

## Trunk shows

**J**ameson Wallace, PGA head professional at Chambersburg (Pennsylvania) Country Club, hosts two trunk shows annually – one with FootJoy, the other with adidas. These vendors bring in men's, women's and junior models, as well as casual styles.

Wallace normally builds a Facebook presence around each event, drawing between 60 and 100 members into the shop. To increase interest, he often offers the first drink free, as well as promotion pricing that night to encourage the sale. Over the years, the Chambersburg shop has sold as many as 30 pairs of shoes at each event during a two-hour time period.

"It's a great way to sell without adding inventory," Wallace says. "It also is a great member benefit, being able to see, touch and feel all types of shoes with no commitment to buy." ■

