

2021 Special Awards Candidate Bio Form

Email address *

PLehnert@pga.com

Name of Nominee: *

Paul D. Lehnert

Facility Employed at: *

Pine Lake Country Club

Year Elected to Membership: *

2003

Award Nominated for: *

Merchandiser of the Year - Private

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

This has been the by far the most unique and stressful year as a merchandiser. Like everyone, the shutdown in March, April and part of May had us off to a very slow start. To help overcome the shortfall in sales, we introduced an e-commerce site for our Members to purchase items from the Golf Shop for curbside delivery. The e-commerce site generated little over \$10K in gross sales each month and was recognized and published in PGA Magazine. Like many other retailers, we were very active in social media postings of new deliveries and made efforts to send direct image to our top customers. We also brought on an additional part-time employee to set up professional displays once a week and post images on social media platforms. As like every merchandiser, we made several adjustments to the future deliveries, used our long term relationships for better terms and discounts to offset the lack of traffic. Once we were able to operate in some form of a normal capacity, we have been fortunate our members and customers have supported us. By the end of the September, we are only 10% short of our average annual gross sales and with working with our vendors have been able to increase our profit margin. We are lucky to have such great support.

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