



PGA

Kentucky Section

2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☐ Private ☒ Public ☐ Resort

Name of Nominee: Russell C. Gartner _____

Facility Name: Lassing Pointe Golf Course & Boone Links ____

Facility Address: 2266 Double Eagle Drive, Union Ky. 41091

Facility Phone Number: 859-384-2266 _____

Nominee E-mail Address: rgartner@boonecountyky.or _____

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 golf merchandise concession is owned by Boone County Fiscal Court

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

I personally spend about 25% (10-15 hours per week) of my time in the merchandising area.

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

Lassing Pointe – 29,000 rounds

Boone Links – 35,000 rounds

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

We change merchandise displays monthly during prime months of May, June, July, and August.... and change about every 6-8 weeks during non-peak months.

6. What were your Gross Merchandise Sales last year?

Lassing Pointe 16' - \$54,255.66

Boone Links 16' - \$59,544.85

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

Lassing Pointe 17' - \$ 64,255.00 (+ \$10K or + 18.4%)

Boone Links 17' - \$64,546.00 (+ \$5K or +8.4%)

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?

9. How many individuals participate in the plan?

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

Lassing Pointe – 26' x 40' = 1,440 square feet

Boone Links – 26' x 27' = 702 square feet

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

Boone Links and Lassing Pointe are located five minutes from the Florence Mall- with several golf retailers, and dozens of mass retail stores. Because of our location, we must take more consideration in our merchandise philosophy, budget, and selection. It is difficult to compete with large corporations that have merchandise inventory levels in excess of four million dollars, but we have adapted and focused on areas where we feel we have the advantage.

In the area of hard lines we now carry less on-hand inventory and focus on professional custom fitting that can be tested on our driving range or short game area. We also utilize entire sets of OEM demo offerings that can be taken out for a test round. We believe that being able to see ball flight is instrumental in choosing the right club and shaft....not just hitting into a screen and seeing numbers. Most manufacturers can deliver custom clubs in less than a week and customers are willing to wait.

In the area of soft lines we carry at least three distinct brands of varying style and price that appeal to our very diverse clientele. We tend to rely on lines only offered to green grass pro-shops so our customers won't see the same merchandise at a discount retailer a few months later.

Being a public daily fee golf course, our customer base tends walk straight through the pro-shop to the clerk counter, pay, and then immediately exit without even glancing at the merchandise. We fight this by moving bright colorful attention grabbing displays around to give a fresh look and force the traffic to move around the pro-shop. Our biggest goal and advantage is knowing customers personally and giving honest insightful advice to what they want and more importantly what they need.

Russell C. Gartner, PGA

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



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2018 KPGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: ☐ Private ☒ Public ☐ Resort

Name of Nominee: Barry S Kight

Facility Name: The Golf Complex

Facility Address: 5980 US Highway 60

Facility Phone Number: 270-442-9221

Nominee E-mail Address: bkight@thegolfcomplex.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
Merchandiser Of The Year Public	2011, 2012, 2013	KY

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 spend around 65% of my time in merchandising and promotion. The remainder is spent in club fitting, instruction, and overall management of the facility.

4. What is the total number of 18-hole rounds played at your facility annually? Not Applicable. We are a state of the art driving range and training facility. We currently have 118 Annual members and provide over 4000 individual lesson annually.
5. How often are your facility's merchandise displays changed annually? We change our displays on a weekly basis and ensure that the entire shop has a new look every 45 days.
6. What were your Gross Merchandise Sales last year? Gross merchandise sales for 2017 were 1,345,000.
7. What are your projected Gross Merchandise Sales this year? My projected sales for 2018 are going to be about the same number. I do not see the golf industry growing much at all and we will focus on servicing the customer base and club fitting.
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place? We do offer a Mill River Plan and it is included as part of our annual membership.
- 8a. If so, what is the initiation fee for a person to join the program at your facility? Our yearly Membership is 500.00 for a family and 350.00 for a single.
9. How many individuals participate in the plan? Currently there are 118 enrolled.
10. What is the total square footage used for display of merchandise in your golf shop? Total square footage of the golf shop is 3500 sqft.

11. Summarize your merchandising philosophy (maximum 300 words). My merchandising philosophy is very simple. Provide the best service, the best selection, and the best hands on experience possible to every customer that walks through the door. We do not worry about making full margin on every customer and understand that sometimes you must give a discount. The whole goal is to get each customer to tell their friends about us and for them to come back and shop with us again.

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Facility Type: ☐ Private ☒ Public ☐ Resort

Name of Nominee: Chris Schuler, PGA_____

Facility Name: Nevel Meade Golf Course_____

Facility Address: 3123 Nevel Meade Dr. Prospect, KY. 40059__

Facility Phone Number: 502-228-9522_____

Nominee E-mail Address: _cschuler@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 course owns the merchandise

3. What percentage of time do you personally spend in the merchandising area at your facility? 30%

4. What is the total number of 18-hole rounds played at your facility annually? 33,000

5. How often are your facility's merchandise displays changed annually?
12-24
6. What were your Gross Merchandise Sales last year?
\$65,000
7. What are your projected Gross Merchandise Sales this year?
\$80,000
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?
No Initiation Fee
9. How many individuals participate in the plan?
0
10. What is the total square footage used for display of merchandise in your golf shop?
500
11. Summarize your merchandising philosophy (maximum 300 words).

After being responsible for the merchandising concession for the past three years I have learned a great deal about what will sell in my shop and what won't and so this year I took a new approach to how I bought merchandise. I focused almost solely on quality and less on price points, my customers are not as price sensitive as one would expect at a public facility but they do look for quality merchandise. My philosophy is to provide high quality merchandise that customers won't always see at every other public golf course and to provide a knowledge of the product by the staff that is unmatched. When a customer has a question about a product, I believe that every employee in the golf shop should be able to provide the correct answer and help the customer understand how the benefits of that product can fill the needs of the customer. In addition I believe that the products need to be offered at a fair price, it doesn't necessarily always need to be a discounted

price but just a fair price. If customers feel that they are getting quality merchandise from a knowledgeable staff at a fair price, then they will always leave happy.

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Facility Type: ☐ Private ☒ Public ☐ Resort

Name of Nominee: *Corey Stith*

Facility Name: *Lakeside Golf Course*

Facility Address: *3725 Richmond Rd., Lexington, KY 40509*

Facility Phone Number: *859-263-5315*

Nominee E-mail Address: *cstith@lexingtonky.gov*

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
<i>Merchandiser of the Year (Public)</i>	<i>2017</i>	<i>Kentucky</i>

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

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

Lexington Parks and Recreation (LFUCG)

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

50%

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?

15-20

6. What were your Gross Merchandise Sales last year?

2016: \$58,000 (\$73,000 Cost of Goods Sold (\$15k loss))

**Note: This was the year prior to me becoming the Head Golf Professional*

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

2017: \$75,000 (\$54,000 Cost of Goods Sold (\$21k profit))

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?

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?

1,200 Square Feet

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

I believe it is necessary to have a very "malleable" philosophy in regards to merchandise. Our industry is ever-changing and at our facility, the clientele can vary from year to year. Depending on the type of facility I run, the clientele and my competition, as a Golf Professional I have to be

flexible with my merchandising approach. As an Assistant Golf Professional at a very high-end private facility, I did not have to be as cognizant of the wholesale costs, my main concern was ordering the highest quality goods that I could. My approach now has become more of a high volume, low price mentality. When I first became the Head Golf Professional here, the golf shop was coming off of a \$15,000 loss in merchandise sales in 2016. That same season while at Tates Creek Golf Course (a sister facility with the same customers), I made \$15,000 with a very similar amount of total sales. All of my purchases are predominantly closeout items. By taking this approach, I am able to bring in a \$10 shirt, mark it at \$25-\$30, if it doesn't sell, I can mark it down to \$15 or \$20 and still make money. The same goes for golf bags, shoes, hats, etc. Since becoming the Head Golf Professional at Lakeside, my average margin per month is 25-30%. By taking a smarter approach to purchasing merchandise (ordering closeouts/pricing strategies/etc.), I am on pace to sell \$17,000 more in merchandise with approximately a 50% swing in profit margin over the previous year (from -21% to 28%). While my gross margin in dollars is limited due to my ordering and pricing strategies/clientele/etc., I am able to consistently turn merchandise and my gross margin in percentages always stays around 25-30%.

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