



# PGA

Michigan Section

## BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Mark S. Hogan \_\_\_\_\_

Year Elected to Membership: 1986 \_\_\_\_\_

Award Nominated for: Merchandiser of the Year \_\_\_\_\_

Briefly describe your achievements/accomplishments that would pertain to this award:

I have spent nearly all of my career with a neighboring resort to Treetops. In 2016, I made the move to Treetops as an Assistant Golf Professional and was tasked to assist with the 63 Hole North Golf Operation. Very quickly, spectacular numbers followed with increases in every facet of our merchandising operation. I not only assisted with the mix of stock in the pro shops but trained the staff to be salesmen and women as opposed to employees that just checked golfers in. I am very meticulous when it comes to anticipating stock outs ensuring that no sales are ever missed. We were able to achieve increased sales in my first year while actually increasing volume AND margins. Here are some of the spectacular results that were achieved in just one year:

- Sales budgets were exceeded in every month in 2016. In 2016:
  - Merchandise Sales
    - Exceed prior year by 32%
    - Exceed budget by 15%
  - Gross Profit
    - Exceed prior year by 37%
    - Exceed budget by 16%

- Profit Margin percentage
  - Exceed prior year by 3.4 percentage points
  - Exceed budget by 2.8 percentage points
- Historical Record Sales months were established in
  - June 2016
  - July 2016
  - August 2016

In February of 2017, I assumed the role as Head PGA Golf Professional at Treetops North. Although my core duties have changed significantly, I still am intimately involved in the apparel guessing game as it relates to sizing, colors, quantity and vendors....all part of what we call Merchandising and after a record year in 2016, we have continued the upward trend.

- Merchandise Sales – through September 30, 2017
  - Exceed prior year by 10%
  - Exceed budget by 5%
- Departmental Profit – through August 31, 2017
  - Exceed prior year by 3%
  - Exceed budget by 1%
- Historical Record Sales months were established in
  - April 2017
  - June 2017 (broke last year's record by \$11,000)
  - July 2017 (broke last year's record on July 29<sup>th</sup> with two full days of sales to go)
  - August 2017
  - September 2017 (broke 2016's record month by over \$9,000)

Additionally, I oversee a staff that has achieved increased guest satisfaction scores (ratings for golf shop staff of 93.8% and bag drop of 94.6% which is the best rating company wide) consistently throughout the year and has had a tremendous positive effect on the teamwork and camaraderie between the North and the Jones operation. I have made believers out of the existing staff as to what can be achieved as many of the above stats were unfathomable prior to my arrival.

Here are some other things I think we could add as well:

- Gaylord Chamber of Commerce Board Member
- Past Gaylord High School Athletic Booster Board Member
- Past winner of the Michigan Section PGA – Junior Golf Leader Award
- PGA Member for 31 years
- Past Gaylord Golf Mecca Chairman
- Michigan High School Athletic Association Sports Official
- Merchandise \$\$ per round is ahead of budget and at a historical high at Treetops
- All around nice guy....HA HA