



REYNOLDS

LAKE OCONEE



REYNOLDS GOLF SHOPS EARN HIGHEST HONORS

Trio Earns Worldwide Platinum Award For Premier Southeast Golf Destination

GREENSBORO, Ga. (January 18, 2018) — Three of the premier golf shops at Reynolds Lake Oconee have won the prestigious Platinum Award for excellence by the Association of Golf Merchandisers (AGM).

Merchandising programs at the Great Waters, National and Oconee courses rank among the preeminent golf shops honored worldwide as the “best of the best” by the AGM annually.

There are 116 golf shops on the 2018 Platinum Award list, which will be formally recognized at the AGM Retail Conference awards program Tuesday during the PGA Merchandise Show in Orlando, Fla.

“Not only is Reynolds Lake Oconee home to one of the most elite collections of golf courses in the United States, the performance of the golf shops illustrates our commitment to deliver an exceptional experience on and off the golf course,” said Wes Forester, Director of Golf at Reynolds Lake Oconee. “Our golf staff nurtures an excellent relationship with the members and is interactive resort guests, which is essential to enhancing our service.”

Forester recognized the teamwork of Reynolds Lake Oconee’s proactive golf staff that coordinates the creative merchandising programs with ongoing dialogue with men and women golfers within the Reynolds Lake Oconee golf community.

“These three awards are a direct reflection on the dedication and expertise of our team,” said Caroline Basarab-Dennison, Director of Retail for Reynolds Lake Oconee. “We have a good understanding of the most desired products and contemporary color palettes, as well as the proper fitting of golf apparel that our members expect.”

The AGM again received one of the strongest list of entries in its 11-year history, making the competition highly contested. All entries were judged by an impartial panel and they were graded on new ideas, creativity, adaptability, revenue-generating initiatives and adhering to the contest rules.

For additional information, access www.reynoldslakeoconee.com.

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About Reynolds Lake Oconee Surrounded by more than 350 miles of majestic shoreline on Georgia's historic Lake Oconee, the golf destination resort community of Reynolds Lake Oconee features six championship golf courses and is home to The Reynolds Kingdom of Golf presented by TaylorMade, a world-class instructional and club fitting facility. Located between Atlanta and golf's legendary grounds in Augusta, Reynolds Lake Oconee is an outdoor recreation paradise that includes the Sandy Creek Sporting Grounds, award-winning tennis center, swimming pools, pedestrian trails, wellness campus, and full-service marinas to facilitate water sports. Guests can choose private accommodations that include luxury resort condominiums and cottages, or The Ritz-Carlton Reynolds, Lake Oconee, a 251-room lakefront resort and spa named a 2016 AAA Five Diamond Lodging and 2015 Forbes Four-Star resort. Dining is available at ten distinctive culinary venues. Originally established in 1988 as Reynolds Plantation, Reynolds Lake Oconee is located roughly 90 miles from Atlanta's Hartsfield-Jackson International Airport. For more, visit reynoldslakeoconee.com.

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