky Section

2017 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: Public

Name of Nominee: Brad Bachand

Facility Name: Man O' War Golf

Facility Address: 1201 Man O' War Blvd. Lexington, KY 40513

Facility Phone Number: 859-259-4653

Nominee E-mail Address: Bradbachand@aol.com

The nomination form should be typewritten and completed in the first-person.

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

Award	Year Received	Section
Teacher of the Year	2002	Kentucky
Merchandiser of the Year	2007	Kentucky
Horton Smith	2010	Kentucky
Teacher of the Year	2010	Kentucky

2. Do you own the Golf Merchandise Concession? No
- 2a. If no, who owns the Golf Merchandise Concession? A group of investors Own the facility, and I am one of the investors.
3. What percentage of time do you personally spend in the merchandising area at your facility?
4. What is the total number of 18-hole rounds played at your facility annually? I spend only about 10% of my time on merchandising at this time. In the past I have spent as much greater amount of my time on

merchandising, but I have a great staff and a merchandise manager that is an apprentice named Zach Meadows that I delegate most of the merchandising duties to and know that they will do a great job. I am still very actively involved in all planning and all major decisions.

5. How often are your facility's merchandise displays changed annually? We change up the shop every three to four weeks.
6. What were your Gross Merchandise Sales last year? \$638,000
7. What are your projected Gross Merchandise Sales this year? \$600,000
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? NA
9. How many individuals participate in the plan? NA
10. What is the total square footage used for display of merchandise in your golf shop? 1500 square feet.
11. Summarize your merchandising philosophy (maximum 300 words).

The merchandising philosophy of Man O' War Golf is to provide the golf clubs, apparel, training aids, and accessories, which will best improve our customers golf performance and increase their enjoyment of the game. The pursuit of this philosophy has resulted in our loyal customer base and reputation as the Golf Improvement Experts.

When a customer enters our shop we don't want to sell them just a set of clubs. We want to sell them every future purchase of golf related goods for as long as they golf. This is accomplished through the combination of selecting only the best merchandise from the top brands on the market, and then training our sales associates to be knowledgeable about those products. We make every effort to listen to our customers, learn their needs, and educate them on the solutions we can provide to meet those needs. This philosophy is applied unilaterally across the merchandise we sell whether it is golf clubs, apparel, training aids, etc.

Custom club fitting is a considerable part of our business and a main focus of our philosophy. Inside our golf shop, we display our fitting carts from Titleist, Taylor Made, Ping, Mizuno, Callaway, and others. These are great selling support tools and promote interest in our custom club fitting capabilities. Customers can hit clubs from these systems on our driving range just as they can test any golf club we sell. Our most important merchandising component is our staff. Their knowledge and expertise are keys to helping customers find the right golf clubs and supporting equipment.

Our merchandising philosophy, which includes the discriminating selection of merchandise, outstanding customer service, custom club fitting, and the ability to test merchandise prior to purchase, is a vital part of providing customers with the truly remarkable Man O' War experience.

Deadline – December 12, 2016

Return Forms To:
Kentucky PGA
Golf House Kentucky
1116 Elmore Just Drive
Louisville, KY 40245
502-243-9266 (fax)

Email Word documents to:
ehorn@kygolf.org