

# 2024 Merchandiser of the Year Private Award Candidate Bio Form

Please submit this form no later than **Friday, September 29, 2023 at 4pm.**

The respondent's email (**durban@gulllakecc.com**) was recorded on submission of this form.

Email \*

durban@gulllakecc.com

Name of Nominee: \*

Dan Urban

Facility Employed at: \*

Gull Lake Country Club

Year Elected to Membership: \*

2012

Do you own the Merchandise Concession? \*

Yes

If not, who owns the Merchandise Concession? \*

NA

What percentage of time do you spend in the merchandising area of your facility? \*

In season I spend about 15% of my time on retail business and in the Fall-Winter that will increase as we prep for the following year and beyond.

Please share what you can to illustrate the success of your merchandising concession over the past few years in 250 words or less: *(Note: These bios will be shared with the Michigan Section membership- a suggestion would be to use percentages rather than whole numbers to keep any sensitive information private)* \*

With continued growth in rounds we have worked hard to follow trends & support the demand of rounds. Seeing near a 70% increase in average rounds since the 2018 season, the concession has followed suit with steady increases in gross sales that have doubled in the past 5 years. Always working to increase margin and sell through, we have been more selective on lines and our ability to maintain product demand. With this we have seen turn numbers increase at a steady rate making for a constant fresh look.

Does your facility have the Mill-River Plan or a similar merchandise purchasing plan in place? \*

☐ Yes

☒ No

If yes, explain the plan that is in place: \*

NA

Please share your merchandising philosophy in 250 words or less: \*

Dear PGA Members,

I accept this nomination on behalf of my team, and I am thrilled to be able to highlight the shop, as it is a labor of love that makes 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 few years have posed various supply chain challenges, and we have gotten creative to deliver high-quality products despite all the setbacks. Looking past traditional brands to find those in better supply to ensure solid delivery dates are adjustments we have made to create a seamless experience. These have all lent a hand in creating a style and philosophy dedicated to our small and seasonal membership, a membership that is invested in 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 our frequent special orders. That coupled with our commitment to have the best member service can easily be seen in the staff interaction and training. Being able to carry brands that do not appear in traditional golf shops is a key mission. We have a talented group of merchandisers in the state, and I encourage my staff to visit shops and follow others on social media to find innovative ideas and practices.

Respectfully,  
Dan Urban

List any other PGA Section or National Awards you've received and the year(s) you received them (50 word limit): \*

2020 Merchandiser of the Year (Private)

This form was created inside of PGA HQ and sections - all Google users.

Google Forms