

2023 Special Awards Candidate Bio Form

Please send this form back no later Friday, October 21, 2022.

If you were nominated for more than one award you must **submit a bio form for each award**.

Email *

durban@gulllakecc.com

Name of Nominee: *

Daniel Urban

Award Nominated for: *

Merchandiser of the Year (Private)

Facility Employed at: *

Gull Lake Country Club

Year Elected to Membership: *

2012

Please describe your achievements/accomplishments that would pertain to this award. *

Dear Members,

I accept this nomination on behalf of my team, and I am thrilled to be able to highlight the shop, as it is the arduous work of many, that make it deserving of recognition. Winning this award in 2020 has only made us better and work harder to find contemporary brands and strategies to build the best boutique shop for our members and guests. Making us a one stop shop for all golf and lifestyle needs in one of the few remaining professionally owned shops.

The last two years have posed many supply chain challenges, and we have gotten creative to deliver high-quality product despite all the setbacks. Looking beyond traditional brands to find those in better supply and supporting local embroiderers to ensure solid delivery dates are a couple of the scrambles we have made to create a seamless experience. These moves have helped to record some of the best sales numbers in recent years, and a gross sales jump of 18% in the last year.

Positions through my career have all lent a hand in creating a style and philosophy dedicated to our small and seasonal membership, a membership that is invested in the lake life as well as golf. Being small but busy, we must order in shorter size runs, rotate more frequently and be the best with the several hundred special orders we do annually. That coupled with our commitment to have the best member service can be easily seen in the staff interaction and training. Attending many trade shows looking for added items or lines to offer to the membership. Being able to carry brands that cannot be found in many golf shops is a key mission.

We have a talented group of strong merchandisers in the state, and I encourage my staff to visit shops, and find anything they may be doing better and implement it.

Respectfully,
Dan Urban

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