

2025 Merchandiser of the Year Private Award Candidate Bio Form

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

Email *

wally.sierakowski@gmail.com

Name of Nominee: *

Walter F. Sierakowski III

Facility Employed at: *

Red Run Golf Club

Year Elected to Membership: *

1995

Do you own the Merchandise Concession? *

No

If not, who owns the Merchandise Concession? *

Red Run Golf Club owns the merchandise but a percentage of my income comes from the success of the golf shop.

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

35 to 40 percent

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*)

Red Run Golf Club has seen tremendous growth in merchandise sales, financial success of the golf shop, and high membership satisfaction. Merchandise sales has grown from \$550K in 2002 to \$1.6 M in 2024. We are recognize as one of the top golf shops in the country when in comes to dollars per square foot and dollars per round for an 18 Hole private club with initiation fees of \$35k or less. Product selection, innovative marketing, social media, membership support, and a passion for retail has drove our golf shop's success. Not only do our members and their guest support our golf shop but so do members from other clubs. They just like to stop by and see what we are showcasing and end up leaving with a bag full of great stuff.

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: *

The cost per membership is \$150 per year. That generates roughly \$75k to \$80k per year. Our mark-up is 20% on hard goods and 25% on soft goods, footwear, accessories, home, and other departments.

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

The holy grail of merchandising are the five R's: the right merchandise, the right price, the right quantities, the right time, and the right people. This has been a philosophy of mine for years. I also prefer a boutique style store. The right mix of sport, life style, resort, business, personal, and home makes our store stand out. We have a lot of fun partnering with local companies when it comes to fashion from Greyson, watches from Shinola and beer from a local brewery. We like to have a bar in the store to create a casual sip and shop environment. The utilization of targeted emails, social media, trunk shows, micro sites, and launch parties continue to create excitement around the store. Timing is everything. Understanding when to have product in the store is key. When local sports teams are thriving, you have to have items in the store with their logos on them. Fall and winter allow us to add great items into the store like sweaters, sport coats, jackets, custom beanies, boots from Pajar and awesome leather gloves from Hestra. We also provide product for tennis, swim, and hunting/fishing. We target our members other hobbies outside of golf. We also look to tap into their corporate world. Whether it is footwear from Cole Haan, sport coats from Peter Millar, or luggage from Club Glove, we desire to be their one stop shop. Our sales staff is great. They thrive on member satisfaction. The store is well displayed, organized and clean.

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

Michigan Section Awards
2005 Merchandiser of the Year – Private
2013 Bill Strausbaugh Award
2012 & 2021 Patriot Award

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