



2021 WPGA SPECIAL AWARDS

WPGA Merchandiser of the Year Award

Description:

The "WPGA Merchandiser of the Year Award" bestows special recognition on a WPGA Golf Professional who has performed outstanding services in the area of golf merchandising.

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Candidate must demonstrate and acknowledge being an individual of outstanding leadership and strong moral character.

Eligibility:

- The following persons are ineligible:
- Class F or RSV members.

Criteria:

WPGA Merchandiser of the Year minimum criteria:

- Candidate must currently be a Class A PGA member in good standing as for a minimum of 3 years with at least three years in the WPGA.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis on merchandising.
- Candidate must have maintained a substantial record of service to the game of golf, as well as helping to further educate their fellow PGA professionals with an emphasis on merchandising.

Guidelines for Selection:

The candidate will be considered on the basis of the following:

- Demonstration of skill in planning and promotion of sales by presenting products to his/her market on a timely basis, and through the use of specialized merchandising techniques that include display and advertising.

MERCHANDISER OF THE YEAR AWARD CANDIDATE FORM

Name of Candidate: _____
Member Number: _____
Facility Name: _____
Facility Address: _____
Facility City, State, Zip: _____
Facility Phone Number: _____
Candidate e-mail Address: _____

1. Please briefly describe your merchandising philosophy. (3 pts)
2. Please describe your merchandising & displaying techniques. (3 pts)
3. Are you responsible for purchasing merchandise or do you hire a full-time buyer? (1 pt= yes – 0 pts = no). If you are the buyer, what is your role?
4. Please compare your 2020 sales and margins to 2019 and explain why you feel sales increased or decreased and why margins improved or declined. (3 pts)
5. Please list the following information about your golf shop for the last full year of operation:

Professional owns shop	Yes	No
Number of holes	_____	_____
Number of Members	_____	_____
Total Rounds Played	_____	_____ (if applicable)
Golf Shop Square Footage	_____	_____
Merchandise Sales	\$_____	(3 pts)
Dollars per Round	\$_____	(3 pts)
Maintain Margin w/out Mill River	_____	% (3 pts)

(more questions and reminders on next page)

Mill River Program Fee \$ _____
Participants in Mill River Program _____
Maintain Margin with Mill River _____ %
Inventory Cost Carry Over \$ _____ (3 pts)

6. Please provide photos of your golf shop and/or displays. (3 pts)

Total Points Possible:

By submitting this form, I attest that the information contained herein is accurate and truthful to the best of my knowledge.

Submission Deadline: December 3, 2020

Form should be emailed to jstadler@pgahq.com when completed.

***Please type responses on a separate sheet of paper. No more than six pages may be submitted including any pictures. Please forward in a pdf file format. Having a cover page is not necessary nor will it increase your chances of winning.**

****Please follow the format and answer each question in order. The committee will be judging each question separately.**