

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 Niegoda

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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