

# 2022 Special Awards Candidate Bio Form

Email \*

kyle@kalamazoocc.com

Name of Nominee: \*

Kyle Horton

Award Nominated for: \*

Merchandiser of the Year - Private

Facility Employed at: \*

Kalamazoo Country Club

Year Elected to Membership: \*

2009

Using the Special Awards Criteria (link in the email,) describe your achievements/accomplishments that would pertain to this award: \*

When it comes to being a great merchandiser, my greatest accomplishment stems from creating and fostering friendships with members, guests, and customers. Our team has a passion for getting to know everyone on a personal level; learning their kids' names, favorite vacation spots, and when their dog's birthday is. It's this personalized attention that helps create a shopping experience in the store that is welcoming, relaxing, and memorable.

In addition to this, I focus a lot of time seeking out and introducing new brands and product categories to the store, many of which are unique to the area. These range from Shinola and Kalamazoo Candle Company to clothing lines such as Cotopaxi, Fundamental Coast, and Indyeva, all of which have helped increase sales by 35% compared to 2020!

Moreover, a driving force to increasing foot traffic in the store comes from keeping members and customers continually informed through a variety of methods. Concentrating our email marketing efforts to specific days and times has resulted in an open rate of 44% compared to the national average of 23%. Facebook and Instagram also play a large part in marketing with our posts using staff members and local content as much as possible. Year to date we have added over 70 subscribers on both platforms.

I am also excited to announce that the Golf Shop will be featured in the December issue of PGA Magazine under the Golf Shop Owners section. The article will talk about the unique and personalized methods we use to market the store from emails, social media, and our website to sales events, staff videos, and personal shopping appointments. This recognition is a testament to having a great team that's dedicated to making the shopping experience feel as personalized and memorable as possible.

I'm honored to be considered for this award as it would mean a great deal to me and the team, thank you for your consideration.

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