

2025 Merchandiser of the Year Private Award Candidate Bio Form

Please submit this form no later than **Friday, October 4, 2024 at 4pm.**

Email *

bik100@aol.com

Name of Nominee: *

Doug Kreis

Facility Employed at: *

Battle Creek Country Club

Year Elected to Membership: *

1995

Do you own the Merchandise Concession? *

Yes

If not, who owns the Merchandise Concession? *

N/A

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

100% - regardless of what I'm doing the golf shop is always on my mind

Please share what you can to illustrate the financial 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*)

We have a small, finite number of shoppers so our continuous goal is to find products members want and offer as many items as we can to create add on sales. We have ridden a number of trends over the years, I'm willing to take chances on new 'stuff' and I'll also take advantage of off price items that I believe have value. BCCC put in 4 pickleball courts in 2021 and added 6 more this summer. We immediately started carrying a variety of pickleball merchandise, created a pickleball logo for the club and have seen a stream of social members coming in the shop that otherwise would have no reason to walk into a golf shop. With these new shoppers in mind we have sought out non-golf items to keep them and our regular shoppers engaged and consequently found revenue dollars from items I never dreamed of carrying. Since Covid we have increased the number of SKU's in the shop by 25% and revenue has grown at the same or slightly better pace. Interesting items and captivating displays bring traffic to the shop, smiling faces and helpful staff create sales. In the end the shop's performance comes down to inventory people want and staff that is friendly and willing to help in any way.

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

Yes

No

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

N/A

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

Buy well, create traffic and find ways to generate new revenue.

We have a small membership that barely plays 10,000 rounds a year, it is imperative that we create additional traffic in the shop and offer items that capture attention and stimulate sales. Mannequins must change weekly and merchandise needs to be continually rotated to appear fresh and new. Our golf shop must always be an open, friendly place for members to congregate, share stories and find treasures they can't live without. We shop the internet harder than our members to be certain we always have the best price on items we sell. Equipment is sold below MAP pricing and everything in the shop is discounted 20% from retail. We do an abnormal number of special orders and this is a huge consideration when taking on new lines. Shop credit is a part of every event and we often use creative add on contests to purge slow moving items. We do not want Battle Creek members shopping anywhere but our golf shop for the items we sell and if enough people are buying some new product, we need to have that product in our shop.

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

Golf Professional of the Year 2019, Bill Strausbaugh 2022

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