



P G A F E A T U R E

## What's Selling

### PUBLIC FACILITIES

**T**his monthly installment is intended to educate PGA Professionals about the hottest selling golf shop items across the country. We polled the 2000-06 PGA Section Merchandisers of the Year in the public, private, and resort categories. A summary of the public facilities' responses appears below. Please remember that this poll is based on a limited number of responses and is an informal measure of actual performance.

*Editor's note: For the apparel, outerwear and footwear categories, the chart below reflects a breakout of facilities with gross fees above and below \$50. Also starting this month, PGA Magazine is serving Association of Golf Merchandisers (AGM) members.*



FootJoy golf shoes

Imperial Headwear

Calloway iron

#### Here's what PGA Professionals are saying:

- "Greg Norman Collection men's apparel is what my members are sporting this spring."
- "Zero Restriction outerwear is ballpopin', it's amazing."
- "CMC Golf's accessories are always on top."
- "Calloway irons can't be stopped; they continue to fly off our shelves."

#### Public Top Sellers

Women's Apparel (<\$50 gross fee)	adidas, E.P. Pro
Women's Apparel (>\$50 gross fee)	adidas, E.P. Pro
Men's Apparel (<\$50 gross fee)	Ashworth, Calloway, Greg Norman Collection, Irod O, Nike
Men's Apparel (>\$50 gross fee)	adidas, Fairway & Greens, Antigua, Under Armour
Outerwear (<\$50 gross fee)	FootJoy
Outerwear (>\$50 gross fee)	FootJoy, Zero Restriction, Suisse
Footwear	FootJoy, adidas, Calloway, Nike
Headwear (<\$50 gross fee)	Ahead, Titleist
Headwear (>\$50 gross fee)	Imperial, Ahead, Pakia Headwear
Accessories	Brighton Accessories, CMC Golf
Golf Balls	Titleist Pro V1, Titleist Pro V1x
Drivers	Calloway, Titleist, Ping, TitleistMade
Fairway Woods	Calloway, Titleist, Cobra
Irons	Calloway, Titleist, Ping
Wedges	Titleist Wiley, Cleveland
Putters	Socoy Cannon, Odyssey

Computers to look for: Olin, Golf Shredding File, 321 Software, Easy Value Golf

