

Name of Nominee: Jason Horricks

Year Elected to Membership: 2001

Award Nominated for: Merchandiser of the Year- Resort

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

I have been the Head PGA Professional at Grand Hotel for the past eighteen years. The Grand Hotel resort is world renowned garnering numerous awards, including a fourth place ranking in the Top 10 US National Golf Resorts by Conte Naste Traveler.

The Grand Hotel's well-deserved reputation heightens the expectations of our clients for above and beyond hospitality and service in every aspect of the resort. It is my responsibility to meet those expectations through their golf experience, including an exciting retail aspect featuring an abundant array of fine lines (Peter Millar, Donald Ross, Dunning, Ecco, etc.) I am integrally involved in every merchandising aspect from buying to display to the final selling experience. As a summer only resort Grand Hotel is open six months, but the golf operation yields retail numbers equaling or exceeding industry standards. In 2019 we have had over \$285,000 in retail sales. Our retail sales equaled \$31.50 per round, and we had a 16.5% increase in sales from the previous year.

I am thankful for being nominated for this prestigious award and sincerely appreciate your careful consideration.