

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 *

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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