



PGA

Kentucky Section

2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort

Name of Nominee: Gary Bebelaar, PGA

Facility Name: Big Spring Country Club

Facility Address: 5901 Dutchman's Lane, Louisville, KY 40205

Facility Phone Number: 502-458-2027

Nominee E-mail Address: gbebeaar@bigspringcc.com

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

Award	Year Received	Section
Horton Smith Award	2003, 2004	Kentucky
Merchandiser of the Year	2000	Kentucky – Public
Merchandiser of the Year	2011	Kentucky - Private
Golf Professional of the Year	2002	Kentucky
Bill Strausbaugh Award	2011	Kentucky

2. Do you own the Golf Merchandise Concession? ☐ Yes ☒ No

- 2a. If no, who owns the Golf Merchandise Concession? Big Spring Country Club Inc.

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

I personally spend 100% of my time merchandizing when at Big Spring Country Club. Of the time I spend merchandising, it is divided between basic in-shop merchandising and out of the shop merchandising. My in-shop merchandise actions occupy approximately 50 hours per week, and in the golf shop I am personally focused on the basic fundamentals that make the golf shop have a great visual presentation. My attention to out of the shop merchandising is just as important, and are the actions that lead to new business, and/or incremental growth of existing business. When I am not in the golf shop, I seek opportunities to grow golf shop business through educating and serving our members. Whether it is giving a lesson, attending a committee meeting, or just chatting with members at lunch, I continually identify opportunities and possibilities to improve the equipment that someone is using or for a member to market their own brand via corporate logo orders. Many lunches often lead to a club fitting, a corporate clothing or a custom ball order. At each meeting with a charity golf outing or a tournament committee, I guide them to purchase tee favors and prizes through our golf shop. If they are already purchasing, I seek opportunities to increase their spending or increase our margin while still ensuring they have great perceived value. Our entire golf shop staff are involved in merchandising operations, focusing on creating an inviting, immaculate presentation, with a

folded, face-up presentation. My goal is for our staff to keep the shop looking like it is a “Grand Opening Day” of one of the finest retail shops”.

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

Our golf operation has averaged 15,000 – 16,000 rounds annually for the past 11 golf seasons, but in FY2016 we played 16,389 rounds, and in FY2017 we played 18,835.

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

Our merchandise displays are managed daily and changed on a weekly basis. Our staff is always on the lookout in the shop to dust, clean, fold and give the shop an “Opening Day” appearance. Merchandise is moved within the shop on a daily and weekly basis in order to keep the shop looking “fresh”. Items that are moving slowly are moved to areas of higher traffic, and efforts are made to draw the customer’s attention to these items. As other displays become “sold through” we help make the display look fresh again. Our golf shop is a constant project with focus on cleanliness, folding, and overall neat presentation. I couldn’t imagine walking in to the golf shop at Augusta National and finding a mess, and thus the same expectations for our golf shop are communicated to all staff members.

6. What were your Gross Merchandise Sales last year?

Our 2016 Gross Merchandise Sales were \$471,109. Our profit margin for the year was 25.3%. Most would expect our Country Club to have higher gross merchandise sales, as I did when I first arrived at Big Spring, but a large percentage of our membership have dual residencies and they are in their other residence from October through April. The membership is very supportive our golf shop, but are also very loyal to their second club during their time in the south in the winter. As a result, 85% of our gross merchandise sales take place during a six-month time period of April through September.

7. What are your projected Gross Merchandise Sales this year?

Our projected 2017 Gross Merchandise Sales are \$497,408 with a gross profit margin of 25 - 26%.

8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?

Our facility does not have a Mill River plan or any similar merchandise purchasing plan in place.

- 8a. If so, what is the initiation fee for a person to join the program at your facility?

Not applicable.

9. How many individuals participate in the plan?

Not applicable.

10. What is the total square footage used for display of merchandise in your golf shop?

The total square footage use for display of merchandise in our golf shop is approximately 1000 square feet.

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

My merchandising philosophy is simple and based on three basic premises:

- I) Give the members a golf shop that has a wide variety of merchandise with a variety of price points
- II) Offer merchandise at prices that provide great perceived value to the member while maintaining fair profit margins for the golf shop ownership.
- III) Provide a friendly environment in the golf shop with world class customer service and making the shop look great while doing it

Our golf shop stocks a wide variety of products and price points that meet the needs of the “buying customers”. I make an effort to ensure that our staff is educated and involved in our buying decisions. We stock the basics, but also offer trendy and novelty items, accessories that lead to impulse purchase opportunities. Our shop offers our members many clothing lines, with each line having its own niche. We have distinct price points of soft goods are that include luxury apparel lines with traditional fabrics, and a variety of tech brands with modern design and fabrics. From an apparel perspective, I believe we should always offer basics and they should be complimented with frequent fashion deliveries. From a hard goods perspective, we stock larger inventory levels of putters and wedges, which can be impulse purchase items. We carry smaller inventory levels of woods, and rarely stock sets of irons because we are dedicated to custom fitting. Custom fitting provides us one on one time with members and a chance to grow personal relationships. We use a variety of fitting systems and launch monitors to evaluate a members set composition, and they assist us in recommending clubs to purchase that will allow them to hit better shots and play better golf.

From my first day in the golf business I have taken great pride in overall shop presentation. In my opinion, the appearance of the golf shop can make a difference on how customers evaluate the quality of their staff and helps create a good first impression. I make an effort to ensure our staff is aware of how the shop looks from the customer’s point of view, when they enter the doors to our shop, so as to help ensure a great presentation.

We believe in offering world class customer service where our staff focuses on being involved with the members in the golf shop; it is a must that we greet the member before they greet us, and we move on the floor to assist them with purchases and selecting merchandise as opposed to pointing, and we always make sure that being in the golf shop is a pleasant experience. We want them to want to be in the golf shop.

Nomination Deadline – January 2, 2018

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

Email Word documents to:
csaner@kygolf.org



PGA
Kentucky Section

2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort

Name of Nominee: Thomas Brummett

Facility Name: Greenbrier Golf & Country Club

Facility Address: 2179 Bahama Road

Facility Phone Number: 859-299-2811

Nominee E-mail Address: tbrummett@pga.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

2. Do you own the Golf Merchandise Concession? ☐ Yes ☒ No

2a. If no, who owns the Golf Merchandise Concession? The owners of the Club, Larry and Morrie Hart.

3. What percentage of time do you personally spend in the merchandising area at your facility? I typically spend 25% of my daily time in merchandise area, unless we are receiving new product and putting out then it is typically 40-50% of my daily time.

4. What is the total number of 18-hole rounds played at your facility annually? This year we did 16,500 rounds.
5. How often are your facility's merchandise displays changed annually? We typically change our displays (at least 1 display) every two weeks.
6. What were your Gross Merchandise Sales last year? Gross merchandise sales last year were around \$310,000
7. What are your projected Gross Merchandise Sales this year? Projected Gross Merchandise Sales this year are \$350,000
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?
No we do not offer mill River plan, however we do have a member price which is always 20% off retail price on soft goods and lowest minimum advertised price on hard goods.
- 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? We use about 1000 square feet of display space in our Golf shop
11. Summarize your merchandising philosophy (maximum 300 words).
Since Greenbrier is a private club our Merchandise philosophy is to offer a wide range of vendors with varying price points. We want our members to feel 100% satisfied with their purchase so we always accept returns and promote the opportunity to special order anything they want. We always accept input from our members as to what type of merchandise and vendors they would like to see represented in the shop and want to make sure any hard goods purchased is properly fit and is what our members

want. While this may hurt our margin, it makes up in loyalty and increased sales over the years as members know they can come to us for any of their purchasing needs whether it is personal or corporate.

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2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort

Name of Nominee: Kevin M. Childers

Facility Name: The Club at Olde Stone

Facility Address: 950 Village Way, Bowling Green, Ky 42103

Facility Phone Number: 270/393-4666

Nominee E-mail Address: kchilders@olde-stone.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
MOY – Private	2012	Kentucky

2. Do you own the Golf Merchandise Concession? ☐ Yes ☒ No

- 2a. If no, who owns the Golf Merchandise Concession?

The merchandise concession at The Club at Olde Stone is owned by the club.

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

As Director of Golf & Operations my time is spent in various aspects of the operation on a daily basis. I set aside 30-35% of my day to focus on the merchandise concession to review the various aspects from special orders, check par stocks, statements and changing displays.

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

In 2017, the Club at Olde Stone will record nearly 10,000 total rounds of golf.

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

As a private club a large majority of our business is represented by our members and their guests. To keep the golf shop looking fresh and new, the merchandise displays are changed on a bi-weekly basis. Certain displays are staged in the shop to help create a diversion for those that have "tunnel vision" and go directly to the counter when they come into the shop.

6. What were your Gross Merchandise Sales last year?

The gross merchandise sales in 2016 will be \$327,000.

7. What are your projected Gross Merchandise Sales this year?

The gross merchandise sales in 2017 will be \$316,000.

8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?

The Club at Olde Stone does not offer a purchasing plan for its 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?

The square footage of the golf shop is 750 square feet

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

I believe a successful merchandising operation has three principles to which have been the backbone of my philosophy throughout my career; Adapt, Experiment & Train.

Adapt:

Being innovative and open minded to the changing needs of your membership is crucial to continued success. My staff and I analyze the culture of our members on and off the golf course.

Experiment:

Having the confidence and willingness to look outside the confines of just golf oriented products. Some may call it a risk, I see opportunity.

Train:

Constantly training my staff to ensure they are bought into the first two tenants of the philosophy is key to its success. I try to involve my staff in all aspects of the merchandise concession from purchasing to receiving and give them the autonomy to do their job.

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2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort

Name of Nominee: Brian Hollingshead

Facility Name: Persimmon Ridge Golf Club / Polo Fields Golf Club

Facility Address: 72 Persimmon Ridge Drive, Louisville, KY 40245

Facility Phone Number: 502-241-0819

Nominee E-mail Address: bhollingshead@pga.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
Assistant of Year	2013	Tennessee
Chapter Assistant of the Year	2014	Tennessee

2. Do you own the Golf Merchandise Concession? ☒ Yes ☐ No

- 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 am in the golf shop on a daily basis. When I'm in the shop I try to always make sure that the golf shop looks clean, presentable, and a place I would want to shop. I handle all of the receiving and displaying of the merchandise.

4. What is the total number of 18-hole rounds played at your facility annually? 18,169 YTD at Persimmon Ridge and 13,800 at Polo Fields
5. How often are your facility's merchandise displays changed annually? We try to change the displays every other month during the season.
6. What were your Gross Merchandise Sales last year? I wasn't the owner of either golf shop last year. I purchased it in March of this year from the previous owner. Last year the shop did 56,800 in gross sales at Persimmon Ridge and Polo Fields did 14,300.
7. What are your projected Gross Merchandise Sales this year? 89,000 at Persimmon Ridge and 46,000 at Polo Fields
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? 975 at Persimmon and 800 at Polo Fields
11. Summarize your merchandising philosophy (maximum 300 words).

I am blessed to own and operate two different golf shops. I try my best to keep a different merchandise mix in each location since our members have access to both clubs. I like to bring in some smaller brands that you might not see in the golf retail stores so that I can separate myself from the competition. I look for high quality brands that I can be proud to stand behind. My main focus is on inventory turns in my shops. I want to have the correct amount of merchandise and move it quickly before it becomes stale. I try to do smaller collections more often throughout the season so that things are always looking fresh and new. I do my best to follow new product trends and always am searching for the next hot product.

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2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort

Name of Nominee: Steve Houg

Facility Name: Valhalla Golf Club

Facility Address: 15503 Shelbyville Road, Louisville, KY 40245

Facility Phone Number: (502) 245-1238

Nominee E-mail Address: shoug@pgahq.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
Merchandise of the Year	2017	Kentucky

2. Do you own the Golf Merchandise Concession? ☐ Yes ☒ No

- 2a. If no, who owns the Golf Merchandise Concession?

Valhalla Golf Club

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

I will spend roughly 15-20% of my time with merchandise at Valhalla. Since we don't have a merchandiser, we divide the shop into categories and have all of our Assistant Professionals purchase for one category. For example, our 1st Assistant purchases all Men's apparel, one assistant will purchase Women's

apparel, and the last Assistant will be in charge of our Hardgoods. Most of my time is spent with the Assistants working on buying plans, brain storming how to improve our offerings, and checking in to make sure we have the proper product mix and inventory levels.

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

We have about 15,000 rounds annually at Valhalla.

5. How often are your facility's merchandise displays changed annually?
We are constantly updating our displays and make updates every other week. Now, we don't make drastic changes with fixtures, we simply try to keep displays looking full and fresh every day. Depending on our back stock and delivery dates, we may change that schedule but our number one priority is to have a golf shop fully stocked with product that is easy to shop.

6. What were your Gross Merchandise Sales last year?

Last year we did \$648,000 in sales.

7. What are your projected Gross Merchandise Sales this year?

This year we are projected to do roughly \$745,000 in sales.

8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?

No, we offer "member pricing" which is included in every membership but there is no upfront costs for it every year.

- 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?

The total square footage of the golf shop is 1,750 including our member's only golf shop.

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.

With an operation as active as Valhalla, we must work as a team to ensure continued success. Weekly inventories will ensure we have proper inventory levels, but complete staff buy-in and teamwork creates the atmosphere for growth. We all must work together, as a team, to generate new ideas and growth strategies for the future.

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.

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2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort

Name of Nominee: _John Kells_____

Facility Name: _Triple Crown Country Club_____

Facility Address: _1 Triple Crown Boulevard Union, KY 41091__

Facility Phone Number: _859-384-5362_____

Nominee E-mail Address: _john@triplecrownngolf.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
N/A		

2. Do you own the Golf Merchandise Concession? ☐ Yes ☒ No

2a. If no, who owns the Golf Merchandise Concession? The club is privately owned by Commonwealth LLC. I do receive a bonus based on the net profits of our Pro Shop sales.

3. What percentage of time do you personally spend in the merchandising area at your facility? 80-85%

4. What is the total number of 18-hole rounds played at your facility annually? We host around 18,000 rounds annually.
5. How often are your facility's merchandise displays changed annually? New merchandise is scheduled to arrive every two weeks. We change the location and display of merchandise every other week in direct correlation with the arrival of new merchandise. Product for the shop is ordered based on our planogram of the shop. The planogram also explains where product will be moved when new product arrives.
6. What were your Gross Merchandise Sales last year? Thru Dec 7th of 2016, our gross sales were \$158,156.
7. What are your projected Gross Merchandise Sales this year? Thru Dec 7th in 2017, our gross sales are \$207,602. Sales year-to-date are up \$49,446. By my calculations, year-to-date sales have increased 31% from 2016 to 2017. Our net profit year-to-date in 2016 was \$42,123. Our net profit year-to-date in 2017 is \$62,857. By my calculations, our year-to-date net profits are up \$20,734, an increase of 49%.
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place? No, we do not participate in a merchandise purchasing plan like the Mill River.
- 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? The total square footage of our shop is roughly 1800 sq ft.

11. Summarize your merchandising philosophy (maximum 300 words).
The purpose of our shop is to service our members. Therefore, all decisions are based on the perceived needs of our members. I implore our professional staff to play golf with our membership and their guests in an effort to better understand the needs of our customers. We offer a variety of products from various companies to offer a wide array of merchandise for our members. We only offer products that we would recommend and use ourselves. The golf staff's number one priority is the happiness of the member, therefore we price match any competitor and we always allow the member to return any product that did not perform as they wished. New product is introduced every other week in an effort to keep the shop looking fresh and keep the membership excited about our offerings. We always have a "sale rack" that allows us to move slower moving apparel. This "sale rack" also assures the membership that there is always "a deal" available in the shop. Obviously, we are not in the business of breaking even, therefore profit is always a concern but not the overall goal of the shop. I believe adhering to this philosophy has enabled our membership to trust our salesmanship and truly believe that we are here "at their service".

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Kentucky Section

2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: X Private

Name of Nominee: _Benjamin S Kuhn

Facility Name: _Traditions Golf Club

Facility Address: _2035 Williams Rd, Hebron, KY 41048

Facility Phone Number: _859-586-6691

Nominee E-mail Address: _bkuhn@traditionsgolfclub.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
N/A		

2. Do you own the Golf Merchandise Concession? X No

- 2a. If no, who owns the Golf Merchandise Concession?

- Traditions Golf Shop is owned by the two Owners of the club.

3. What percentage of time do you personally spend in the merchandising area at your facility? - 70-75%
4. What is the total number of 18-hole rounds played at your facility annually? - 2017 – 14,500 Rounds

5. How often are your facility's merchandise displays changed annually?
- 18+ times annually (In season, April-October, at least twice a month. January-February and November-December the displays are changes one time.)
6. What were your Gross Merchandise Sales last year?
- \$301,695
7. What are your projected Gross Merchandise Sales this year?
- \$330,000
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? - 990 square feet

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

Listening to your customers and watching what your customers wear are the two easiest ways to capture business and repeat business; however, keeping my customer base happy can be challenging. One key to my success in Golf Shop Merchandising is to give customers many options from multiple vendors. My strategy to move away from two – three order placements of Soft Goods of one/few vendors to single orders from a variety of Soft Goods companies. By spreading the ship dates keeps the shop looking fresh and the customers interested. This strategy of giving more lines gives me a greater chance to appeal to many customers. This move, also, has increased my Special Orders by 70 %.

In merchandising for Hard Goods, I investigate before ordering by walking the practice tee, cruising the car coral and by hanging out on the first tee and seeing what is in the members' golf bags. Because the proximity of the Golf Shop to the 19th Hole Grill is so close, I listen to the chatter from there. Quite often this gets the ball rolling for sales, and I like to take advantage of this as soon as possible. Being in direct contact with the golfer is the fastest and most accurate way to find out what they desire.

Another key to my success in the Golf Shop is having a knowledgeable and compassionate staff. I want golfers to be confident with their purchases. As a staff working as one, we want their purchase to fit their needs and/or abilities. By not pushing a sale for profit but by making the member/customer feel good with his/her decision makes him/her realize that we want what is best for him/her. Having happy clients equates to increased revenues in all departments and the longevity of Traditions Golf Club.

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2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort

Name of Nominee: Jake A. Spott, PGA

Facility Name: University of Louisville Golf Club

Facility Address: 401 Champions Way Simpsonville, KY 40067

Facility Phone Number: 502-852-8542



UNIVERSITY OF
LOUISVILLE
GOLF CLUB



Nominee E-mail Address: jake.spott@pga.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

2. Do you own the Golf Merchandise Concession? ☐ Yes ☒ No

- 2a. If no, who owns the Golf Merchandise Concession?

The merchandise concession is owned by University of Louisville Foundation and operated by the University of Louisville Athletic Department.

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

I am blessed to have a wonderful team of three Assistant Golf Professionals and one Golf Shop Attendant who help drive sales. While we all are responsible for the success of the merchandise concession, I control the total management while being accountable for the financial performance. Without all of us, our success would be limited! I would estimate that 20%-25% of my overall position responsibilities are dedicated to making buying decisions, invoice, inventory, and accounting management, developing sale programs, displaying inventory, generating corporate business, and promoting custom fitting and hard good sales.

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

22,000

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

We change our displays very frequently! I stagger our soft good shipments so we have something new arriving every other week. When these new orders come in, it gives us a great opportunity to rotate the shop displays and highlight the new merchandise.

6. What were your Gross Merchandise Sales last year?
7. What are your projected Gross Merchandise Sales this year?

Provided below is a simple chart of the merchandise concession performance over the past 3 years at ULGC. I am proud to say that in my 3 Head Professional positions, I have been able to accomplish very similar increases in my first 2-3 seasons. Our future goals are to consistently operate with Gross Sales over \$300,000 on an annual basis.

Year	Sales	Cost of Goods	Profit	Profit Margin
2015	\$155,155	\$120,035	\$35,120	22.64%
2016	\$202,825	\$147,230	\$55,595	27.41%
2017	\$245,000	\$170,505	\$74,495	30.41%

Prior to my arrival

Under my management (started March 2016)

One other area not included in these sales numbers are tee gifts and prizes for member events and collegiate golf teams. I estimate we order an additional \$40,000 in products for these events. We do not make profit on these orders, but we are providing our members value added gifts to spawn future sales.

8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?

We do not have a Mill River Plan. We price our merchandise at suggested retail prices with members receiving 10% discount on soft goods. Hard good discounts for members will vary, but we aim to provide our members the best price possible under vendor guidelines.

- 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?

900 Square Feet

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

Buy what people want!

It sounds very simple, but it has been my philosophy throughout my career. And a successful one at that! Our team of professionals focus on customer's wants and needs, driving profit margins, and building relationships. We believe that if we make buying decisions around these principles while staying true to the UofL brand, our members and guests will be excited to purchase merchandise from our golf shop!

We are observant – All members of our golf professional team are taught to pay close attention when watching golf, visiting other facilities, reading golf publication magazines, and watching trends within our members and guests. We use these observations to make educated buying decisions for the golf shop.

We represent it – With the help of our sales representatives, we place importance in each one of our golf professionals representing an equipment and clothing manufacturer. Each one of us has a



responsibility to our members and guests to fit them into the correct equipment and clothing, but we always do our best to promote our affiliations if

we can. We also place importance on dressing and looking our best while wearing the gear that we sell in our shop.

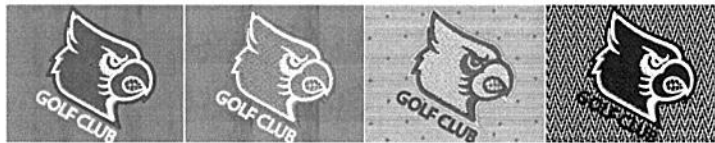
We are the University of Louisville – It is no surprise that we are very heavily UofL branded in our golf shop! Our goal at ULGC is to



“create a brand within a brand.” To accomplish this goal, 95% off all of our logo merchandise is ULGC branded. We want our golf shop to be an extension of UofL while creating our own golf club identity.

We also capitalize on hosting the Men's and Women's golf teams by offering a “wear what the Cardinals wear” collection. During the fall and spring seasons, we purchase a limited supply of the authentic uniforms the teams will be wearing in competition. This collection typically sells out in the first week!

Yes, we do have colors other than red, black, white, and grey! We have worked with our vendors to develop logos that color coordinate



with the garments to provide a larger variety of options to our members and guests.

Profit Margin

In my 10 years of merchandising experience I have developed a goal to operate Golf Shops with a 30% profit margin. I have found that this number continues to prevail when all things are considered. We do a significant amount of keystone soft good business at ULGC and when that is combined with lower margin hard goods, sale items, and corporate event orders, we believe a 30% margin is a great benchmark. Below are our general goals of generating profit in different categories.

Soft Goods (35%-50% profit margin) – 55% of Sales

Hard Goods (15%-30% profit margin) – 30% of Sales

Sale Items / Sales (10%-30% profit margin) – 7% of Sales

Corporate/Event Orders (10%-20% profit margin) – 8% of Sales



Develop Relationships

Developing relationships is by far the most important element to the success in our golf shop. We know that focusing on our members, guests, sales representatives, and our outside golf outings will generate future sales and long term growth.

Members – *We focus on our members by communicating, playing golf, providing golf instruction, and club fitting services to our members. We want our members to feel like each purchase they make supports club they belong to while knowing the staff genuinely cares that they have exactly what they need.*

Sale Representatives – *We value our relationships with all of our vendors! Creating and maintaining these relationships allows us to have a two-way street that makes our golf shop and the sale representative successful.*

Outings – *We are fortunate to have a robust golf outing schedule that gives us the opportunity to create extra revenue through the golf shop. We evaluate each outing and provide them opportunities to purchase tee gifts and prizes unique to their event. This turnkey approach removes of the burden on the event coordinator making their event flow with ease!*

Special Praise of the ULGC Golf Shop

"I have been a member of ULGC for 5 years. Jake and his staff always provide prompt and friendly customer service. The ULGC golf shop consistently has the newest and highest quality gear for on and off the course!"

Billy Lawson

University Of Louisville Golf Club Member

"Jake Spott is one of the best merchandisers I have worked with in my 20 years of sales at Titleist. I have seen hundreds of pro shops over the years and his attention to detail knowing exactly what his members and their guests want to see and purchase is second to none. Jake and his staff maximize their investments by staying on top of trends while staying true to industry and category leaders. The University of Louisville pro shop routinely has a fresh look rotating product within seasons and life cycles and Jake and his staff are active on their social media sites keeping their golfers engaged, educated and aware of new products and technology to help their golfers enjoy game of golf to the fullest. The entire staff at the University of Louisville Golf Club is a true pleasure to work with."

John Perdue

Titleist Sales Representative Central KY and Southern IN

"Every time you call on Jake you know you are speaking with a PGA Professional that knows his business and knows how to continue to be successful at his business. I can imagine that looking at his numbers year over year will reflect that principle. ULGC is lucky to have an individual like Jake that is passionate about his job and willing to adapt to the product available to him each season to continually have high sell through and high profit margin. Most importantly, I am happy to call Jake a friend which speaks to his character as one willing take his time to interact on a personal level and make you part of his team."

Steve McDonald

Adidas Golf Sales Representative TN, KY, Southern IN, Northern MS

Deadline – January 2, 2018

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

Email Word documents to:
csaner@kygolf.org



PGA
Kentucky Section

1/2/2018 9:52:00 AM

2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☒ Private ☐ Public ☐ Resort

Name of Nominee: Blake Watts
Facility Name: Wildwood Country Club
Facility Address: 5000 Bardstown Rd. Louisville, KY 40291
Facility Phone Number: (502) 499-1001
Nominee E-mail Address: Blakew@wildwoodcc.com

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

Please list any Section or National awards you have received.

Award	Year Received	Section
Assistant Professional of the Year	2011	Kentucky
Assistant Professional of the Year	2016	Kentucky
KPGA Larry Gilbert Player of the Year	2011, 2014, & 2016	Kentucky
KPGA Assistant Player of the Year	2009, 2010, 2012, & 2014	Kentucky

Do you own the Golf Merchandise Concession? ☒ Yes ☐ No

- *Yes, I own the Golf Merchandise Concessions.*

2a. If no, who owns the Golf Merchandise Concession?

- *N/A*

What percentage of time do you personally spend in the merchandising area at your facility?

- *100% of the time. To me, merchandising and selling goes far beyond the walls of my golf shop. I close a lot more sales on the lesson tee, on the putting green, and on the golf course with a group of members than I do behind the counter. I find my time in the golf shop is important to understand the preferences of my members and gauge their reactions to my inventory and price points.*

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

- *In 2017, we will finish the season with approximately 22,000 rounds. This has generally been our average for the last 5 seasons.*

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

- *Rotating our merchandise displays often to keep the golf shop looking fresh is a continuous priority for my golf shop staff. We have a "feature" table that we keep updated with our newest products. We also rotate additional displays twice a month to vary the look of the golf shop and to feature new or unique merchandise.*

What were your Gross Merchandise Sales last year?

- *My total Gross Merchandise Sales in 2016, my first season, were \$249,240.28.*

What are your projected Gross Merchandise Sales this year?

- *In 2017, my Gross Merchandise Sales are \$291,688.96, a growth of 17%. (As of 12/30/17)*

Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?

- *No, I do not offer the Mill River Plan or any other similar merchandise purchasing plans. While I appreciate the advantages such purchasing plans offer to some golf shop owners, I have determined that this is not a good fit for my business plan.*

8a. If so, what is the initiation fee for a person to join the program at your facility?

- N/A

How many individuals participate in the plan?

- N/A

What is the total square footage used for display of merchandise in your golf shop?

- *I have 1,400 square feet to utilize inside my golf shop. However, I do not limit my display of merchandise to the four walls of the golf shop. By setting up fitting carts on the lesson tee, setting out a bag of wedges around the putting green for members to demo, and utilizing promotional areas in the club house, locker rooms, and Patio Bar, I look for opportunities to display merchandise throughout the club property to maximize visibility.*

Summarize your merchandising philosophy (maximum 300 words).

- *My merchandising philosophy is to encourage member loyalty through personal relationships and great service. I achieve this by providing exceptional product knowledge, offering a range of product varieties, and giving timely, quality, and reliable service.*

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