

MPlus



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PUBLISHER'S LETTER >>

Sizzling Summer Shops

We are in the heart of the summer golf season, which means it's time to help our readers add some "sizzle" to their shops, courtesy of these award-winning PGA Professionals and AGM members.

Simon Buckle of Brook Hollow Golf Club tells how he has turned his members' deep love for collegiate football into a lucrative business, while Brett Eaton of Semiahmoo Golf & Country Club explains how the layout of his shop encourages customers to explore, leading to more sales. At the same time, Linda Howell of Rockwind Community Links emphasizes relationships, discipline and creativity as the cornerstones of her merchandising philosophy, as well as her keys to success.

Also in this issue, Jillian Delguercio of Montclair Golf Club shares some pointers on how to create a visually pleasing display – from steaming the apparel items, to tucking in tags, to adding interesting accessories – as well as where she finds her inspiration. And we take a look at Bobby Jones's partnership with Atlanta's East Lake Golf Club, which is offering a co-branded collection in a concept shop that includes the famed golfer's actual locker when he played there in the early to mid-1900s.

Thank you again to our main sponsor Bobby Jones, and FootJoy, Imperial Headwear, Nikon, Sunice and Titleist for their continual support of *MPlus*. I hope you enjoy this issue.



Rick Summers
CEO & Publisher, *PGA Magazine*



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The summer season allows golf shops to show off their bright and bold color offerings, much like Semiahmoo Resort does shown here.

STRATEGIC PLACEMENT



At Semiahmoo, we utilize wooden tables and chrome racks, which are strategically placed in the golf shop so the customer does not walk in a straight line in and out of the shop. The north wall of the golf shop has a built-in shelf display that allows us to either utilize glass shelves or waterfall arms to display clothing. The west area of the golf shop features a table top high built-in that allows us to display multiple shoe lines on top and store the boxes down below. There is also a nice bench incorporated into the built-in that allows the customer to sit down and try on shoes.

Brett Eaton, the 2014 Pacific Northwest PGA Section Merchandiser of the Year for Resort Facilities, is the PGA General Manager at Semiahmoo Resort, Golf and Spa in Blaine, Washington.



Click here to e-mail Brett Eaton

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To read more about the Semiahmoo golf shop, click [here](#).