

2025 Merchandiser of the Year Public Award Candidate Bio Form

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

Email *

wesblevins@pga.com

Name of Nominee: *

Wesley Blevins

Facility Employed at: *

Eagle Crest Golf Club

Year Elected to Membership: *

2008

Do you own the Merchandise Concession? *

No

If not, who owns the Merchandise Concession? *

Eastern Michigan University

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

50

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*)

Wes Blevins serves as General Manager & Director of Golf at Eagle Crest Golf Club ("Eagle Crest") in Ypsilanti, Michigan. Since Wes joined Eagle Crest in 2011, the Golf Shop has seen increased profits annually thanks to Wes' management of the shop and staff, his selection of the most up-to-date and trending merchandise to offer for sale and his use of social media to market the merchandise both in the shop and online. From Greyson Clothiers, TravisMathew and Lululemon apparel, to TaylorMade Golf clubs and more, the Golf Shop at Eagle Crest has something for everyone. Prior to Wes' arrival at Eagle Crest, the 2010-2011 golf shop revenue was \$77, 539 with a margin of 28%. After just one year at Eagle Crest, Wes' golf shop revenue increased to \$99,881 with a margin of 32% and has continued to increase ever since. This past season (2022-2023), the golf shop revenue increased to \$225,104 with a margin of 44%!

In addition to outstanding merchandizing sales, Wes maintains great working relationships with the Sales Representatives in his region which allows him to provide excellent customer service to his customers while supplying the products they want to purchase.

Wes is a native of Michigan and has over 25 years of operational experience within the industry having held top management positions in both public and private facilities throughout the country. Wes is an active member in his Michigan section and competes in various section and chapter tournaments throughout the year.

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: *

The 5 Ps: Product, Price, Promotion, Place, and People. The process of planning and executing the marketing of products to the right customers at the right time, place, and price.

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

None

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