

2023 Special Awards Candidate Bio Form

Please send this form back no later Friday, October 21, 2022.

If you were nominated for more than one award you must **submit a bio form for each award.**

Email *

cbathje@moorsgolf.com

Name of Nominee: *

Chris Bathje

Award Nominated for: *

Merchandiser of the Year (Private)

Facility Employed at: *

The Moors Golf Club

Year Elected to Membership: *

2007

Please describe your achievements/accomplishments that would pertain to this award. *

Thank you for the Nomination for Merchandiser of the year (Private). As most clubs have seen over the last three years it has been another record year for golf as well as Merchandise Sales. Being the Buyer and Head Professional at The Moors Golf Club for the last 11 seasons this has built many strong relationships with the members as well as knowledge of Merchandise that our members like and dislike. This has all led to buying patterns at the club that helps us turn over products much quicker than in years past. We have seen an average of 12.5 Percent Growth in sales annually since 2017. We as a staff have also achieved a slight profit margin increase on all Merchandise Sales of 1% compared to last season's sales. Thank you for the opportunity for this award.

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Email *

durban@gulllakecc.com

Name of Nominee: *

Daniel Urban

Award Nominated for: *

Merchandiser of the Year (Private)

Facility Employed at: *

Gull Lake Country Club

Year Elected to Membership: *

2012

Please describe your achievements/accomplishments that would pertain to this award. *

Dear Members,

I accept this nomination on behalf of my team, and I am thrilled to be able to highlight the shop, as it is the arduous work of many, that make it deserving of recognition. Winning this award in 2020 has only made us better and work harder to find contemporary brands and strategies to build the best boutique shop for our members and guests. Making us a one stop shop for all golf and lifestyle needs in one of the few remaining professionally owned shops.

The last two years have posed many supply chain challenges, and we have gotten creative to deliver high-quality product despite all the setbacks. Looking beyond traditional brands to find those in better supply and supporting local embroiderers to ensure solid delivery dates are a couple of the scrambles we have made to create a seamless experience. These moves have helped to record some of the best sales numbers in recent years, and a gross sales jump of 18% in the last year.

Positions through my career have all lent a hand in creating a style and philosophy dedicated to our small and seasonal membership, a membership that is invested in the lake life as well as golf. Being small but busy, we must order in shorter size runs, rotate more frequently and be the best with the several hundred special orders we do annually. That coupled with our commitment to have the best member service can be easily seen in the staff interaction and training. Attending many trade shows looking for added items or lines to offer to the membership. Being able to carry brands that cannot be found in many golf shops is a key mission.

We have a talented group of strong merchandisers in the state, and I encourage my staff to visit shops, and find anything they may be doing better and implement it.

Respectfully,
Dan Urban

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Email *

gcampbell@bloomfieldhillscc.org

Name of Nominee: *

Garrett Campbell

Award Nominated for: *

2023 Merchandiser of the Year-Private

Facility Employed at: *

Bloomfield Hills Country Club

Year Elected to Membership: *

2016

Please describe your achievements/accomplishments that would pertain to this award. *

The 2022 Golf Season posed several challenges many Golf Professionals have now become familiar with. While supply chain strains and logistics did improve in 2022, almost all our merchandise prebooks were completed in 2021. At this time, product availability and confidence in vendor delivery dates were questionable at best. Combining unknowns in the supply chain with the appetite of a full membership experiencing a newly renovated Golf Shop, and a Club logo change back to the original logo from the 1910's, ultimately proved to be a perfect recipe for success. With a leap of faith and a vision, the Golf Shop at Bloomfield Hills Country Club experienced its most successful year in the Club's history.

Since becoming a part of the Bloomfield Hills family in 2021 many physical changes have occurred in the Golf Shop that played a role in its recent success. The Golf Shop underwent a complete transformation tearing down all walls to the studs, while keeping the same footprint and square footage. With great support from our Members and the Board of Governors, the Club partnered with Greyson Clothiers founder, Charlie Schaefer. Charlie and I worked together to completely reimagine the Golf Shop's layout and design to maximize efficiency and flow. This partnership created a boutique living room atmosphere and shopping experience not found at Golf Clubs. Together, we sourced antique fixtures used in small town general stores all throughout the mid-west and gave them new purpose and life. Charlie's design and creative eye was vital to the final product our Members and Guests experience today. I have been fortunate to find myself in the right place at the right time and thankful for Charlie's good friendship.

Over my career, I have been blessed to have been mentored by some of our industry's best Golf Professionals, Bob Ford at Oakmont CC and Seminole GC as well as, Henrik Simonsen at The Honors Course. Without question, I would not have the knowledge and experience in merchandising without having worked for both outstanding Professionals. Taking best practices from three of the premier facilities in the United States, I shifted the operations structure to empower our Assistant Golf Professionals instead of a full-time merchandiser. While the level of play and traffic at Bloomfield Hills CC enabled this transition, the motive behind the shift was to prepare and promote our Assistant Professionals for the next step in their career. From meeting with vendors for prebooks, to managing inventory, to serving as a brand ambassador, every step they are empowered to make, and witness change and decisions. Empowering our team with the tools and opportunities to run with the merchandise operation has completely transformed the culture and "buy-in" from our Members. For example, each Golf Professional serves as a brand ambassador for a particular vendor sold in the Golf Shop. The Professional only wears this brand, they oversee inventory, meet with the sales representative, create displays seasonally, and educate the remaining team members on what makes the product and brand unique. To support our Assistant Professionals, we began a PGA internship program, hiring three PGM students from across the country. Our Assistants have many tasks outside of the Golf Shop as you can imagine. The internship program was an integral piece of the puzzle to make the merchandise structure change viable. Our entire golf team works cohesively to create one of the best golf shop and merchandise experiences in the Midwest.

Financially, the Golf Shop experienced its best season in Club history. In 2021 with the global pandemic still looming, supply chain strains, and my own transition to the Club and area, the Golf Shop had a successful year with over \$330,000 in sales. The success in 2022 can be directly attributed to a shift in the merchandise culture both internally and physically with the Golf Shop renovation leading to Golf Shop sales exceeding \$700,000. This immense growth has been a team effort equating to over \$58 per round played, with only 10% of rounds from guests. The Membership's support of the Golf Shop has been the key to this 114% increase. Selecting and empowering great people combined with exceptional products has led to record growth and accomplishment.

In closing, our team of like-minded, passionate young professionals bring an enormous amount of energy and enthusiasm when a Member or Guest visits the Golf Shop. It has become a staff challenge and part of the culture to see who could create the best monthly display. Our success in the Golf Shop would not be without this contagious culture created and fostered by our Golf Professional team. Together, we were able to exceed all expectations and improve the golf experience at Bloomfield Hills Country Club.

Thank you for your consideration to receive this award.

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Email *

mflaherty@pointowoods.com

Name of Nominee: *

Matt Flaherty

Award Nominated for: *

Merchandiser of the Year Private

Facility Employed at: *

Point O' Woods

Year Elected to Membership: *

1998

Please describe your achievements/accomplishments that would pertain to this award. *

I am currently in my 8th season as Head Golf Professional at Point O' Woods and golf shop sales have increased by 84% since 2015. The increase in sales has been accomplished due to specific changes to the merchandising philosophy. I implemented a Member Buy-in Program which allowed members the option to put \$400 into their member golf shop credit book in March and in return all hard goods were marked at 20% over cost and all soft goods marked at 30% over cost. Although the margin may seem low, we have increased total gross revenue while still maintaining a comfortable profit margin. As this is an optional program, the golf shop still produces sales at retain pricing to help offset profit margin. The underlying positive of the program goes well beyond profit margin as we now promote the golf shop as a service to our members and guests while still staying fiscally responsible to the clubs' bottom line.

The other major variable in sales growth is the inception of a new logo that has a distinct icon unique to the Point, tells a story unique to the club and predates the golf course construction. This all adds up to a logo that is highly desired by the membership and guests and allows for creative merchandising to increase volume of sales. The new logo also allowed us to create a variation of it that is labeled "members only" logo that has been a tremendous success now accounting for over ½ of the logo sales.

Another large variable in the increase in sales is due to a very aggressive club fitting program and the addition of a Trackman launch monitor. Creating an indoor Simulator Suite in our bag room for the winter months allowed us to fit clubs year-round and get a head start on the spring demand for clubs by offering fittings prior to the outdoor range opening. The golf club sales have had an enormous spike with Callaway Golf being the largest beneficiary with an increase of sales from \$4,806 in 2015 to \$47,215 in 2022. The addition of a a Golftini shopping portal also helped by producing just over \$10,000 in special orders all while adding to the level of service provided.

In 2017, after several years of a poor participation in our Robert Trent Jones Invitational, I created a logo for the event and changed the format which created a buzz and participation increased to a full field and a wait list to get in. This allowed for a new avenue for shop sales as the participants needed to be outfitted with the event logo and team outfits.

The addition of created a "member preferences" in each member account, my staff and I are in the know as to the brands, sizes, golf ball type of each of our members. This allows me to order desired companies, sizing, color preferences of our customer. This feature also allows me to send an email blast to a very specific audience to help promote a specific sale. If we feel we are running heavy on a specific item (Footjoy shoes size 10.5) we will send an email blast to those who wear that specific size and offer a special promotion to them individually. This adds to the level of service as well as sell thru numbers.

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Email *

matt@railsidegolf.com

Name of Nominee: *

Matt Koets

Award Nominated for: *

Merchandiser of the Year- Private

Facility Employed at: *

Railside Golf Club

Year Elected to Membership: *

2004

Please describe your achievements/accomplishments that would pertain to this award. *

Thank you for the nomination for 2023 Merchandiser of the Year- Private. I would like to thank my wife, Barbara, and my children, Barbara, Grace, and Luke for their love and unwavering support of my career. I would also like to thank the ownership, membership and our team at Railside Golf Club for their support and for the opportunity to serve as the Head Professional.

Summary of Exemplary Retail Philosophy and Image:

- I believe the performance of the golf shop is directly related to the relationships between the golf professional(s) and their members. A genuine rapport builds trust and allows the golf professional(s) to create excellent service levels and create a merchandise buying plan suited to the wants/needs of their members. Financial success will follow.
- The store must be attractive, neat, and clean while the displays and quality of the products draw people in. We pay attention to detail and do not compromise on always "doing the right thing."

Examples of Financial Success:

- YTD overall profit margin is nearly 40%
- YTD stock turn rate is 1.85
- YTD dollars per square feet is \$450.00
- YTD dollars per round is just over \$30.00

Innovation and Overall Growth of the Operation:

- Our Professional Staff created a "squares game" (similar to Super Bowl squares) for each of the four men's professional majors. Squares were sold at \$25.00 apiece and a full squares board totaled \$2,500.00 in available golf shop credit for each major. The membership filled each board and our store generated an additional \$10,000.00 in revenue.
- Our Professional Staff listened to feedback from the membership related to event tee favors. Our members asked that we direct the funds from the tee favors into the prize funds, instead paying out more places in golf shop credit. We listened and the results were outstanding. Our members had more available dollars to spend in the golf shop, spent more time in the golf shop, and often times spent more than their credit balance.
- Our store continues to exceed annual sales growth by 5% each year.

Continued Advancement in the Retail Arena:

- Our team builds relationships with our members. We listen, we build trust, and we identify areas of our retail operation that we can fine tune or enhance.
- Our team plans to use Golf Genius Golf Shop to survey our membership to listen, learn, and look for opportunities to build our retail operation.
- Our team has a great network of fellow golf professionals and vendors and we trade ideas to help the continued success of our store.

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Email *

markleypm@yahoo.com

Name of Nominee: *

Patrick Markley

Award Nominated for: *

Merchandiser of the year - Private

Facility Employed at: *

Barton Hills

Year Elected to Membership: *

1996

Please describe your achievements/accomplishments that would pertain to this award. *

BIO OF SPECIAL AWARDS CANDIDATE

Deadline: October 21, 2022

Name of Nominee: Patrick Markley – Barton Hills Country Club

Year Elected to Membership: 1996

Award Nominated for: Merchandiser of the Year – Private Facilities 2023

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

Over the past twenty-seven years I have been heavily involved with merchandising operations at some of the finest private club facilities in the country including two "Top 100" Golf Shops and one "Top 10" club. My first experience as a PGA member of the Michigan Section began in 1996 and 1997 at Kalamazoo Country Club. In addition to working in the Michigan Section I spent time at private clubs and one resort facility in the Minnesota, Southwest, and Metropolitan Sections. Over the course of my career, I have experience assisting Golf Shops with sales volume ranging from \$125,000-\$1,200,000 and have owned Golf Shops with sales ranging from \$225,000 - \$485,000. For the past sixteen years I have successfully owned and operated Markley's Golf Shop at both Flint Golf Club and Barton Hills Country Club. During my tenure at Barton Hills, I have been nominated for this award five times and made it to the final stages on three occasions. Over the course of the past ten seasons at Barton Hills, we have experienced course renovation, construction to greens, approaches, fairways, and bunkers with total disruption occurring five of my ten years. Despite the roller coaster ride we have experienced 27-34% profit margins, excellent cash flow, no debt and sales volumes that have exceeded \$400,000 this year alone at the time we closed the golf course for our latest renovation and fairway re-grassing project on August 15th. I am most proud to say that we have made the necessary adjustments and maintained some of our best net profit years during the uncertain times of Covid-19 and our latest course closure. Some of my merchandising success stories continue to be shared in PGA Magazine and I enjoy working with my fellow peers to find ways for them to be more successful with their merchandising operations. My passion for this business and merchandising has always been a focus for me and my career and I am honored to be nominated and considered for this award.

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Email *

busse@oakland.edu

Name of Nominee: *

Perry Busse

Award Nominated for: *

Merchandiser Of the Year - Private

Facility Employed at: *

Oakland University Golf & Learning Center

Year Elected to Membership: *

1993

Please describe your achievements/accomplishments that would pertain to this award. *

It is a Truly a Honor to be nominated for the 2022 Merchandiser Of The Year - Private.

In my 17 years at Oakland University and with the records we have broken the last 3 years in rounds, it has been just as good in Golf Shop sales as well. Golf Shop sales have gone up by 370% and looking better for this year.

Our team of employees at OUG&LC have been outstanding thru the couple years of "COVID" and could not have done this without all the our team helping out.

The sales reps and vendors have also done a great job of getting us the merchandise we have ordered and in a timely fashion too, so thanks to all the reps and vendors!

Customer Service is the main "GOAL OF ALL OUR EMPLOYEES" weather in the Golf Shop or Bag Drop who ultimately is our first and last line of defense to helping all our Affiliates and or Guests coming to our facility at Oakland University.

I my 33 years in the PGA (29 as a Class "A" Professional) this is the best numbers I've ever seen and looking very good for the future of "Golf".

In ending I would like to say a "THANK YOU" to all the people I worked with and for at my stops in IOWA PGA Section (Pheasant Ridge GC) and here in the MICHIGAN PGA Section (Great Oaks CC, Carl's Golf and Oakland University).

Perry M. Busse

PGA Head Golf Professional

Oakland University Golf & Learning Center

Rochester, MI 48309

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Email *

kyle@kalamazoocc.com

Name of Nominee: *

Kyle Horton

Award Nominated for: *

Merchandiser of the Year - Private

Facility Employed at: *

Kalamazoo Country Club

Year Elected to Membership: *

2009

Please describe your achievements/accomplishments that would pertain to this award. *

When it comes to being a great merchandiser, my greatest accomplishment stems from creating and fostering friendships with members, guests, and customers. Our team is passionate about getting to know everyone on a personal level; learning their kids' names, favorite vacation spots, and when their dog's birthday is. It's this personalized attention that helps create a shopping experience in the store that is welcoming, relaxing, and memorable.

New brands and categories also play a key role in the success of the store. These range from Shinola watches & Head Pickleball paddles to clothing lines such as Cotopaxi, Smith & Quinn, Calliope, and Harleston's. In addition, we introduced unique logos throughout the year to spur on excitement. All told, these unique brands and additional product categories have helped increase shop sales by % compared to 2021.

Moreover, a driving force to increasing foot traffic in the store comes from keeping members and customers continually informed through a variety of methods.

1. Concentrating our email marketing efforts to specific days and times has resulted in an open rate of 45.2% compared to the national average of 17.38%.
2. Facebook and Instagram also play a large part in marketing with our posts using staff members and local content as much as possible. Year to date we have added over 45 subscribers on both platforms.
3. The shop has its own website in HortonsHaberdashery.com which allows customers to plan for upcoming shopping events as well as view and place a hold on in stock merchandise. YTD this website has been responsible for over \$15,000 in sales which is a 30% increase from 2021.

In conclusion, merchandising will always be a passion of mine. My philosophy is rooted on creating friendships with members and guests and continues with providing a world-class selection of high quality goods and products. I'm honored to be considered for this award as it would mean a great deal to me and the team, thank you for your consideration.

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