



To Nebraska Section of PGA Awards Committee,

I want to thank you for the opportunity to present to you my body of work for 2020 for Merchandiser of the Year Award-Public facilities. Having sat on this committee many times I understand the importance, the time, and sacrifice in selection of from the section's great candidates.

The year 2020 was like no other year I can remember in my lifetime. I have worn many hats in my career, from assistant golf professional, head golf professional, teaching professional, GM, retail manager, Golf-n-School liaison, to a managing business partner of our own studio. The world of retail is changing, becoming more "experience" oriented. That was the concept of why Golf Fit USA was created.

Golf Fit USA is a custom golf fitting studio that offers much more than just customized clubs. We offer a wide range of accessories, bags, balls, shoes, club repair and lessons on top of being able to fit you for all the major golf brands. We wanted to create a warm welcoming place that you can come to and sit to have coffee, but also focus on your golf game with a top notch hitting bay, with simulator, and 300 sq. foot practice green.

One of the features Golf Fit USA will be adding is MOBILE FITTING. In Central Nebraska there are many great facilities that have PGA Professionals at their helms, but also many facilities that do not. I/we want to be able to help our fellow PGA professionals with providing an added service for their members looking to upgrade their equipment, make adjustments, or just see what is new. In the same token be able to engage & create relationships that add to member experience at those small-town courses that do not have PGA professionals, so that it feels like they have a place to go to improve their golf games.

When I arrived to Kearney in 2010, I was blessed with great members, friends, family, customers, and co-workers that have helped me get to where I am now. Being able to help develop Golf-n-Schools in our elementary schools in Kearney and then expanding it to other communities in Central Nebraska has been very rewarding but also instrumental in helping me build relationships for future customers. In all Jr. golf and golf in general has exploded not only in Kearney, but Central Nebraska with the help of all our great PGA Professionals in the area!

It is with great honor that I present you with supporting materials for my nomination of Merchandiser of the year 2020. Thank you and congrats to all that were nominated for the various awards, in this great Section.

Sincerely,

Matt Shaner, PGA



Matt Shaner, PGA Merchandiser of the Year 2020 Nebraska Section of PGA





- Golf Fit USA was started April 1, 2020.
- Matt Shaner, PGA & Terri Meier are partners in Golf Fit USA.
- Merchandising concept: Create a warm inviting fitting experience for our customers of all abilities, gender, age, and race in golf. All the while promoting and bringing new players to the game through lessons, and mobile fitting.
- Having fun with our customers a top priority, along with getting them to enjoy, and play more golf!
- Golf in Kearney has increased from 2019 to 2020. Rounds at Awarii Dunes up 7%, KCC up 25%, Elks up 15% along with many other courses in the Tri City Area!



Golf Fit USA Studio

Design of the studio was created to be a clean, welcoming look.

Studio layout

- The entire studio layout is 2000 Sq. feet total.
 - Practice green is 300 Sq. feet
 - Simulator and fitting wall components, 470 Sq. ft.
 - Foresight Quad/Simulator
 - Accessories wall, 400 Sq. ft.
 - Club repair center, 400 Sq. ft.
 - Office 430 Sq. ft..

Mobile Fitting

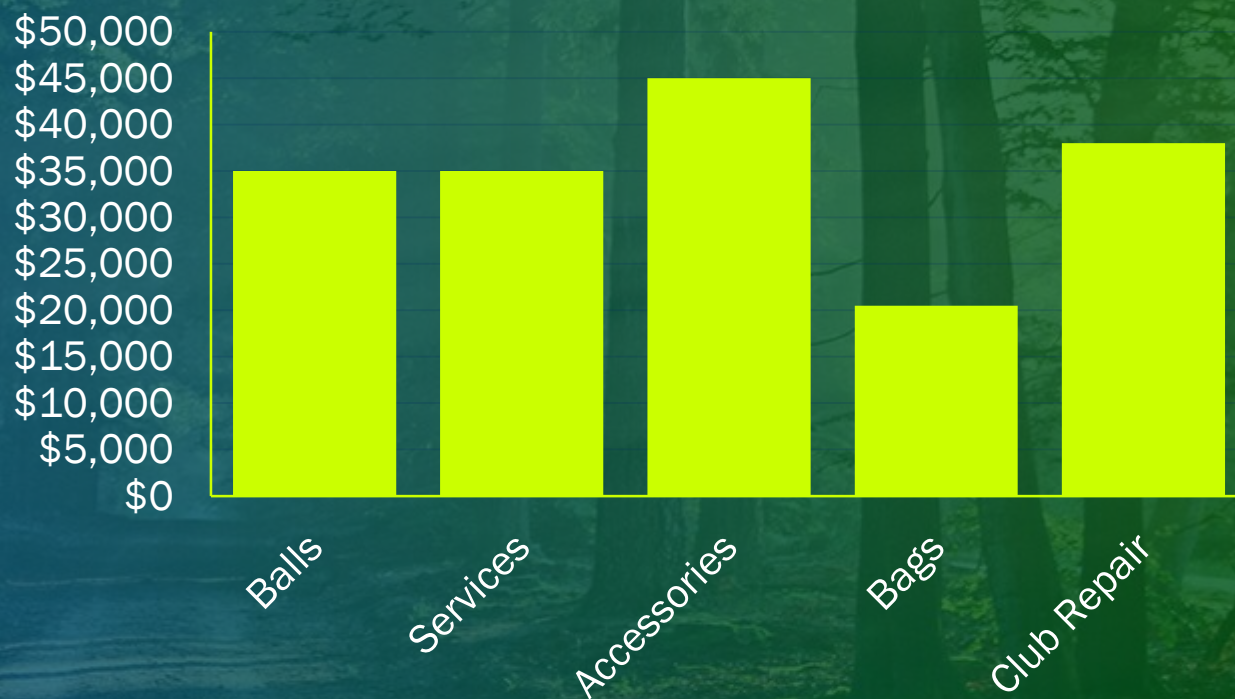
- Working with PGA & Non-PGA Facilities to bring added bonus to their members.
- Foresight Quad & SC300 Swing Caddie used for fitting outside on any range to get ideal numbers for equipment being fitted.
- Lessons and clinics to those facilities that do not have PGA representation.



The Numbers

Since opening April 1, 2020, Golf Fit will total \$498,000 in Gross Sales. Overall margin will be at approximately 40%.

Just Club Sales Topped \$285,000



Studio Photos



**Welcome to
Golf Fit USA!**



**300 Sq. Ft Practice Green:
\$40,000 in Revenue
(\$133 per Sq. ft)**



**Bags & Push Carts:
\$20,500 in Revenue
(\$80 per Sq. ft)**

Studio Photos



Fitting is very
important to
playing your
best!



Our fitting bay is our life blood of the studio. From fitting, lesson, and simulator play, it produces approximately \$320K (Club Sales/Services) (\$680 per sq. ft)

Studio Photos



Golf balls & accessories are a big part of
our 40% margins.
\$80,000 (\$200 per sq ft)

Studio Photos



We pride ourselves in our club repair turn around. Re-gripping full sets turn around time average 30 mins.
Re-shafting turn around time ½ day or less.
\$37,500 (\$94 per sq ft)

Mobile Fitting

Mobile fitting will be more of a focus in 2021 and post Covid 19 Pandemic. This will help us cement customer relationships and offer non-PGA facilities a member amenity.



Studio Photos



Playing a round of golf on one of our 13 courses is a great way to beat the snow and cold, plus keep your game sharp!



Instead of leagues we offer weekly challenges for customers to show off their skills! (Click the video above)

Golf Fit USA Marketing



Marketing for Golf Fit has been
fun and rewarding!

Please click the icons to see
how we have marketed to
Central Nebraska!



Kearney  Hub

Golf Fit is the official UNK Women's Golf Team Fitters



Golf Fit also teamed up with UNK (University of Nebraska @ Kearney) to be the official fitters of the women's golf program. Head coach, Shawn Rodehorst is seeing the benefits of his players improve their distance, consistency, and scoring!





THANK YOU!

Matt Shaner, PGA

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