

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

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

Email *

sniezgoda@boyne.com

Name of Nominee: *

Stefan Niegoda

Facility Employed at: *

Bay Harbor Golf Club

Year Elected to Membership: *

2007

Do you own the Merchandise Concession? *

No

If not, who owns the Merchandise Concession? *

Boyne Resorts

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

Roughly 70% of time is spent on the floor of the Bay Harbor Golf Club merchandising and selling to members and guests. I am also the Corporate Hard Goods Buyer for Boyne Resorts. That includes 2 golf courses in Maine, one in Montana, 4 other golf shops in Michigan, 5 brick and mortar retail store locations and our online platform. I also oversee a robust Junior Golf equipment exchange program with an opening buy of around \$60,000.

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

2100

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)

Over the past few seasons, we have seen consistent growth in retail sales of 10 to 15% while maintaining a strong cost of goods margin of around 46%. Our dollar per golfer spend is nearly \$37.00

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 offer club members 15% above cost on all special orders and we extend 15% off retail items in the golf shop.

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

Understanding that the Bay Harbor Golf Club is a seasonal operation that operates from early May through mid-October, the window of opportunity is very short for merchandise sales. With that said, it is imperative that the merchandise and displays continue to have a fresh and updated look. Our team changes shop displays on a bi-weekly basis and is continually rotating the merchandise within their respective collections. It is common for us to implement themes with our weekly golf events to help drive traffic.

Within our season, we have a few holidays in which to capitalize on, those being Mother's Day, Father's Day, fourth of July and Labor Day. We incorporate these holidays into our shop displays. We also theme the golf shop for local events, such as sailboat racing, which takes place on Little Traverse Bay in front of our clubhouse.

In my opinion, the logo of the Bay Harbor Golf Club is the most marketable part of any item in our golf shop. You will find it on just about every item in our shop and clubhouse. I also believe that merchandising is always changing to the climate of our guests and trying new and fresh ideas is the best philosophy we can have.

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

Merchandiser of the Year - Resort in 2023

