



Honoring the Best Golf Shops Since 2012

June 2017

Dear AGM Members, PGA/CPGA Professionals and Golf Merchandisers:

Enclosed please find detailed information on the 2018 AGM Platinum Awards where the “best of the best” private, public, resort and off-course golf shops will be recognized and honored. The early release of the program information will allow plenty of time for you to work on your submission. We shall accept entries at any time, but be reminded they must be postmarked on or before **September 20, 2017** to be considered.

Requirements of the entry:

- ✓ A fully completed entry form – ALL questions must be answered.
- ✓ Five (5) **individual**, high resolution photos in a JPEG format. These photos cannot be embedded in your text. They must be in a separate file on your flash drive or disc.
- ✓ Three (3) initiatives selected from the list of nine (9). The initiatives you choose must be **clearly titled, presented on separate pages and you must quantify your results.**
- ✓ Additionally, one (1) special initiative also on a separate page.
- ✓ Each essay outlining your initiatives should be 400 words or less.
- ✓ Entries will be accepted in a digital format on a disc or flash drive, only!
- ✓ Entries sent via e-mail or in a Power Point format are not acceptable and will be returned.

A clarification of definitions of some of the initiatives is as follows:

Promotional Idea: What specific promotion did you offer to increase sales?
Example: Purchase a new set of woods and receive a set of head covers.

Retail Initiative: What retail metric did you focus on improving?
Example: Strategies to improve our dollar-per-round or reduce our shrinkage.

Merchandising Event: What special event did you conduct during your season?
Example: Held a “Just for Kids Day” featuring clubs, putters, shoes, hats, apparel.

Customer Service: What did you do to improve or enhance the customer experience?
Example: Offered free shipping for holiday gifts. Delivered purchases to the member’s home.

We are looking for innovative, creative, fresh entries which show forward thinking ideas to share with your colleagues!

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Your Photos: The photographs you submit with your entry are “automatically” entered into consideration for the “***Cashman Award for Visual Excellence.***” This special award was created to honor the visual merchandising excellence and creativity of Ardie Cashman and Kevin Cashman of Bearpath Golf and Country Club in Eden Prairie, Minnesota. Each year they review the hundreds of photos submitted and they select the recipient for this prestigious award.

If you wish, you may enter only the “Cashman Award for Visual Excellence.” To do so, simply submit five (5) individual, high resolution photos in a JPEG format on a flash drive or disc. You are not required to submit essays for the initiatives and you will NOT be eligible for an AGM Platinum Award. Please check the box on the entry form if you elect this option and note that you may complete your golf shop’s statistics, but it is not a requirement.

I thank you for your interest in the AGM Platinum Awards and I look forward to your entry. Upon receipt of the entry at AGM Headquarters, an e-mail confirmation will be sent to the person who submitted the entry.

Best wishes,

Desane Blaney
Executive Director

Call for Entries

Association of Golf Merchandisers 2018 Platinum Awards Recognizing Premier Golf Shops



Deadline:

Entries must be postmarked by:
September 20, 2017

Questions or Information: Call or E-mail

Association of Golf Merchandisers
602-604-8250 • info@agmgolf.org

Mail Entries To:

Association of Golf Merchandisers
255 East Osborn Road, Suite 105
Phoenix, AZ 85012

The Platinum Awards will continue to recognize and honor the “best of the best” golf shops from around the world. We invite and welcome creative entries from Public, Private, Resort and Off-Course Golf Shops.

REQUIRED CRITERIA FOR ENTRIES

- 1. Golf Shop Statistics** – this section takes into consideration the shop’s physical size, performance measures and sales. **All answers are confidential.**
- 2. Photos** – Send five (5) photos in different categories from the following list to submit with your entry:
 - Overall Shop Layout
 - Hardgoods Display
 - Men’s Visual Display
 - Women’s Visual Display
 - Main Counter
 - Holiday or Theme Display
 - Impact Table
 - Children’s Display
 - Window Display

- **Photos and initiatives must be submitted on a disc or flash drive ONLY! Entries submitted via e-mail or in a Power Point format will not be accepted.**
 - **Entries must contain:**
 - **Completed entry form**
 - **Five (5) High Resolution Photos in JPEG format**
 - **Three Initiatives, clearly titled on Separate Pages**
 - **One Special Initiative on a Separate Page**
 - Entries and photos are not returnable and they become the property of the Association of Golf Merchandisers.
- 3. Initiatives** – Choose **THREE** of the following initiatives and tell us how you implemented them in your shop. You must “quantify” the results of these efforts!

■ Customer Service Initiative	■ Promotional Idea	■ Retail Initiative
■ Social Media Initiative	■ Merchandising Event	■ Staff Training
■ Golf Shop Renovation	■ Innovative Use of Fixtures or Props	■ Growing the Game
- 4. Special Initiative** – **What strategies did you develop for tournament or corporate gifts and how did you market them?**

Platinum Awards Recognizing Premier Golf Shops 2018 Official Entry Form

GENERAL INFORMATION:

Facility Name: _____

Facility Address: (street) _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Website: _____

Name of person completing entry: _____

Email Address: _____

FACILITY TYPE: Please check your facility type:

Private Resort Public Off-Course

GOLF SHOP STAFF:

Director of Golf: _____

Head Professional: _____

Buyer/Merchandiser: _____

Owner/Operator: _____

Other Key Personnel: _____

I wish to enter **ONLY** the Cashman Award for Visual Excellence and **NOT** be considered for the Platinum Award.

GOLF SHOP STATISTICS:

Number of ROUNDS played at your facility from July 2016 through June 2017	
What is the SQUARE FOOTAGE of your golf shop?	
What was your COST OF SALES PERCENTAGE for this period? (Cost of Sales dollars divided by retail sales) This figure is a "percentage" and usually between 45-75%	
What was your TURNOVER RATE for this period? (Softgoods and Hardgoods combined)	
What point of sale system do you use in your retail shop?	

2018 AGM Platinum Award Entry Form

Merchandise Classification	Number of Lines / Brands Carried	Total Sales within this Classification
Men's Apparel		
Ladies' Apparel		
Junior/Children's Apparel		
Headwear		
Clubs		
Balls		
Shoes		
Gloves		
Bags		
Accessories		
Gifts		
Special Orders	XXXXXXXX	
Tournaments	XXXXXXXX	
Other	XXXXXXXX	
TOTAL	XXXXXXXX	

Deadline to submit entry: Wednesday, September 20, 2017