

# 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 \*

glewandowski@tullymoregolf.com

Name of Nominee: \*

Gary Lewandowski

Award Nominated for: \*

Merchandiser of the Year Resort

Facility Employed at: \*

Tullymore Golf Resort

Year Elected to Membership: \*

1996

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

Won this award for the first time last year. My philosophy about merchandising is having your staff very involved and hire the staff with that in mind so you can train and then retain that quality staff. Having a passion and drive to provide customer service is hard so we try and keep it fun as well as trying to help each other in developing those selling skills. We meet as a group to talk about each year and develop a strategic buying plan for the next year. This has really helped us in everything that we look at and everything that we purchase because maintaining a 40% profit margin is always a top goal. Buying at different price points as well as trying new items is very important in reaching those sales goals for the year and maintaining those margins. Keeping it fresh and changing up your displays is very important for us as we not only have members that come in every week but we have plenty of guest and public traffic that we are trying to appeal to.

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# Google Forms

# 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 \*

sniegoda@boyne.com

Name of Nominee: \*

Steve Niezgoda

Award Nominated for: \*

Merchandiser of the Year - Public

Facility Employed at: \*

Bay Harbor Golf Club / Boyne Resorts

Year Elected to Membership: \*

2007

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

Thank you very much for the nomination. This has been a great season.

Along with being the Head Golf Professional at the Bay Harbor Golf Club, I am also the Corporate Golf Hard Goods Buyer. I buy for 5 Michigan golf shops, 5 Boyne Country Sports retail stores, 2 golf shops in Maine and 1 golf shop in Montana.

Understanding that the Bay Harbor Golf Club is a seasonal operation that operates from early May through mid-October, the window of opportunity is very short for merchandise sales. With that said, it is imperative that the merchandise and displays continue to have a fresh and updated look. Our staff changes displays on a bi-weekly basis, and is continually rotating this merchandise within their respective collections.

It is common for us to implement themes with our weekly golf events to help drive traffic.

Within our season, we have a few holidays in which to capitalize on, those being Mother's Day, Father's Day, fourth of July and Labor Day. We incorporate these holidays into our shop displays. We also theme for local events, such as sailboat racing, which takes place in Little Traverse Bay in front of our clubhouse. Lake Michigan. It is a spectacular to see when all the boats are flying their spinnakers right outside of our clubhouse.

In my opinion, the logo of the Bay Harbor Golf Club is the most marketable part of any item in our golf shop. You will find it on just about every item in our shop and clubhouse.

I also feel that merchandising is always changing to the climate of our guests and trying new and fresh ideas is the best philosophy we can have.

The golf shop square footage is 2,100 sq. ft.

The Bay Harbor Golf Club averages around 25,000 rounds annually and this year we have sold over \$750,000 in retail from the first week in May until the second week in October. That equates to roughly \$30 per golfer in retail sales. We finished the season up 14% in retail over last season, which was also a record retail year. COGS this season was 46.1% vs 46.3% last season.

Steve Niezgoda

Head Golf Professional / Corporate Golf Buyer

Bay Harbor Golf Club / Boyne Resorts

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