

2021 Special Awards Candidate Bio Form

Email address *

matt@kentcountryclub.com

Name of Nominee: *

Matt Swan

Facility Employed at: *

Kent Country Club

Year Elected to Membership: *

2012

Award Nominated for: *

Merchandiser of the Year - Private

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

Fellow PGA Professionals,

I am honored to have been nominated for the Merchandiser of the Year for Private facilities in the Michigan PGA. I believe this award is a direct reflection on the golf professional's ability to run a profitable business that provides desirable goods and services to the membership. As in everything in our industry, the golf shop is as much about service and relationships as it is about the high quality products that are on display. My leadership of the Kent Country Club golf shop exhibits my ability, as the Golf Professional, to drive business through relationships, attention to detail, ingenuity, creativity and enthusiasm.

Within the first three seasons of arriving at Kent Country Club, my staff has been responsible for doubling merchandise sales, increasing from \$168,000 in 2016 to over \$336,000 in 2019. Additionally, I have led a merchandising operation that has increased gross margin by 85% in three years from \$39,000 (2016) to \$72,000 (2019). Despite all of the challenges that COVID has presented to the brick and mortar retail industry, our sales numbers and profit margins for 2020 are ahead of 2019 YTD. Our success thus far in 2020 does not include any sales in March and April when we were forced to close during the "shelter in place" orders.

In 2020, we have found new ways to creatively engage members despite less direct contact inside the golf shop. This season, we ran holiday raffles and blast emailed photos of raffle items to the entire membership. We allowed members to participate in these raffles via email, which produced \$7,500 in new sales this season.

COVID has challenged all of us to think outside the box and something as simple as having one of every shoe on a table outside of the golf shop throughout the season has increased our shoe sales by 25% this season.

Our goal is to engage members' wants and needs and leverage our relationships to increase sales beyond just traditional golf lines. We have had outstanding success expanding into lifestyle brands such as lululemon and Lole, which has increased sales by \$25,000 over the past two seasons, while maintaining a 90% sell through.

Finally, as a Titleist staff member, we have been able to grow our Titleist/Footjoy accounts from \$25,000 in 2016 to nearly \$100,000 in 2020. A huge part of this has been marketing fitting days around the release of new product. Recently we held a fitting day for the TSi line of Titleist Metals and produced \$12,500 in a one afternoon. By being able to tell a first-hand story of how Titleist product has helped increase my own ball speed and distance, I have been able to create unmatched member enthusiasm surrounding the release of a product or fitting event.

I am humbled to be considered for the Merchandiser of the Year award and would greatly appreciate your vote and the opportunity to continue in the process by interviewing with the Special Awards Committee.

Sincerely,

Matt Swan

PGA Head Golf Professional

Kent Country Club

This form was created inside of PGA of America.

Google Forms