



PGA

Philadelphia Section

MERCHANDISER OF THE YEAR

The Merchandiser of the Year Award is designed to recognize those PGA Professionals who have excelled as business persons / merchandisers in the promotion of golf. The PGA honors PGA Professionals in three categories: Private, Public and Resort facilities.

Merchandiser of the Year Guidelines:

- PGA member in good standing
- Overall credit rating
- Credit rating within the industry
- Community involvement

Merchandiser of the Year Criteria:

1. Criteria to Measure
 - a. 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.
2. Selection Process
 - a. Any PGA member in good standing meeting the outlined requirements.
 - b. Special Awards Committee will select recipient based on criteria.

3. Ineligible Categories

- a. Previous National PGA Merchandiser of the Year Award winners; unless
 - i. at another facility, or
 - ii. in a different facility category, or
 - iii. in the same category or same facility five years after winning the National Merchandiser of the Year Award.
- b. Previous National PGA Golf Professional of the Year Award winners
- c. Past Presidents of the Association
- d. Current members of the PGA Board of Directors
- e. Nominees for National Office
- f. Class "F" and "Inactive" members
- g. Apprentices
- h. Philadelphia PGA Section staff



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Merchandiser of the Year Nomination Information Form

Facility Type: Private Public Resort

Name of Nominee: _____

Facility Name: _____ **Date:** _____

Nomination submitted by: _____

1. Please list any Section or National awards you have received.

Award	Year Received	Section

2. Do you own the Golf Merchandise Concession? Yes No

2a. If no, who owns the Golf Merchandise Concession?

3. What percentage of time do you personally spend in the merchandising area at your facility?

4. What is the total number of 18-hole rounds played at your facility annually?

5. How often are your facility's merchandise displays changed annually?
6. What were your 2013 Gross Merchandise Sales?
7. What are your projected 2014 Gross Merchandise Sales?
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?
 - 8a. If so, what is the initiation fee for a person to join the program at your facility?
9. How many individuals participate in the plan?
10. What is the total square footage used for display of merchandise in your golf shop?
11. Summarize your merchandising philosophy (maximum 300 words).
12. Please provide the committee with any additional information that would be helpful in understanding what contributes to your success in the merchandising area.
13. Please feel free to include additional information, pictures or reference letters that would assist the committee in their evaluation.

UNSIGNED, INCOMPLETE AND ILLEGIBLE FORMS WILL BE RETURNED TO THE NOMINEE AND WILL NOT BE CONSIDERED. IT IS STRONGLY RECOMMENDED THAT THE RESPONSES BE TYPEWRITTEN.

NOTE: THIS COMPLETED NOMINATION INFORMATION FORM MUST BE COMPLETED AND RETURNED TO THE SECTION OFFICE BY NO LATER THAN MONDAY, DECEMBER 15, 2014 BY 5:00PM.

THE INFORMATION I HAVE PROVIDED IN THIS NOMINATION INFORMATION FORM IS BOTH ACCURATE AND TRUTHFUL.

Signature of Nominee

Date