

2026 Merchandiser of the Year **Resort** Award Candidate Bio Form

Please submit this form no later than **Monday, October 6, 2025 at 5pm.**

Email *

glewandowski@tullymoregolf.com

Name of Nominee: *

Gary Lewandowski

Facility Employed at: *

Tullymore Golf Resort

Year Elected to Membership: *

1996

Do you own the Merchandise Concession? *

No

If not, who owns the Merchandise Concession? *

Resort Owner

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

25%

What is the total square footage used for display of merchandise in your golf shop? *

St. Ives uses about 900 Square Feet and Tullymore has about 1000 Square Feet.

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: Should your name make it on the voting ballot, this bio form will be shared with the Michigan Section membership - we suggest using percentages rather than whole numbers to keep any sensitive information private)

Every day one of the first things i do in the morning is check what the previous day ended up being is sales. The last 5 years have been a major eye opener for me as far as the importance of our merchandising for the resort and the bottom line. Since becoming the director of golf our merchandise numbers have increased every year from the previous year, our goal every year has been to increase from the previous year by 10% and since 2021 each year following has actually increased by at least 10% and sometimes up to 25%. All these accomplishments could not have been possible without our hard-working Professional staff and shop staff. They come to work every day with the same passion i try to show and we encourage each other to interact with the guest and have some fun which puts them in a great position to sell to the guest. I really enjoy my position at the resort and take great pride in trying to find new products that we can offer to our guests on a yearly basis, we want our guests to keep guessing on what brand our product we will have next.

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: *

We do have a membership portion to our facility even though we are a resort and they will get discounts, but they don't pay anything into the merchandise program. We will offer them 20% discounts on soft goods and 10% discounts on hardgoods.

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

I still believe that good merchandising revolves around hiring, training and retaining quality staff. The resort attracts a variety of golfers - from the guest ready to splurge on themselves to the nearly 150 members that call Tullymore home. This i feel is a great opportunity for us to buy for a large variety of people and to merchandise the products that will speak to every guest or member. I feel we are able to carry somethings that our members are specifically looking for and things our resort guests may be looking for and then we can cross merchandise that to each group. I'm very aware of the different guests that we have coming to the resort and really put a strong emphasis on balancing brands and price points. I started to carry smaller collections and at various price points to make sure everyone that comes in can find something of value to them. Taking a risk is something i really enjoy and finding that product or brand that either no one else will carry or only a few have i think is important. I have found that when guests enter your shop, they get excited when they find something they have never seen before or have never heard of before. I like to think a little out of the box when it comes to the big picture and this has proven to be very successful in most cases (you have to be willing to be bitten, and we have been bitten a time or 2) over the years. The last 5+ years i have really started to understand the importance of our logo and what it means to our guests and members and because of that i really believe our merchandising has taken off to new levels and we hope to continue that for years to come.

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

Michigan Merchandiser of the Year - Resort Category 2022

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