



2020 PGA SPECIAL AWARDS PROGRAM PGA MERCHANDISER OF THE YEAR

The PGA 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. National 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. Associates
- h. PGA National Headquarters staff and PGA Section staff (with the exception of PGA Golf Properties and Section Golf Properties staff)



PGA MERCHANDISER OF THE YEAR NOMINATION

Facility Type: Private Public Resort

Name of Nominee: _____

Member Number: _____

Facility Name: _____

Facility Address: _____

Facility City, State, Zip: _____

Facility Phone Number: _____

Nominee E-mail Address: _____

Section Affiliation: _____

The nomination form should be typewritten and completed in the first-person.

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 2019 Gross Merchandise Sales?
7. What are your projected 2020 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).

By submitting this form, the Executive Director and/or the Section attests that the information contained herein is accurate and truthful to the best of their knowledge, and that the nominee has been informed of, and has consented to, this Section Nomination.

Signature: _____ Print Name: _____

Nomination Deadline: February 14, 2020 by 12:00pm

Please Mail form back to:
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Suite 204
Moon Township, PA 15108
Email: rgillespie@pgahq.com or awood@pgahq.com