

2025 Merchandiser of the Year Public Award Candidate Bio Form

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

Email *

michaelrey@pilgrimsrun.com

Name of Nominee: *

Michael Rey

Facility Employed at: *

Pilgrim's Run Golf Club

Year Elected to Membership: *

2000

Do you own the Merchandise Concession? *

No

If not, who owns the Merchandise Concession? *

Pilgrim's Run ownership

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

20%

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*)

Best golf shop sales number in Club history eclipsing all of 2023 (previous best year) on September 5th.
Men's Apparel up 33.25%
Headwear up 35.14%
Accessories up 14.73%
Overall up 11.13 %

I made the decision to dedicate more of the sales floor space to Men's apparel and reducing the amount of Ladieswear. This was simply due to the numbers of men playing Pilgrim's Run vs ladies. We see roughly 89% men play us, so the adjustment was needed. Women's sales are down just \$5,000 while the men's apparel increased \$24,500. Our shop was previously 75% men vs 25% ladies and now it is more 90-10, going with the amount of play we see.

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: *

No

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

I want a golf shop that is always full with items that have our Pilgrim's Run logo. We have several first-time guests and we want them to remember their experience with us through the purchase of something from our golf shop. We have 2-3 employees working the golf shop at a time, and one person is always on the floor talking with the guests. We started a "caught being good" coupon that our ranger has in his possession where he will give the coupon out if he sees a guest help us in taking care of our course. This coupon is good for 25% off any apparel purchase. We see an over 50% return on the coupons.

In the end of the day, I want everyone leaving with something that has our logo on it!

I bring in merchandise early in the season so our stock room is extremely full in April and May. If the person working the floor understands what the customer is looking for, that employee will go to the stock room and bring out more options for the customer. Everything is for sale...even if it not on the floor!

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

Michigan Section Merchandiser of the Year 2013 (Resort)

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