

# 2021 Special Awards Candidate Bio Form

Email address \*

kyle@kalamazoocc.com

Name of Nominee: \*

Kyle Horton

Facility Employed at: \*

Kalamazoo Country Club

Year Elected to Membership: \*

2009

Award Nominated for: \*

Merchandiser of the Year - Private

Briefly describe your achievements/accomplishments that would pertain to this award: \*

In my 2nd year as Head Professional at Kalamazoo Country Club I have continued my focus of providing high quality products and services to make the shopping experience as enjoyable as possible. The addition of new brands such as Shinola, William Murray, and Fundamental Coast as well as a complimentary home delivery service and weekly merchandise videos have been instrumental in the continued revenue growth of the shop. The home delivery service alone has generated over \$3,500 in revenue and our weekly merchandise videos being closer to \$5,000 with both initiatives continuing in perpetuity. I am also extremely happy to report that our Shinola account is the #1 performing account in the United States with over \$20,000 worth of goods sold!

Social media has also continued to be a very important part of the Golf Shop with a focus on Facebook, Instagram, and email marketing. Followers on Instagram have increased 20% over the past year from 451 to 542 and the open rate on emails has increased from 28% to 41%. These increases in our social media presence as well as the added services and new brands have helped increase year over year sales by 13% as of October 1.

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This form was created inside of PGA of America.

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