



PGA

Michigan Section

BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: John Paul Westbrook

Year Elected to Membership: 1998

Award Nominated for: Merchandiser of the Year - Public

Briefly describe your achievements/accomplishments that would pertain to this award:

JP Westbrook has been the PGA Professional at Indian River GC for the past five years. Over that period, the golf shop has seen a significant rise in sales from \$52,000 in 2013 to \$82,000 in 2017. For 2018 so far, the sales are currently at \$80,000 and are forecasted to hit \$86,000. This significant rise can be attributed to adjusting the merchandise mix to be shallower and wider with a greater emphasis on quantity sales vs. margin dollars.

There is always a sale going on in the shop which helps with return visits. In an area that has about 100 days to perform, this retailing philosophy has been well accepted at IRGC. JP has written several *PGA Best Practices* for *PGA Magazine*, attended the Merchandiser of the Year conference and has attended the PGA Merchandise Show. The Shop carries many of the lines noted in *PGA Magazine* "What's Hot" List as well as some local products that are unique to the area.