



PGA

Michigan Section

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:

The Team

“None of us is as smart as all of us” – Ken Blanchard

The most valuable component of our retail operation at Forest Dunes is our well-informed, passionate, and talented staff. Each team member brings enthusiasm and a unique point-of-view to our merchandising strategy and are integral to our successes as a group. We work as a team on nearly all aspects of the buying and selling process and openly share ideas and opinions on products, vendors, displays, strategies, **service** standards, and shop layout. The open **collaboration** in our shop fosters creativity and ownership and gives attendants, apprentices, and assistants valuable retail experience.

Our Process

“If you can’t describe what you’re doing as a process, you don’t know what you’re doing.” – W. Edwards Deming

Merchandise selection at Forest Dunes is all about **fit**. As a staff we seek out products that **fit** not only the needs and desires of our guests, but also the Northern Michigan climate and overall aesthetic of the experience provided at Forest Dunes and The Loop. During Golf Shop Staff Meetings, we dedicate a significant amount of our time together discussing **objectives**, upcoming receipts, conducting **Product Knowledge Seminars**, and new ideas for the Golf Shop. Sales **objectives** are part of our daily dialogue. Yearly sales **objectives** are broken down into shorter term monthly **objectives**. We track sales daily, and have at our finger tips a running total of month-to-date and year-to-date sales, allowing us to monitor progress towards sales **objectives** in real time.

OUR Performance

“Excellent firms don’t believe in excellence – only in constant improvement and constant change.” – Tom Peters

In 2016, my first year at Forest Dunes, we saw record merchandise sales at Forest Dunes. Overall merchandise sales were up over 23% as compared to 2015 (an increase of nearly \$65,000) and our dollars per round increased from \$14.68 to \$17.50 (over 19%).

The momentum created in 2016 has spilled over to 2017 as golf shop sales have increased another 20%, margin has increased over 3.5%, and we have had record sales months in May, June, July, August, and September.