



**PGA**  
Kentucky Section

## 2019 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:**                               √Public

**Name of Nominee:**                       Robert Costello

**Facility Name:**                            Nevel Meade Golf Course

**Facility Address:**                        3123 Nevel Meade Drive

**Facility Phone Number:**               502-228-9522

**Nominee E-mail Address:** Robert@nevelmeade.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 Golf Professional of the Year	2017	Kentucky

2. Do you own the Golf Merchandise Concession?       No

- 2a. If no, who owns the Golf Merchandise Concession?  
Nevel Meade Golf Course, Inc.

3. What percentage of time do you personally spend in the merchandising area at your facility?  
It's at least 70%. I put a plan in place when I accepted this position a year ago to boost sales and increase profit, so I have put a high priority on merchandising and appearance of the golf shop.

4. What is the total number of 18-hole rounds played at your facility annually?  
We average 31,500 rounds per year over a 10-year period.
5. How often are your facility's merchandise displays changed annually?  
Every 3 weeks. I challenge my staff to come up with new looks to keep our golf shop fresh and move key items to high traffic areas. We also have feature merchandise that we put on key displays in the shop. We recently have made a big change to our golf shop as we developed a new Food & Beverage area and a new golf shop complete with new displays and new paint. It was part of our vision for better flow throughout the clubhouse and provides a fresh, new look.
6. What were your Gross Merchandise Sales last year?  
\$80,000 in 2017.
7. What are your projected Gross Merchandise Sales this year?  
\$130,000 in 2018. This year we put a huge emphasis on Demo Days, club fittings with our Flightscope, and putting demo clubs into customers hands as often as possible. Utilizing demo clubs, Demo Days, and doing fittings with Flightscope really enhanced everyone's experience and added a personal touch.

Another thing that helped boost sales was changing brands of apparel being carried in the shop and adding more variety. We also focused on making many sales to our outings. We do 20 outings per year and we focused on getting each one of them to buy some sort of tee gift, and built in \$5 per player to go towards gift cards to the golf shop.

Finally, we offered new and more brands and went with a broad reach approach versus only a few brands and a deep approach in those brands. Our brands we carried included:

Ahead/Kate Lord  
AM&E  
Callaway Apparel  
Callaway (clubs)  
Certifresh Cigar  
Cleveland  
Clicgear  
Columbia

Cutter & Buck/Clique  
Epoch Eyewear  
FootJoy  
Hornungs (tees, brushes, poker chip ball marks, sharpies)  
Martini Tee  
Nexbelt  
Pitchfix  
Pukka Headwear  
Sun Mountain  
Taylormade  
Titleist  
Under Armour  
U.S. Kids Golf

-We made our merchandise standout better by adding little things that made a big difference like: new wood hangers versus plastic hangers, and size markers on the hanger to make the size of the shirt standout.

-I switched to a new Point of Sale system this year and made a huge point of emphasis to track all items, properly receive new merchandise, and to constantly make sure we were tracking inventory. I also implemented a special order system that was more detailed and this boosted sales once our members/customers found out they could special order clubs/apparel and didn't have to simply buy what was in the shop.

-I also reached out to many businesses and charities that were looking to purchase apparel or golf balls for their organization and picked up a lot of business that way too. I utilized contacts from our members/customers to reach out to certain business and charities and it paid off very well. I had a member who works for 811 – Call Before You Dig as a lobbyist. Tim became a huge asset to Nevel Meade as I worked with him on a sponsorship program. We would utilize his logo on certain items at Nevel Meade and in return he would pay us for those items. This would negate out cost for a lot of things. 2018 sponsorship items included, range balls, range furniture, course flags, putting green and short game flags, Hole-In-One flags (each time someone made a hole-in-one we would give them a complimentary flag with Nevel Meade logo, 811 logo, and the appropriate hole #). 811 also sponsored our pencils that went into our carts as well as complimentary ball markers.

Our margins are setup as following: 50% or keystone pricing on all shirts, hats, outerwear, and accessories. 30-40% margin on clubs. 25-35% on balls, gloves. 10-25% on charity and corporate orders. All of our prices are

set up as MAP. We offer 15% discounts to our members on clothing, shoes, and clubs.

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?

1600 square feet including an indoor hitting bay equipped with Flightscope where we showcase demo clubs and other hard good merchandise. We do a lot of fittings and teaching in the bay. Having Flightscope has been a huge asset.

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

My merchandising philosophy is simple – provide exceptional customer service by going the extra mile. We have been able to gain a lot of business this year by simply going above and beyond trying to meet our customers needs. I put a big focus on our staff having more conversations with out customers/members and finding out what their needs are. I also started accepting trade-ins and this resulted in an increase in sales as well. We use the money from the trade-in clubs and apply it to the person's purchase. This has really helped us compete with big box store's like Golf Headquarters and Golf Galaxy.

Another strategy that we implemented to go the extra mile was utilization of social media and specifically Facebook. We offered contests throughout the year and we would give away a foursome of golf, lesson, hat, glove, and an extra discount to the winner of the contest towards an upcoming sale or demo day. Best example of this would be in the spring we did a video and put it on Facebook geared towards the Masters and our upcoming Demo Day. Through the Insight feature on Facebook we noted that the post reached 30,000 people and increased the number of people

who came to Demo Day by 40%. 95% of the people that came to our demo day made a purchase at the demo day.

We also made it a priority to have demo clubs available throughout the year in all major brands. The best strategy that I have found is to put that club in a person's hand and let them play it on the course. Having demos available 24/7 boosted our sales and made our customers/members more likely to purchase.









Deadline – December 10, 2018

Return forms to:  
Kentucky PGA  
Golf House Kentucky  
1116 Elmore Just Drive  
Louisville, KY40245  
(502) 243-9266 fax

Email Word documents to:  
[csaner@kygolf.org](mailto:csaner@kygolf.org)



**PGA**  
Kentucky Section

## 2019 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** ☐ Private ☒ Public ☐ Resort

**Name of Nominee:** Michael J. Kehoe

**Facility Name:** Old Bridge Golf Club

**Facility Address:** 1 Old Bridge Drive, Danville, KY 42718

**Facility Phone Number:** 859-236-1234

**Nominee E-mail Address:** mjkehoe45@comcast.net

*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
Callaway Golf PGA Pro Hall of Fame	2017	National
PGA Professional of the Year	2014	Kentucky Section
Merchandiser of the Year Private	2003,2005,2006,2010	Kentucky Section
Callaway Golf Merchandiser of Year	2008	National

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

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

**N/A**

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

***100%. If I am at work, I am actively selling and marketing the goods and services we offer.***

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

***In 2018 we will do approximately 13,000 rounds. In 2017 we did 11,650 and we hope to again grow in 2019 to 15,000.***

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

***We change our displays almost daily. With the arrival of merchandise and the sales that we sustain, it is almost a necessity to move things around each day to both keep our shop fresh, but more importantly to keep it stocked. We maintain over \$100,000 in inventory so it is easy to keep things fresh.***

6. What were your Gross Merchandise Sales last year?

***In 2017 our shop sold \$553,629.75 and we have already well exceeded that number through 10/31/18.***

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

***Through October 31, 2018, we have sold \$661,344.01 and we expect to sell a little over \$725,000 for the full calendar year.***

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

***No, I had contacted the PGA National Office in 2007 and asked for more information on the Mill River Plan and they did not recommend using this idea back then. As a true merchandise, you never want to exclude a customer. Making someone pay an initiation fee in order to get a lower price is not a good marketing strategy in today's global economy. Just look at Wal Mart Corporation, where its Sam's Club stores only account for around 5% of total corporate profits.***

- 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?

***Currently we have 750 square feet used for merchandising in our shop at Old Bridge. We have a renovation planned for January 2019 which will add 480 additional square feet of merchandising space and 240 square feet of additional closet and storage space.***

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

***Every person who visits Old Bridge is both a customer and a future market maker. Whether they are coming to our facility to play golf, or if they are simply stopping by to say hello to friends in our bar and grill, each person is a chance to not only make a sale, but also make an impression for future sales.***

***We accomplish this first by making a personal contact with every person who enters our facility. The staff of the golf shop and our bar and grill always greet our customers and shake hands as they start a conversation. Once we have their attention, we show them our vast inventories of goods and when we can, we make sure to ask them to help us move an item or a display to get them involved. Every customer is approached for their input on the items we stock, as increasing both the visibility of our stock and the visibility of our***

***staff make sales and transactions more enjoyable, and even make our customers our future marketers!***

***Through our 22 years of owning a golf shop operation we have built relationships with our vendors which allow us to extend terms and discounts not often available from our competition. We understand that our vendor salespeople are out to make a living too, so we work not only to get our customers the best deals, but we make it a point to order, receive, pay and deliver our items in a timely manner. Time is money and we take pride in having great credit with our vendors. This, in turn, allows us to get every available discount to offer in our shop.***

***In the end, our merchandising philosophy is simple: make friends, carry a great stock, pay your vendors and offer value to your customers. In the end we make way more friends than customers.***

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