



# PGA

Kentucky Section

## 2019 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 Rd., Lexington KY, 40509

**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 golf merchandise concession is Club Owned.

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

My office is in the merchandising area, so anytime I walk out I'm constantly looking around and making sure everything appears in order. Outside of those instances I would say that I spend roughly a quarter of my time 'merchandising;' whether that is folding clothes, ticketing new

gear, special ordering pieces, working on corporate orders or reviewing new merchandise.

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

Last year we did 16,700 rounds and this year we are on pace for 16,300 total rounds with about 65% of those rounds being 18-hole rounds.

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

We are constantly changing displays as we receive new merchandise in. I typically spread out the dates of new merchandise arrivals, so we are changing those displays on average of once a week. As far as a complete merchandise display re-arrangement; we will do those once a month (usually on rainy or bad weather days).

**6. What were your Gross Merchandise Sales last year?**

Our gross merchandise revenues were \$333,816 for 2017 and we are on pace to surpass those revenues by 13.5% year to date for 2018.

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

Our projected gross revenues for this year are \$379,000 with a projected profit margin of around 25% which would be about a 9% increase over our 2017 profit margin %. Our average profit margin is right around 19% dating back to the start of our data in 2001. Generally, our profit margin is lower because we have a Charity tournament that accounts from 8-15% of our gross sales on any given year and we only mark up those sales 10%. We also do a lot of corporate business where our average markup is 15% as well.

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

We do not offer a Mill River Plan on merchandise, but do provide a 20% discount off the retail price for our membership on all soft goods, as well as provide MAP (Minimum Advertised Price) pricing on all of our hard goods.

**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?  
We have just over 1000 square feet we use to display our merchandise.
11. Summarize your merchandising philosophy (maximum 300 words).

Since we are a private Club, our philosophy is pretty simple: We want to provide our members with the highest quality, biggest selection and most popular merchandise at the best cost possible and with friendly, welcoming service. We pride ourselves on listening to our customers and providing the wide assortment of brands they want to see which is evident in our 30+ lines we carry. The Club also owns a FlightScope which allows us to offer personal fitting experiences and has really driven our hard goods revenues with this being the first real year of offering this personal touch. I have developed great relationships with our membership and am able to listen to their needs and buy merchandise accordingly which provides loyalty and increased sales year after year. This is shown in the \$306,000 average in merchandise sales in my tenure as Head Professional and buyer, compared to the \$235,000 average over the 12 years previous to me being the buyer.

Deadline – December 10, 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](mailto:csaner@kygolf.org)



**PGA**  
Kentucky Section

## 2019 KPGA MERCHANDISER OF THE YEAR NOMINATION

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

**Name of Nominee:** Jamie DeKeuster

**Facility Name:** Oxmoor Country Club

**Facility Address:** 9000 Limehouse Ln Louisville, KY 40220

**Facility Phone Number:** 502 491-7877

**Nominee E-mail Address:** jdekeuster@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 Golf Professional OY	2014	Kentucky

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? 25%

4. What is the total number of 18-hole rounds played at your facility annually? 15,000

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

The shop display is changed 20-24 times per year

6. What were your Gross Merchandise Sales last year?

\$132,500

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

138250

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?

1800

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

My philosophy in merchandising is to listen to my customers and not formulate my buying plan around what I like. Someone told me early in my career "Buy 1 of what you like & 2 of what you don't like & you will be successful". I try to remember that when meeting with Vendors and creating my buying plan. I have also tried to go away from being tied into "programs". The discount received is a lot of time negated by the sell thru of the more diverse product selection. We live in a world of instant gratification & it is hard competing against big box stores when you have to tell you member "it will be 10-14 days", so I try to create as great of a buying experience as possible to keep them loyal & satisfied.

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Kentucky Section

## 2019 KPGA MERCHANDISER OF THE YEAR NOMINATION

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

**Name of Nominee:**                      Eric Gilliland

**Facility Name:**                      Audubon Country Club

**Facility Address:**                      3265 Robin Road

**Facility Phone Number:**                      502.637.5625

**Nominee E-mail Address:**                      golfshop@auduboncc.org

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

2017 Kentucky PGA Deacon Palmer Award (National Finalist)

2016 Kentucky PGA Deacon Palmer Award (National Finalist)

2014 Kentucky PGA Co-Merchandiser of the Year

2013 Kentucky PGA Merchandiser of the Year

2010 Kentucky PGA Bill Strausbaugh Award

2008 Kentucky PGA Horton Smith Award

2005 Kentucky PGA Bill Strausbaugh Award

2004 National Finalist, PGA Merchandiser of the Year

2004 Kentucky PGA Professional of the Year

2002 Kentucky PGA Merchandiser of the Year

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 approximately 40% of my time merchandising and performing activities related to the success of the merchandise concession.

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

17,860 rounds of golf were played at Audubon C.C. in 2017. 15,916 rounds have been played through November, down 9.4% from prior year.

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

Our soft goods philosophy is to bring in small groups frequently. In season, that means that shipments of apparel and accessories are arriving weekly. Each time a new shipment is entered into inventory, we change the apparel groups featured in the highest traffic area. Based on this approach, I would estimate we change our displays 40-50 times per year.

6. What were your Gross Merchandise Sales last year?

Gross merchandise sales in 2017 were \$377,878.

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

Gross merchandise sales for 2018 are projected to be within 1% of prior year.

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?

1,150 square feet

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

With competition for the discretionary dollar of our customers becoming greater each season, my staff and I are working harder than ever to give members and guests reasons to purchase from the Audubon Golf Shop.

Critical to the success of the golf shop are the relationships developed between our staff and the membership. Our professional staff has daily opportunities to positively impact members and guests. Those positive experiences are key in developing the trust and loyalty necessary to create shop sales. Our staff genuinely cares about the customer leaving the shop with the best purchase to fit their need. In the rare case that a purchase doesn't work out, members know that our staff will make it right.

Our assistant professionals are integrally involved in all aspects of the merchandising process. Our staff frequently discusses industry trends and communicates with local professionals about successes and failures. Assistants participate in vendor meetings, inventory receipt and display, and are bonused at year end on golf shop sales.

Apparel groups are small and impactful, designed for quick turn. All staff are well-versed on the features of the product that compelled us to bring it in to the shop. They are comfortable engaging the shopper because they have ownership in the process and pride in the product.

Our staffing and purchasing have adjusted as our club has become increasingly younger and family focused. As examples – we had four 96 player Nine & Dines with significant waiting lists in 2018 and the junior golf program serves nearly 100 unique junior golfers. To address the shift in demographics, we added a young, energetic female professional to our staff in spring '18. She has been extremely valuable in developing our junior and ladies initiatives contributing to growth in our ladies apparel and equipment sales.





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**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
Merchandiser of the Year	2017	Kentucky

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

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

Club owned.

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

I will spend roughly 25% 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 1<sup>st</sup> 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?

Roughly 15,000 rounds.

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 \$777,000 in sales.

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

This year we are projected to do roughly \$915,000 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. 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.

Deadline – December 10, 2018

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**PGA**  
Kentucky Section

## 2019 KPGA MERCHANDISER OF THE YEAR NOMINATION

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

**Name of Nominee:** Chad Martin

**Facility Name:** Country Club of Paducah

**Facility Address:** 6500 Turnberry Drive Paducah, KY 42001

**Facility Phone Number:** 270-554-5330

**Nominee E-mail Address:** cmartin@ccofpaducah.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 Country Club of Paducah owns the Golf Shop.

3. What percentage of time do you personally spend in the merchandising area at your facility? 60%
4. What is the total number of 18-hole rounds played at your facility annually? 14,000

5. How often are your facility's merchandise displays changed annually?  
Our displays are changed between once and twice a month depending on the time of season.
6. What were your Gross Merchandise Sales last year? \$199,814
7. What are your projected Gross Merchandise Sales this year? \$271,820
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place? Our membership is offered "member pricing" on all items. This is a discounted rate off of what the base retail price would be to the member. There is no charge to the member for this pricing plan, it is more of an amenity of being a member.
- 8a. If so, what is the initiation fee for a person to join the program at your facility? \$0
9. How many individuals participate in the plan? All members are offered this incentive.
10. What is the total square footage used for display of merchandise in your golf shop? 950 square feet
11. Summarize your merchandising philosophy (maximum 300 words). My merchandising philosophy is to promote an atmosphere where my members want to shop. Prior to my arrival at CCP our Golf Shop was thought of as a place to get necessities (balls, tees, gloves, etc...), not a place shop for clubs, golf apparel, and lifestyle apparel. I expect all staff to be knowledgeable of all products and be able to show features and benefits to members when they are in our Golf Shop. By training staff and

making them a part of the purchasing process our Golf Shop has become a destination for our members.

Lastly, having a good mix of core golf brands, and fashion forward brands gives our Golf Shop the ability to appeal to our wide array of members.

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Kentucky Section

## 2019 KPGA MERCHANDISER OF THE YEAR NOMINATION

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

**Name of Nominee:**                      Keith Ohr

**Facility Name:**                      Lake Forest Country Club

**Facility Address:**                      14000 Landmark Dr. Louisville, KY 40245

**Facility Phone Number:**                      (502) 245-6184

**Nominee E-mail Address:**                      Kohr@lakeforestgolf.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?

3. What percentage of time do you personally spend in the merchandising area at your facility? The percentage of time I spend on merchandising for my golf shop definitely changes depending on the time of year. If I were to put a percentage of time throughout the entire year I spend on merchandising I would estimate 45%.



4. What is the total number of 18-hole rounds played at your facility annually? The past 3 years Lake Forest Country Club has averaged 14,500 rounds annually.
5. How often are your facility's merchandise displays changed annually? I feel changing the look and configuration of the golf shop is very important to attracting the customer's eye. I have my assistants change at least one brand location, fixture or walking pattern minimally once every 14 days. The configuration of my golf shop is not conducive to displaying the merchandise in an extremely appealing way. Therefore, I must keep the merchandise displays moving to project a fresh feel for the membership.
6. What were your Gross Merchandise Sales last year? My gross sales for 2017 was \$423,056.
7. What are your projected Gross Merchandise Sales this year? Projected gross sales for 2018 is \$479,500.
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place? Lake Forest Country Club does not have a purchasing plan in place.
- 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? The total square footage of my golf shop is 550.
11. Summarize your merchandising philosophy (maximum 300 words). My merchandising philosophy is very simple. I have a "merchandising

promise” that I periodically email out to the membership and post around the club and in my golf shop. That “promise” states:

I do not feel it is the membership’s responsibility to purchase your golf merchandise from my Golf Shop. Rather, I believe it is my honor and duty to earn your trust and your business by utilizing great customer service and extremely competitive pricing. To ensure my prices are at or below any competitor, I give you this promise: I WILL BEAT ANY PRICE ON EQUIPMENT YOU CAN FIND FOR COMPAREABLE PRODUCTS. IF YOU DO NOT SEE IT IN STOCK I WILL ORDER IT FOR YOU!

I feel there are three factors consumers look for when making the decision of where to purchase their golf products. The first is fair pricing, the second is the customer service they receive and the final factor, does the customer trust you and your business. If my business is successful at these three factors I feel each and every year will be more profitable than the year before.

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## 2019 KPGA MERCHANDISER OF THE YEAR NOMINATION

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

**Name of Nominee:** Will Schneider

**Facility Name:** Harmony Landing Campus  
Big Spring Country Club, Inc.

**Facility Address:** 13201 Reading Rd  
Goshen, KY 40026

**Facility Phone Number:** (502)228-8316

**Nominee E-mail Address:** will@bigspringcc.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?  
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?  
33%

4. What is the total number of 18-hole rounds played at your facility annually?  
11,722
5. How often are your facility's merchandise displays changed annually?  
15
6. What were your Gross Merchandise Sales last year?  
\$166,453
7. What are your projected Gross Merchandise Sales this year?  
\$186,829
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?  
590

11. Summarize your merchandising philosophy (maximum 300 words).  
I strive to provide a pleasant shopping experience for both members and guests. This starts by having a friendly and knowledgeable staff. We offer high quality products at a fair price. By offering a high quality product, we are able provide information to the customer and let the product sell itself. This creates a low stress shopping environment without pushy sales people.

We updated the golf shop last winter so that its appearance matched the upscale merchandise that our membership demanded. In spite of having a small golf shop to begin with, we have dedicated a portion to display memorabilia from Justin Thomas. By doing so we are able to capitalize on the unique relationship that our club has with Justin. As Justin grew in popularity the display of the Titleist golf balls from each of his wins began to gain both local and national attention. Whenever a member brings a guest to the club for the

first time or players from a golf outing notice the shrine like display in the corner, it is always a topic of conversation and it often serves as a starting point for a sales conversation.

When it comes to hard goods we want to make sure that the customer is 100% satisfied when making an investment in new equipment. We utilize Trackman technology to give a tour quality fitting experience as well as complete demo sets for customers to take on the golf course. This gives our customers confidence when making a purchase.

In an effort to generate sales without having to increase our inventory level, we meet with vendors in our 19<sup>th</sup> Hole. This generates interest in what will be in the golf shop in the coming season as well as special orders on items that we will not carry.

Deadline – December 10, 2018

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**PGA**  
Kentucky Section

## **2019 KPGA DEACON PALMER AWARD NOMINATION**

**Name of Nominee:** Kirk Schooley  
**Facility Name:** Juniper Hill Golf Course  
**Facility Address:** 800 Louisville Road, Frankfort, KY 40601  
**Facility Phone Number:** (502) 875-8559  
**Nominee E-mail Address:** kschooley@frankfort.ky.gov

*The nomination form should be typewritten.*

1. Please describe the nominee's service and commitment for others and their success regardless of situation.
  - 1) Nominee served on the Kentucky PGA Board of Directors for many years and has been involved with Big-Brothers-Big Sisters on several occasions over the years (until he got too old). He also hosts numerous fund raisers at Juniper Hill for many youth organizations.
  
2. Please describe the nominee's performance and service to the Association, fellow PGA Members, and the community to include contributions to building and growing the image of the PGA Professional, the Association and the game of golf while dealing with their own personal difficulty.
  - 2) Nominee hosted PGA Jr. League Team, Junior Golf Clinics, as well as full schedule of men's & women's events including the Annual Governor's Open featuring top playing professionals from all across the country, while at the same time: caretaking a parent full-time; unfortunately having to plan her funeral mid-summer; receiving 6 blood transfusions for a bleeding ulcer; and finally, dealing with a cancer diagnosis. Other than that it was a fairly uneventful year!

3. Please describe the nominee's significant impacts made on others and ability to inspire and encourage success and achievement in individuals regardless of the personal challenges they face.  
3) Hopefully, golfers at Juniper Hill did not notice any decline in pro shop enthusiasm and guidance for their events and golf games despite some health challenges from the nominee.
4. Please describe how the nominee has had significant influence on Golf Professionals, facilities, and employers in the effort to assist others and better the community.  
4) Nominee has hosted numerous free golf clinics for young people and beginning women golfers each golf season. Nominee has also created an outing schedule which raises over \$250,000 annually for local non-profit organizations.
5. Please provide any additional information regarding the nominee and his/her contributions relevant to The Deacon Palmer Award.
6. Please list any Section or National awards the nominee has received.  
Player of the Year 1993, 1997, & 1998.  
Senior Player of the Year 2015.

Deadline – January 2, 2019

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**PGA**  
Kentucky Section

## 2019 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** Private  
**Name of Nominee:** Scott Sedgwick  
**Facility Name:** Louisville CC  
**Facility Address:** 25 Mockingbird Valley Trail 40207  
**Facility Phone Number:** 502-895-8477  
**Nominee E-mail Address:** [ssedgwick73@gmail.com](mailto:ssedgwick73@gmail.com)

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

Award	Year Received	Section
Bill Strausbaugh	2008, 2013, 2018	Kentucky
Golf Professional Year	2012	Kentucky
Junior Golf Leader	2003	Kentucky
Merchandiser of Year	2004, 2016	Kentucky

\*\*\*\* PGA Certified Retail - January 24, 2007  
\*\*\*\* PGA Certified Instruction – January 8, 2007  
\*\*\*\* PGA Certified Golf Operations – January 24, 2007

\*\*\*\* I feel that I have had a year that will qualify me to compete for the national Merchandiser of the year and represent the Kentucky section to the best of my ability

2. Do you own the Golf Merchandise Concession? Yes - I am completing my 20<sup>th</sup> golf season of owning the club.



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

It is very difficult to place an exact percentage of time spent on the merchandise concession. What I can tell you is that after 20 years of owning the shop my job in takes a minimum of 6 to 7 days a week and 70 to 90 hours a week. Also, I know that the amount of time will change depending on the time of the year for example more time in the shop during the Holiday shopping season and more time on the lesson tee in the middle of the summer season.

I am very proud of the merchandise operation and the success it has had. The success is directly related to the professionalism and the time spent by the entire staff in the golf shop. We all understand that the merchandise concession is a very important sector of the entire golf operation and that the success and organization of the merchandise concession is directly related to the success of all other sectors of the operation.

Lastly, I am very proud of the merchandise system (environment) that has given all current and former Assistant Professionals a great education and training that not only helps my operation run better but gives each assistant confidence and experience for their futures.

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

We analyze traffic potential through the golf shop with three metrics

- a. Rounds (14,000 in 2018)
- b. PNP (Practice No Play – 5500 in 2018)
- c. Golf Shop DOOR Openings (90,000 in 2018)

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

There are 24 scheduled display changes, but more always happen due to sell through.

6. What were your Gross Merchandise Sales last year?  
Our gross Sales as of December 3, 2018 are \$463,612.39

7. What are your projected Gross Merchandise Sales this year?  
Projection = \$485,000

\*\*\*\* Worthy note: Louisville CC has NO outings all \$463,000 in sales were to members and guest of members.

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

No

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

1200 square feet

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

My merchandise philosophy is relatively simple yet complicated and time consuming. I want to distinguish my operation as one that excels in all areas of retail. We offer a great prices, great selection, all forms of demo and fitting services, gift wrapping, no questions asked return policy and a service oriented staff that is very appreciative when members make purchases from our operation.

My merchandise operation has a clear focus on the details of the operation. We focus on employee training as well as continued education. The knowledge it takes to control inventory, learn better selling technique, order fulfillment, return processing, invoicing/credit coding and open to buy software is a large undertaking and I pride myself helping my staff understand and learn our system. Also, I take continuing education very seriously, in today's day and era I feel it is very important to stay fresh and try to distinguish the operation and staff through education.

Lastly, but most important, I believe that is NOT the responsibility of my members to buy merchandise from the golf shop just because it is the golf shop at their club. It is my responsibility to determine the product selection, prices and services that my membership desires. Also, unlike many of the other facilities in the section the Louisville CC has NO outside

outings and therefore no revenue generated from outside sales. 100 % of my sales are either to a member or a guest of a member. I am very proud of the merchandise operation we have created and hope to continue to improve for the future.

Deadline – December 10, 2018

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Kentucky PGA  
Golf House Kentucky  
1116 Elmore Just Drive  
Louisville, KY 40245  
(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:**                      XX Private                      ☐ Public                      ☐ Resort

**Name of Nominee:**                      Corey Stith

**Facility Name:**                      Elizabethtown Country Club

**Facility Address:**                      2606 Hodgenville Rd, Elizabethtown, KY 42701

**Facility Phone Number:**                      270-737-7707

**Nominee E-mail Address:**                      corey\_stith@mymail.eku.edu

*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
Public MOY	2018	Kentucky
Public MOY	2017	Kentucky

2.     Do you own the Golf Merchandise Concession?                      XX 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?

*I spend approximately 25% of my time with my merchandise concession. As a General Manager, a Head Golf Professional and a merchandise concession owner, my time is stretched thin. Ideally, I would spend about 50% of my time on my merchandising.*

4. What is the total number of 18-hole rounds played at your facility annually?  
*We do approximately 15,000 rounds, however, 10% of our membership plays approximately 60% of those 15,000 rounds.*
5. How often are your facility's merchandise displays changed annually?  
*I will change my displays about 2-3 times per month, somewhere around 30 times per year.*
6. What were your Gross Merchandise Sales last year?  
*This is my first full season at Elizabethtown Country Club, but over the past (5) years, the average sales have been \$55,000.*
7. What are your projected Gross Merchandise Sales this year?  
*I am on pace to finish the year between \$110,000 to \$115,000. I am at \$106,000 as of November 16<sup>th</sup> with a big holiday sale and Christmas coming up.*
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?  
*No, we do not have any purchasing plan.*
- 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 have approximately 900 square feet of space for merchandising.*
11. Summarize your merchandising philosophy (maximum 300 words).  
*I have had to have a very malleable merchandising philosophy over the years due to the range of facility types I have been at (high-end private to low-end public and everything in between). One thing has remained constant and that is the relational aspect of my philosophy. I believe that merchandising is primarily dependent upon (4) things: 1) Relationship with the customer, 2) Quality of goods and services, 3) Pricing and 4) Value-added services. I establish a relationship with every customer via face-to-face interaction and offering extensive product knowledge. I always carry the best quality products in the price range of my clientele and I price my merchandise below the big box and online stores. I finish it off by offering*

*value-added services such as shipping, complimentary gift wrapping, shipment tracking and consistently communicating via email in regards to new products or specials available. I have always operated on a very simple motto: I would rather make less on a sale and do ten transactions over time with a customer, then make a large margin on one sale and never do another one with that person. In a business dominated by the convenience of online shopping, it is my job as a golf professional and merchandiser to use my relational skills and knowledge to make every customer feel as if they get a bargain on every purchase.*

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**PGA**  
Kentucky Section

12/10/2018 9:55:00 PM

## 2019 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](mailto: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 & 2016	Kentucky
KPGA Private Merchandiser of the Year	2018	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. In 2018, my team and I have taken a more aggressive marketing approach with brochures promoting current golf shop inventory and great deals. (I have attached our most recent brochure from our 2018 Holiday Sale.)*

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

- *In 2018, we will finish the season with approximately 19,000 rounds. This is 2,500 rounds below 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. (I have attached a few pictures for you reference.)*

What were your Gross Merchandise Sales last year?

- *My total Gross Merchandise Sales in 2016, my first season, were \$291,688.96.*

What are your projected Gross Merchandise Sales this year?

- *In 2018, my Gross Merchandise Sales are \$271,064.45, as of 12/30/17. Based on our previous two seasons, our projected sales are \$287,000.*



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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