



Call for Entries



Don't miss your chance to be considered for two prestigious industry awards



DEADLINE:

Entries must be postmarked by November 7, 2008

Questions or information, call or e-mail the Association of Golf Merchandisers at 602-604-8250; info@agmgolf.org

MAIL ENTRIES TO:

AGM/100 BEST GOLF SHOPS
77 E. COLUMBUS AVENUE
SUITE 208
PHOENIX, AZ 85012

Golf World and the Association of Golf Merchandisers are combining efforts to streamline the entry process for two of the golf industry's most prestigious award programs: *Golf World's 100 Best Golf Shops* and the *AGM's Front Nine Awards*.

AGM members who wish to be considered for both awards programs will share a common entry form. Each program, however, will continue to have its own set of judging criteria.

***Golf World's 100 Best Golf Shops* comprise the top 25 shops in each of four categories: Public, Private, Resort and Off-Course.**

The AGM Front Nine Awards are comprised of golf-related categories with one winner in each category and an overall Top Retailer.

Required Criteria for Entries

1. Financial indicators

Scores in this category take into consideration the shop's physical size and performance measures. See second page of form to complete. **All answers are confidential.**

2. Photos

You must submit six photos of your shop, including four of which must be photos of the following:

- Overall shop layout
- Hardgoods display
- Softgoods display
- Main counter

Higher scores are given for innovative use of space and eye-catching displays. Photos must be no smaller than 4 by 6 inches but may not be larger than 8 by 10 inches. Photos are not returnable and become the property of the AGM and *Golf World*. PLEASE DO NOT SEND VIDEOTAPES OR CDS.

3. Initiatives

How did you implement the following initiatives in your shop?

- Customer Service Initiative
- Retail Initiative
- Best Overall Initiative
- What were your shop's two most successful promotional ideas?

ENTRY FORM

General Information

Facility Name: _____

Facility Address: (street) _____

(city) _____ (state) _____ (zip code) _____

Shop Phone: _____ Website: _____

E-mail Address: _____

Name of person completing entry: _____

CATEGORY—Please check category representing majority of facility's rounds played:

Private Resort Public Off-Course

Head Professional (): _____ Owner/Operator (): _____

Head Buyer/Merchandiser (): _____ Director of Golf (): _____

Other Key Personnel (): _____

NOTE: Be sure to prioritize (1-2-3-4) names to be included in the space provided. Space permitting, winning entries will have 2-4 names listed on plaques.

Square footage of golf retail selling space: _____

Rounds played (October 2007 through September 2008): _____

Number of holes (if applicable): _____

Sales Data

(October 2007 through September 2008) All answers are confidential

Gross dollar sales of:

Accessories _____

Apparel, children's _____

Apparel, men's _____

Apparel, women's _____

Bags _____

Balls _____

Clubs _____

Gloves _____

Outerwear _____

Shoes _____

Other _____

Total shop merchandise _____

revenue for October 2007 _____

through September 2008 _____

If applicable, total shop merchandise _____

revenue for October 2006 _____

through September 2007 _____

Percentage of floor space allocated to:

Accessories _____

Apparel _____

Bags _____

Clubs and balls _____

Outerwear _____

Shoes _____

Other _____

List number of items sold:

Bags _____

Balls (in dozens) _____

Bottoms (men's and women's) _____

Gloves _____

Pairs of shoes _____

Putters _____

Sets of irons _____

Shirts (men's and women's) _____

Sweatshirts and sweaters _____

Wedges _____

Windshirts and raingear _____

Woods _____

List number of lines carried:

Accessories _____

Apparel, children's _____

Apparel, men's _____

Apparel, women's _____

Bags _____

Balls _____

Clubs _____

Outerwear _____

Shoes _____

Performance measures:

Inventory turn rate _____

Hardgoods _____

Softgoods _____

Revenue per salesperson _____

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(OPTIONAL: NON-AGM MEMBERS) Check if you DO NOT wish to share your merchandising ideas with the AGM in their publications and educational materials. (N.B.: SALES DATA will not be published.)