

GET TO KNOW THE PRO

AWARD – MERCHANDISER OF THE YEAR – PUBLIC FACILITY

RECIPIENT – SHAUN FINLEY

EMPLOYER – THE OAKS GOLF COURSE

ELECTED TO PGA MEMBERSHIP – 2008

Hometown – Watertown, WI

Current Residence – Cottage Grove, WI

College - Coastal Carolina University & University of Wisconsin - Eau Claire

Awards

2010 and 2021 WPGA Merchandiser of the Year - Public Facility

One noteworthy item that stood out from his award application – The addition of TrackMan launch monitors to their outdoor performance center and indoor hitting bays has helped better the club fitting experience at the club. With those improvements the merchandising operation has more than tripled their hard good sales since Finley was brought on board in 2016.

Best piece of advice I have been given – It's easy to be good from time to time. It's really hard to be good all the time. This has always stuck with me in golf, my career and just daily life, as I have always tried to put my best effort forward every day.

How were you introduced to the game of golf and where did you learn to play? – Neither of my parents play golf, so it was my grandpa who taught me to play when I was 10 years old. Needless to say I was immediately hooked. I was fortunate to grow up across the street from Watertown CC.

Biggest hope for the golf industry – We continue to build on the increase in participation from the pandemic. It would be awesome to continue to see growth, but also keeping all the new/current golfers active in the game for years to come.

Favorite way to spend free time – With my family. Now that my kids are getting into sports and other activities, it's a blast following them and watching their passions grow. Watching sports (on TV and in person) is always a favorite of mine as well. I'm a big UW Badgers, Packers, Bucks and Duke basketball fan!

The best homecooked meal is – Anything from the grill! My wife is a way better cook than me, so for that I am thankful.

Favorite place to hang out in Wisconsin – Being at home with my family. Outside of home, I enjoy being at any sporting event (Badgers, Packers or Bucks)!

What are you most looking forward to in 2023 - personally or professionally?

Professionally - I am excited for another successful year here at The Oaks. We recently finished a number of major course renovations and have added simulators for the winter. I can't wait to see how we build on all of our positive momentum.

Personally - I am excited to continue to watch my children grow and take on new things. They are 11 and 9 years old, so they are beginning to find their passions through sports and other activities.

Comments or Thoughts – What does this award mean to you? “Winning this award means everything and I am so thankful to be chosen. I truly enjoy the area of merchandising and it has always been a passion of mine. This award validates a lot of hard work that our entire golf staff at The Oaks puts in. My goal is always to keep improving and this award will continue to give me the drive to do so.”

