

2022 Special Awards Candidate Bio Form

Email *

iziska@americandunesgolfclub.com

Name of Nominee: *

Ian Ziska

Award Nominated for: *

Merchandise of the Year - Public

Facility Employed at: *

American Dunes Golf Club

Year Elected to Membership: *

2001

Using the Special Awards Criteria (link in the email,) describe your achievements/accomplishments that would pertain to this award: *

I take tremendous pride in retailing, and it's an area of my job I have a ton of fun doing. I enjoy being creative and thinking of new and different ways to implement ideas, style, and design. I will try anything, willing to buy without the fear of failing or missing a target.

Operating a successful retail shop in a COVID-related, booming golf market is filled with incredible challenges and provides tremendous opportunity. However, managing a retail operation in an inaugural season at a new facility with no history, unknown customer shopping habits, with worldwide supply chain issues due to a pandemic made for even more of a significant challenge.

The retail operation at American Dunes began in May of 2020, following the launch of our online shop. Shop.americandunesgolfclub.com provided an avenue for supporters and shoppers from afar who were interested in supporting our brand while the golf course was closed and under construction. Relying heavily on our web presence and social media outlets, we successfully promoted and showcased "The Most Patriotic Gear in Golf," where 2020 retail sales exceeded \$250,000.

Fast forward to our inaugural season, with opening day approaching, and the golf course prepped for flight; we welcomed for the first time in-person shopping on May 3, 2021. Of course, there were several unknowns for our first summer without history, as we had no idea what to expect.

We forecasted annual retail sales of \$600,000. On July 7, 2021, only sixty-six days into our inaugural season, we surpassed our budgeted yearly target.

Following this solid start, a re-forecast was required. With new sales goals in place, challenges grew as we encountered issues with timely deliveries. As a result, a "reactive buying" philosophy was implemented, as supply could not support demand. Thankfully, we continued to see gear arrive in a reasonable amount of time, allowing us to fulfill orders, meeting goals, and sales continued to exceed expectations each month.

I am incredibly proud of our effort and results from this first season, and I'm excited about our future. Retail success at American Dunes is vital and will directly contribute to the support of our mission. I will continue to use creative ideas, implement proper training, and focus on customer satisfaction. Additionally, we will continue to focus on selling quality inventory that creates buzz, turns fast, and has "in your face" Americana, sought out by our national supporters, guests, and visiting military service members.

While I am the lead in retail at American Dunes, I would be remiss if I didn't thank my team for their effort and support. I also must acknowledge the sales representatives I work so closely with, as these individuals have greatly assisted with our success as we faced so many industry challenges this year.

I am thankful to have been previously recognized by my peers for this special award. I'm honored to have an opportunity to share my new experiences and help fellow PGA Professionals with best practices in golf retail.

Thank you again.

This form was created inside of PGA HQ and sections - all Google users.

Google Forms