



## BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Elliott Oscar, PGA

Year Elected to Membership: 2012

Award Nominated for: Merchandiser of the Year -Resort

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

During my 3 seasons at Forest Dunes our merchandise operation has been given an exciting opportunity. The addition of The Loop (and its own unique logo) has afforded us the ability to drastically increase sales volume, enhance our product offerings, and use merchandise to distinctly brand two very different golf experiences.

Since arriving at Forest Dunes (in 2016) our golf shop merchandise sales have increased by 51%, while also increasing our dollars per round by just over 31%.

I attribute much of the success in the golf shop at Forest Dunes to our willingness to learn, evolve, and improve. The basis of our continuous improvement is guest feedback. By simply being attentive, asking questions, and most importantly LISTENING, our staff is able to learn so much about our guests' wants, needs, desires, and tastes. This information is vital in developing future plans when it comes to not only product selection and merchandise mix, but also pricing strategies, shipment windows, and sales programs.

Additionally, collaboration on product selection and staff education have played huge roles in our golf shop sales growth at Forest Dunes. Each golf shop team meeting we spend time discussing sales trends, soon-to-be arriving products, suggestions for new products, and display strategies. Each member of the team is tasked with researching a line or product and making a short presentation to the rest of the staff. Inclusion in product selection and staff education has caused each of our golf shop team members to take some "ownership" in the shop and more enthusiastically participate in the selling process.

Being a resort golf shop with an extremely eclectic customer base affords us a unique opportunity to take risks when it comes to brand and product offerings. We have

experimented extensively with product categories, price points, and logos to keep our offerings fresh and encourage not only our members, but also repeat guests to walk out of the shop with something. We learn as much, if not more, from our “failures” as we do from our successes and our ever-present sale rack serves as the safety-net team members need in order to “take a chance to be great.”