

2021 Special Awards Candidate Bio Form

Email address *

eoscar@forestdunesgolf.com

Name of Nominee: *

Elliott Oscar

Facility Employed at: *

Forest Dunes

Year Elected to Membership: *

2012

Award Nominated for: *

Merchandiser of the Year - Resort

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

2020 presented unique challenges and opportunities for the golf shop at Forest Dunes. It was a year that due to many reasons I personally spent more time focused on the retail operation than any of my previous 4 at the facility. From adjusting ship dates and cancelling orders with all the unknowns in the spring, to selling via window and web displays only, to desperately trying to keep the shop stocked in the fall, or simply guarding the Titleist's in the golf shop because we didn't have enough hourly staff to do it, this season was certainly a year not soon to be forgotten.

Like many facilities throughout the state, 2020 was a banner year for Forest Dunes. We experienced all-time highs in rounds played and golf revenue. Compared to 2019, we saw an increase in golf shop merchandise sales of nearly \$150,000, merchandise dollars per round by 5%, and an increase in margin by 4.5%.

These achievements could not have been accomplished without the dedication of our golf shop team, strong relationships with vendors who went above and beyond to meet very tight shipping windows especially in the fall, and of course the support of our wonderful members and resort guests.

In our 5 years at Forest Dunes our golf shop team has increased golf shop sales by over 116% and merchandise dollars per round by nearly 30%. I attribute our success to our staff's enthusiasm for buying and selling, dedication to the details, and endless quest to always set the bar higher in the golf shop at Forest Dunes.

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