



PGA

Michigan Section

BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Jeremy A. Lathwell

Year Elected to Membership: 2000

Award Nominated for: Merchandiser of the Year Private

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

I have been the golf professional at Walnut Creek Country Club for the past 7 years and have had the privilege to own the merchandise concession that entire time. Walnut Creek is a successful private club in South Lyon, Michigan with continued growth focusing on a family friendly environment.

The Golf shop was able to have gross sales of \$625,000 my first season and that would include taking on the old professional's inventory and moving through that product. The sales have increased every season as I have continued to learn the members likes and dislikes while also trying to grow the corporate side of the business. The sales for 2015 moved past \$850,000 and we are looking to increase that this season.

While trying to increase sales it is very important to maintain the proper levels of inventory in order to make a solid profit margin when dealing with a mill river program. My goal has always been to get around \$70,000 at the end of the season and I have been successful thus far getting to that number in every year. The key to this success is using a solid liquidation strategy while using sales to the membership during holiday's and special events.

I have a great shop manager that allows me to be creative with the golf shop while also getting all of the paperwork done that needs to get done. I love the merchandising aspect of the golf business and take great pride in a golf shop that represents me and the pride I take in my job and my club.