

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 *

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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