



FASHION SHOW

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PGA BEST PRACTICES: WOMEN & GOLF

SPECIAL EDITION: PGA MERCHANDISE SHOW MONTH

TEACHING	RETAILING	TOURNAMENT & OUTINGS	TRAVEL	WOMEN & GOLF	PLAYER DEVELOPMENT
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THIS IS A SPECIAL EDITION ON THE PGA MERCHANDISE SHOW

Thursday, January 7, 2016

Ed Gibson, the 2014 Philadelphia PGA Section Player Development Award winner, is the PGA director of player development for Spirit Golf Management and the PGA director of golf at Makefield Highlands Golf Club in Yardley, Pennsylvania.



Use PGA Merchandise Show Finds for Multiple Purposes

Ed Gibson on the importance of using PGA Merchandise Show finds for multiple purposes:

Like many facilities, we use the PGA Merchandise Show to look for a big tee gift for our annual women's invitational, which is one of our biggest events all year. It's an audacious task, with the quest to find the perfect gift that they'll both like and find unique (and not the same as previous years). This can sometimes lead to a stressful buying experience. In 2015 we found the perfect product and had the perfect outcome: we realized it could be used for multiple purposes, saving time, money and exposing it to a separate crowd. We found and worked with a company called YRI that specializes in accessories. They let you brand and design a "ribbon", which essentially is 300 yards worth of material featuring your club logo, tournament logo or other design, that you can cut up and use on any YRI product throughout the year. As a public facility, one of our weaknesses has been our inability to make our logo a staple in the shop like private clubs do, but we saw an opportunity here. They had a canvas tote bag that was pretty inexpensive, and we used the ribbon to personalize and make the gift unique.

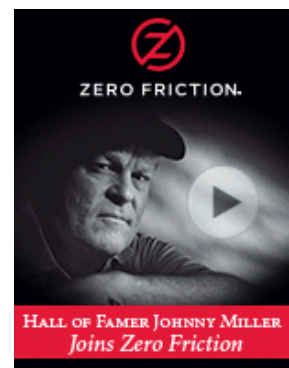
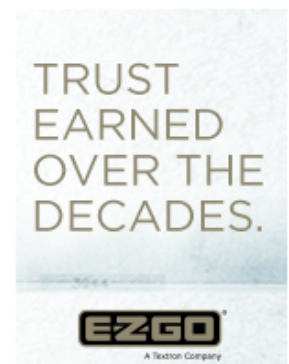
Ed Gibson on the business impact of using PGA Merchandise Show finds for multiple purposes:

We ordered 122 of the canvas tote bags for the women's invitational and the feedback was awesome. Through no-shows, ordering extras and so on, we wound up having 10-12 of the bags left over and raffled them off at the year-end banquet for our 100-player women's league, exposing the product (and the club's logo) to a different set of players. Both parties loved it, and it put value into what could technically be a small, little gift. And now both sets of women are really excited for next year's invitational and league, respectively, to see what great gifts we will come up with. It also helped increase club pride, as they now have something with our logo on it. All the varied offerings at the PGA Merchandise Show, along with some ingenuity on our part, allowed us to have that moment.



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