



BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Elliott Oscar

Year Elected to Membership: 2012

Award Nominated for: Merchandiser of the Year - Resort

Briefly describe your achievements/accomplishments that would pertain to this award:

Forest Dunes has gone through a number of changes since I joined the team in 2016. We've added The Loop (2016), additional lodging accommodations (2016, 2017), expanded the bar area (2016), opened a putting course (2018), constructed an outdoor bar (2017), introduced golf car traffic on The Loop (2019), and will have a 10-hole short course opening in mid-2020. All these additions to the resort have been done to not only increase facility traffic, but also to increase the amount of time each guest spends on property. As you can imagine, a busier facility with a longer average resort guest stay has created a huge opportunity for growing the golf merchandising concession.

During my tenure at Forest Dunes we have increased overall golf shop sales by nearly 64%, increased our dollars per round by 23%, and maintained a sales margin of over 41% all while keeping average inventory levels relatively flat. 2019 in particular has been a banner year for our golf shop. We've experienced record sales months in April, June, August (our highest grossing sales month ever), September, and are on pace to do so in October as well. When we tally everything up, we are trending towards a year end total in shop sales just north of \$40,000 higher than the facility has ever done before.

As I stated earlier much of our success in the golf shop has been a result of taking advantage of the opportunity Forest Dunes' continued expansion has afforded us. In order to truly maximize this opportunity, we as a golf shop team have spent an inordinate amount of time and energy in the areas of product selection/merchandise mix and in-house staff education while also committing to continuous improvement. We allow all members of the golf shop team to participate in product/vendor selection in some form or fashion, critically evaluate, analyze, and hypothesize brands, vendors, pricing strategies, and product categories, dedicate time during each of our golf shop meetings to team member led Product Knowledge Seminars and most importantly utilize our guests (our greatest resource) by asking questions, seeking feedback, being attentive, and of course actively LISTENING to their wants and needs.