



# PGA

Michigan Section

## BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Paul D. Lehnert

Year Elected to Membership: 2001

Award Nominated for: Merchandiser of the Year - Private

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

I have been luck enough in the past eleven years to be the Head Golf Professional at Pine Lake in which has the opportunity to own the Golf Shop. In the eleven years, the business has grown 70% in total gross sales. As many know, it takes a team to be successful in retail. I have been luck enough to have an awesome staff the past two years that truly enjoy working retail. Their passion shows in shop displays, sales promotions and customer interaction. We have increased our non-member sales through actively pursuing golf outing sales, small business sales as well as spreading into the Tennis operation. I have had a great staff over the past year who has shown interest in the success of the Golf Shop and insuring sales are being followed through. This past year we ventured into more non-golf clothing and it has been successful with selling jeans, sport shirts and sport coats. We have been growing business with the Social membership in offering swim suits, beach towels, swim goggles and beach toys. We have moved a small Oakley display to the Outdoor Tennis facility and have doubled our sunglasses sales.

Thank you to those that nominated me and I appreciate your recognition.

Sincerely,

Paul D. Lehnert, PGA