

2024 Merchandiser of the Year Public Award Candidate Bio Form

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

The respondent's email (jdstalcup@orchards.com) was recorded on submission of this form.

Email *

jdstalcup@orchards.com

Name of Nominee: *

Jeff Stalcup

Facility Employed at: *

The Orchards Golf Club

Year Elected to Membership: *

1993

Do you own the Merchandise Concession? *

No

If not, who owns the Merchandise Concession? *

The Orchards Golf Club

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

60%

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)* *

The Orchards Golf Club's annual merchandise sales averages close to \$300,000 in gross sales over the past 10 years. Merchandise annual net profit margin was 60% in 2022. Our success is attributed to first stocking the finest brands for our diverse clientele. Having the #1 public facility in Metro Detroit also leads to higher sales with our logo merchandise. We average 2.5 turns in merchandise each season. Our current golf staff maintains over 120 years of combined sales experience in the public and private sectors. Matching our experience with aggressive sales campaigns each quarter and a constant rotation of displays has lead to years of continued success.

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: *

n/a

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

Our successful merchandising philosophy for The Orchards Golf Club aims to enhance the overall experience for the golfers, cater to their needs and preferences, and generate revenue for the golf club. Here are a few areas that we concentrate on:

Customer Approach:

- Understand your target customers, including their demographics, playing habits, and preferences.
- Collect feedback from golfers to tailor your offerings to their needs.

Product Selection:

- Carry brands that are respected and trusted within the golfing community.
- Keep a balance between classic, timeless products and trendy, innovative items.

Seasonal Planning:

- Adjust your inventory to match seasonal demand. For example, stock winter gear during colder months and focus on summer products during the golf season.
- Feature seasonal promotions and discounts.

Visual Merchandising:

- Create an attractive and organized store layout to encourage exploration.
- Use displays, signage, and lighting effectively to showcase products.
- Change displays regularly to keep the shop fresh and exciting.

Product Knowledge:

- Train staff to be knowledgeable about golf products so they can provide expert advice to customers.
- Encourage staff to engage with golfers, answer questions, and offer assistance.

Exclusive and Customized Merchandise:

- Offer exclusive pro shop merchandise that golfers can't find elsewhere.
- Consider offering customized items like club fittings, personalized golf balls, or apparel with club logos.

Online Presence:

- Maintain an online store or website to reach a broader audience.
- Allow customers to purchase merchandise online and pick it up at the pro shop or have it shipped.

Remember that the key to our successful pro shop merchandising philosophy is to create a welcoming and golf-focused environment where customers feel valued and find products that enhance their golfing experience

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

n/a