



**PGA**

Kentucky Section

## 2017 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** Resort  
**Name of Nominee:** Sean O'Daniel  
**Facility Name:** Perry Park Golf Resort  
**Facility Address:** 595 Springport Ferry Rd. Perry Park, KY 40363  
**Facility Phone Number:** 502-484-2159  
**Nominee E-mail Address:** sodaniel@pga.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?  
Company
3. What percentage of time do you personally spend in the merchandising area at your facility?  
10%-20%
4. What is the total number of 18-hole rounds played at your facility annually?  
45,000-47,000
5. How often are your facility's merchandise displays changed annually?  
2-3 Times per Month
6. What were your Gross Merchandise Sales last year?  
\$46,464.00

7. What are your projected Gross Merchandise Sales this year?  
\$49,000
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?  
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?  
800 Sq. Feet
11. Summarize your merchandising philosophy (maximum 300 words).  
As I deal almost entirely with middle class guests, I try to maintain the right balance of carrying top name brands while utilizing their more economical lines. I carry mostly traditional styles and colors as it caters to the vast majority of my clientele.