



# PGA

Kentucky Section

## 2017 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** Public

**Name of Nominee:** Barry Kight

**Facility Name:** The Golf Complex

**Facility Address:** 5980 US Highway 60 Paducah, KY 42001

**Facility Phone Number:** 270-442-9221

**Nominee E-mail Address:** bkight@thegolfcomplex.com

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

Award	Year Received	Section
Merchandiser Of The Year	2011,2012,2013	Kentucky

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? I currently spend around 60% of my daily time on merchandising and purchasing.

4. What is the total number of 18-hole rounds played at your facility annually? No Applicable

5. How often are your facility's merchandise displays changed annually? We change our displays in some fashion at least bi-monthly to keep the customer looking at something new.

6. What were your Gross Merchandise Sales last year? Gross sales last year were 1,300,00

7. What are your projected Gross Merchandise Sales this year? 1,350,000
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place? We do offer a Mill river Plan to all of our members allowing them to purchase at a fixed percentage over our wholesale cost.
  - 8a. If so, what is the initiation fee for a person to join the program at your facility? This fee is actually included in our Annual range membership as a perk and a driving factor in increasing our yearly membership numbers.
9. How many individuals participate in the plan? We currently have 103 members as of 12-12-16
10. What is the total square footage used for display of merchandise in your golf shop? Our golf shop contains 3100 square feet of actual display space.
11. Summarize your merchandising philosophy (maximum 300 words).  
My merchandising strategy has stayed the same for many years now. Treat people the way they wanted to be treated, carry the merchandise they ask for, and do it a price that is competitive or better than the competitors. I always want to focus on the customer returning time and time again, not making as much as possible on the first visit.