

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

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

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? *

VanKampen Trust, owners of the property

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

With all the rolls Michael has at Pilgrim's Run, roughly 15% of his time is spent on merchandising.

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

Pilgrim's Run Golf Club has 1206 square feet of sales floor.

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)

After a record breaking merchandise sales year in 2024, Pilgrim's Run broke the 2024 yearly total by the end of September, increasing sales by 4.2% with one more solid month remaining in the season. This year, the dollar per round increased to \$12.21, up from \$11.36 last year. The total revenue percentage increased from 2.98 in 2024 all the way up to 4.4% this year. Dollars per square feet increased by \$10.04 for the 2025 season.

The merchandise sales have been so good, that a 288 piece hat order was brought in for the middle of September as 1750 hats were already sold, leaving inventory extremely slim. A 36 piece outwear order was place and brought in for September as well. And finally, a certain ball-mark coin was ordered three separate times as the customers loved the design and couldn't get enough of the coin(It is out again for the season).

By the end of the season, golf shop sales will be estimated at \$50k plus higher than last 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: *

NA

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

Michael wants a golf shop that is always full with only items that have the Pilgrim's Run logo on them. Pilgrim's has several first time guests playing the course and he wants them to remember the course and their experience through the purchase of something from the golf shop. Michael has 2-3 employees working the pro shop throughout the day and that allows one or two of the team to work the sales floor talking to guests. Michael started the "Caught Being Good" coupon that rewards the golfers good behavior with discounts to the shop. When the ranger sees someone fixing a ball mark, repairing a divot, raking the bunker, or simply placing garbage in the receptacle, the ranger will hand that customer a "Caught Being Good" coupon that gives them 25% off in the shop on all apparel or headwear.

Michael brings in most of the merchandise in mid March to allow he and his team to enter all the merchandise in inventory and get the shop displayed so when the course opens, they are not stuck in the office tagging merchandise. He and the staff are ready to assist the customers beginning opening day!

If the customer is having a tough time finding what they need, the staff has been trained to run to the inventory closest in the basement and bring out more of what the customer is looking for. In the end of the day, Michael wants everyone leaving with something that has the Pilgrim's Run logo on it. Everything is on sale...even if it is not on the sales floor!

New this year, we put our Pilgrim's Run logo on all the premium balls. This fees for the logo went to advertising and promotion, so the customer did not pay the upcharge for the logo. Another fun way to get the Pilgrim's Run name out!

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 (Resort) 2013

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