



PGA

Michigan Section

BIO OF SPECIAL AWARDS CANDIDATE

Name of Nomine: Mike McGonigal

Year Elected to Membership: 2004

Award Nominated for: Private Merchandiser of the Year

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

I have served as the Head Golf Professional and buyer for the last four years at Egypt Valley Country Club in Ada, Michigan. While hosting the Michigan PGA, Michigan Amateur, a US Amateur Qualifier, and the Meijer LPGA Pro-Am, I have also successfully increased the golf shop sales by over 35% and exceeding \$500,000 in total sales. I have implemented strong standards and procedures in the golf shop for special orders which has led to one third of the golf shop sales. This was done through training staff on product knowledge and developing Member hospitality as well as building confidence with Members. As a result of this vigorous training I have reinvigorated Members to support their golf shop instead of turning to local discount stores for merchandise. I have developed strong relationships with sales representatives and this has enabled me to provide the latest product lines and trends to the membership.