

NCPGA SPECIAL AWARDS PROGRAM

**NCPGA Merchandiser of the Year Award**

The NCPGA 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
   1. 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
   1. Any PGA member in good standing meeting the outlined requirements.
   2. Section Awards Committee will select recipient based on criteria.
   3. Nominees will be notified by the Special Awards Committee Chairman regarding award determination status no later than September 10th.
3. Ineligible Categories
   1. Previous National PGA Merchandiser of the Year Award winners; unless
      1. at another facility, or
      2. in a different facility category, or
      3. in the same category or same facility five years after winning the National Merchandiser of the Year Award.
   2. Previous National PGA Golf Professional of the Year Award winners
   3. Past Presidents of the Association
   4. Current members of the PGA Board of Directors
   5. Nominees for National Office
   6. Class “F” and “Inactive” members
   7. Associates
   8. PGA National Headquarters staff and PGA Section staff (with the exception of PGA Golf Properties and Section Golf Properties staff)
   9. Members of the NCPGA Special Awards Committee.

**Other Considerations:**

* You are marketing yourself and your facility with this nomination. Be sure to make every effort possible to present yourself and your facility in the most positive perspective possible. Be sure to include descriptive examples in order to emphasize your achievements.
* Should you be selected as the NCPGA Special Award Winner, this nomination information may be submitted for National Consideration. Only the following awards will be submitted for PGA of America Special Award: Golf Professional of the Year, Horton Smith, Bill Strausbaugh, Youth Player Development, Teacher of the Year, Merchandisers of the Year, Player Development Award, and Patriot Award.
* Section Awards will be presented at the NCPGA Special Awards Ceremony held in December.



NCPGA SPECIAL AWARDS NOMINATION

**NCPGA Merchandiser of the Year Award**

**Facility Type:** 🞎 Private 🞎 Public 🞎 Resort

*Type Your Answer in Area Marked “x” Below*

**Name of Nominee:** x

**Member Number:** x

**Facility Name:** x

**Facility Address:** x

**Facility Phone Number:** x

**Nominee E-mail Address:** x

**Nomination submitted by:** x

**Nominator Contact Information:** x

*The nomination form should be typewritten and completed in the FIRST PERSON. As a reminder, you are marketing yourself and your facility. Be sure to include color photographs that highlight your merchandising area specifically inventory mix, traffic patterns, display features, etc.*

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

|  |  |  |
| --- | --- | --- |
| Award | Year Received | Section |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. Do you own the Golf Merchandise Concession? 🞎 Yes 🞎 No  
   1. If no, who owns the Golf Merchandise Concession?
2. What percentage of time do you personally spend in the merchandising area at your facility?
3. How many holes of golf do you have at your facility?
4. What is the total number of 18-hole rounds played at your facility annually (Jan 1 – December 31)?
5. How many members (if applicable) do you have at your facility?
6. What is the length of season at your facility? Be sure to include months open.
7. What were your (Jan 1 – December 31) Gross Merchandise Sales?
8. What is your average cost of goods? Please provide examples of merchandise.
9. What is your average inventory level?
10. What are your projected Gross Merchandise Sales?
11. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?  
    1. If so, what is the initiation fee for a person to join the program at your facility?
    2. How many individuals participate in the plan?
12. What is the total square footage used for display of merchandise in your golf shop (do not include fitting rooms or office space)?
13. How many manufacturers are represented in your golf shop?
14. How often are your facility’s merchandise displays changed annually?
15. Please describe your most successful retail promotion or initiative (Jan 1 - December 31).
16. Summarize your merchandising philosophy (100 words MIN - 300 words MAX).

By signing this form **(or personally submitting via email),** I attest that the information contained herein is accurate and truthful to the best of my knowledge, and that the nominee has been informed of, and has consented to, this Section Nomination.

***\_\_\_\_\_\_\_\_ \_\_\_\_ \_\_\_\_ \_\_\_ \_\_\_\_\_\_***

***Submitter’s Signature Date Nominee’s Signature Date***

**Nomination Deadline: July 31st**

**Submit Complete Nomination Form to:**

Suzy Schneider, NCPGA

411 Davis Street, Suite 103

Vacaville, CA 95688  
[sschneider@pgahq.com](mailto:sschneider@pgahq.com)

PH (707) 449-4742 / FX (707) 449-4755

* *Unsigned, Incomplete and/or Ineligible Nomination Forms will* ***NOT*** *Be Considered.*
* ***An electronic copy (Microsoft Word Document) must be submitted to the NCPGA Section Office.***