



REYNOLDS

LAKE OCONEE

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The National Golf Shop

GOLF SHOPS AT REYNOLDS LAKE OCONEE WIN PLATINUM AWARDS

Two National Honors for Premier Southeast Golf Destination

GREENSBORO, Ga. (December 10, 2019) — Home to one of the most elite collections of golf courses in the United States, Reynolds Lake Oconee also boasts a stellar assembly of golf shops. Two of those shops have been named 2020 Platinum Award winners by the Association of Golf Merchandisers (AGM).

Merchandising programs at The National and The Preserve courses have received the highest honor the AGM presents annually and will be formally recognized at the AGM Retail Conference awards program Jan. 21, 2020 in Orlando, Fla.

“These two awards reflect the dedication and expertise of the golf staff in delivering an exceptional experience both on and off the course,” said Mike Scully, General Manager at Reynolds Lake Oconee. “Coordinating merchandising efforts across six golf shops takes teamwork, creativity, and meticulous planning.”

“To ensure top-notch operation, each professional team and I develop a strategy based on how well the shop is performing and establish goals for the year,” said Caroline Basarab, Director of Retail at Reynolds. “We hold regular focus groups with our Members to obtain feedback and train our retail staff regularly to enhance service levels.”

“With that information in mind, we can make the best retail decisions to offer the right product mix, colors and size runs, and price points that fit our market,” said Basarab.

The AGM received a strong list of high caliber entries for this year’s award, making the competition very close, notes Desane Blaney, Executive Director of the AGM. 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.

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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 watersports. 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. Reynolds Lake Oconee, originally established in 1988 is located roughly 90 miles from Atlanta’s Hartsfield-Jackson International Airport. For more information, visit reynoldslakeoconee.com.