



PGA

Michigan Section

BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Steve Scheuermann, Director of Golf, Treetops Resort

Year Elected to Membership: 1983 PGA Apprentice, 1985 PGA Class A-1

Award Nominated for: NMPGA Merchandiser of the Year - Resorts

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

I am extremely honored to be selected as the NMPGA Merchandiser of the Year – Resorts. This was certainly unexpected, especially during this far from typical golf season.

Back in March, during the tremendous uncertainty regarding the 2020 golf season, many merchandising decisions and adjustments needed to be made. Too much inventory would be financially disastrous if limited or total shutdowns were likely. Too little inventory would also be financially disastrous if the golf season would be less affected by State Regulations than initially anticipated. I was determined to have a great merchandising year no matter what challenges lied ahead.

The Michigan Section is blessed to have exceptional Sales Reps who were extremely understanding and accommodating during a year that no one could have predicted. As with many facilities, we moved ship dates and maintained our mid-range forecasted inventory levels for the entire season. We were extremely selective on the styles and color schemes. We also went deeper into accessories with a higher profit margin, anticipating that golfers would still desire a souvenir, but perhaps would be restricted on their disposable spending. Fortunately, we guessed correctly, and we had to re-order many types of accessories multiple time. Since the month of May we have exceeded both forecasted and prior year's merchandise revenue.

The staff at both of our Pro Shops did an exceptional job helping to display and sell merchandise. We constantly rotated merchandise displays and featured new products weekly. We encouraged customers to bundle their purchases to create additional sales, while giving the customer both perceived and real value. We kept up to the minute on the inventory levels of both staple items and especially apparel items. The manufacturer/distributor sales reps were readily available to quickly process and deliver re-orders and new orders on very short notice.