



## BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Zachary Chapin

Year Elected to Membership: 2010

Award Nominated for: Merchandiser of the Year Resort

Briefly describe your achievements/accomplishments that would pertain to this award (300 words or less):

Thank you to the PGA and PGA members for the nomination of the Merchandiser of the Year Resort Award. My name is Zack Chapin and I am from Owosso MI. I have been at Arcadia Bluffs for 8 years now. My first 3 years I worked for the 2008 PGA merchandiser of the year Greg Babinec. While working with Greg he taught me a strong foundation about what merchandising really is and what it means. Whether it would be how to do a perfect fold, crafting a buying plan or simply dressing up a mannequin, I was taught the right way to do it.

When I received my opportunity to do the buying and merchandising for the past 6 seasons our sales have increased 45% while increasing our margins by 3%. This season, sales have risen by 12% and margins have increased by 1%. On top of the sales and margins numbers I am proud of the quality and presentation of the merchandise we offer. I would like to thank our staff at Arcadia from the assistant pros to the interns for helping to make the shop look the way it does and for the countless hours of refolding. Thank you again for the consideration and nomination for the Merchandiser of the Year Resort Award.