



PGA OF CANADA NATIONAL AWARDS

# PAT FLETCHER

RETAILER OF THE YEAR AWARD



The Pat Fletcher Retailer of the Year Award is designed to recognize PGA of Canada professionals who have excelled as business people and retailers in the promotion of golf.

Pat Fletcher was the last Canadian to win the Canadian Open with a victory in 1954 at Vancouver's Point Grey Golf and Country Club. Fletcher spent a decade as head professional at Saskatchewan Golf and Country Club before moving to Royal Montreal in 1956. He held the position of president of the PGA of Canada from 1962 through 1965. He played a leading role in the organization of the first Canadian golf merchandising show, as well as in the formation of the first seminars for professional golfers held in Canada. In addition, he worked to revise the PGA of Canada bylaws and helped to establish the PGA of Canada pension plan, loss of income plan and life insurance program.

## RETAILER OF THE YEAR CRITERIA:

### 1. Criteria to Measure

- a. Demonstration of skill in planning and promotion of sales by presenting products to his/her market on a timely basis, and through the use of specialized merchandising techniques that include display and advertising.

### 2. Selection Process

- a. Any PGA of Canada Class "A" member in good standing meeting the outlined requirements.
- b. National Awards Committee will select recipient based on criteria.

### 3. Eligible Categories

- a. Must have won this award in your Zone for the current year to be eligible to win this National award
- b. All Class "A" Members in good standing excluding the following: Life Professional, Retired Professional, previous PGA of Canada Retailer of the Year Award winners, Past Presidents of the PGA of Canada (within the past 5 years), current PGA of Canada Board of Directors, PGA of Canada National staff and PGA of Canada Zone staff.

## NOTE:

- National Awards will be presented in conjunction with Canada Night at the PGA Show in Orlando, Florida.
- In order to win a National Award, the individual member must successfully complete a criminal record check with Sterling BackCheck at [www.sterlingbackcheck.ca/PGA-of-Canada](http://www.sterlingbackcheck.ca/PGA-of-Canada).
- After successfully completing the check, the cost will be reimbursed to the winner of the National Award.
- Deadline to submit – November 7, 2019



# RETAILER OF THE YEAR AWARD NOMINATION

**ONLY THIS EDITABLE PDF WILL BE ACCEPTED.  
TO BE WRITTEN BY THE PERSON SUBMITTING NOMINATION ON BEHALF OF THE NOMINEE.**

<b>FACILITY TYPE:</b>	<input type="checkbox"/> PRIVATE <input type="checkbox"/> PUBLIC <input type="checkbox"/> RESORT
<b>NAME OF NOMINEE:</b>	
<b>MEMBER NUMBER:</b>	
<b>FACILITY NAME:</b>	
<b>FACILITY ADDRESS:</b>	
<b>FACILITY PHONE NUMBER:</b>	
<b>NOMINEE E-MAIL ADDRESS:</b>	
<b>ZONE:</b>	
<b>NOMINATION SUBMITTED BY:</b>	
<b>NOMINATION SECONDED BY:</b>	

1. Please list any awards (including National or Zone awards) the nominee has received:

AWARD	YEAR RECEIVED	NATIONAL/ ZONE

2. Do you own the Golf Merchandise Concession?     YES     NO

a. If no, who owns the Golf Merchandise Concession?

3. What percentage of time do you personally spend in the merchandising area at your facility?



4. What is the total number of 18-hole rounds played at your facility annually?

5. How often are your facility's merchandise displays changed annually? **(500 Words Max)**

6. What were your last year's Gross Merchandise Sales?

7. What are your projected Gross Merchandise Sales for the coming year?



8. a. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?

b. If so, what is the initiation fee for a person to join the program at your facility? **(250 Words Max)**

9. How many individuals participate in the plan? **(250 Words Max)**

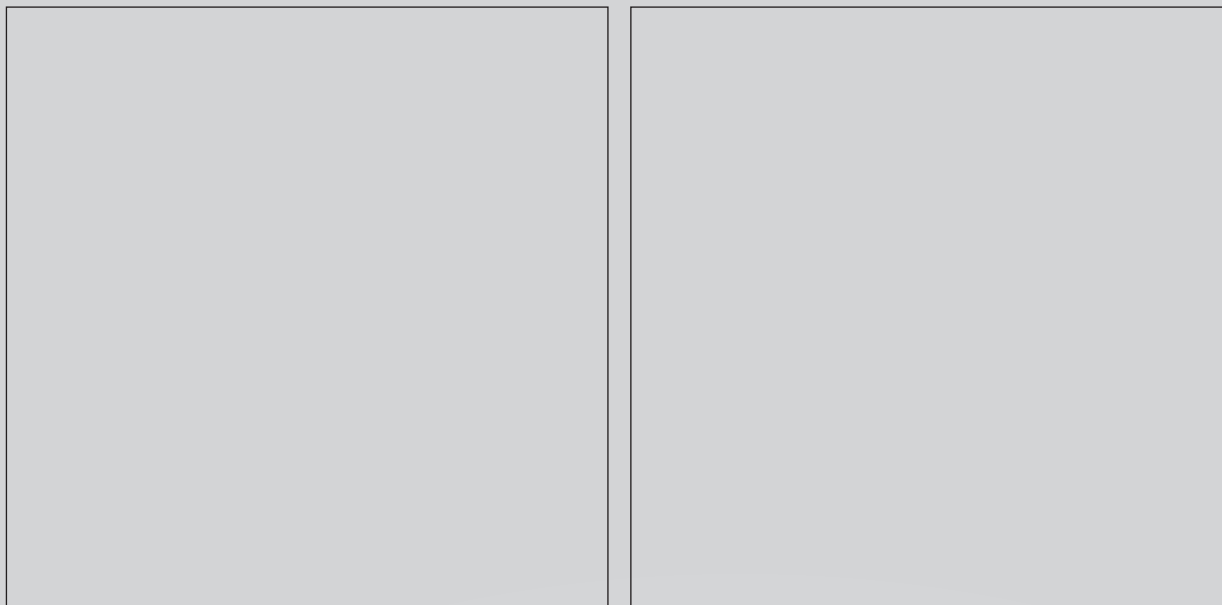


10. What is the total square footage used for display of merchandise in your golf shop?

11. Summarize your merchandising philosophy: **(2000 word max)**



12. Submit two photos: (*attached photos must be in pdf format*)

Two empty rectangular boxes, one on the left and one on the right, intended for photo attachments. Each box is a simple black outline with a light gray fill.

*ALL NOMINATION FORMS MUST BE SUBMITTED ELECTRONICALLY TO THE FOLLOWING  
EMAIL ADDRESS: [AWARDS@PGAOFCANADA.COM](mailto:AWARDS@PGAOFCANADA.COM)*

*INCOMPLETE AND/OR INELIGIBLE NOMINATION FORMS WILL **NOT** BE CONSIDERED.*

*BOOKS, VIDEOS AND PUBLICATIONS SHOULD **NOT** BE SUBMITTED,  
BUT MAY BE REFERENCED IN THE NOMINATION FORM.*

