

2023 Special Awards Candidate Bio Form

Please send this form back no later Friday, October 21, 2022.

If you were nominated for more than one award you must **submit a bio form for each award.**

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

Please 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 is passionate about 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.

New brands and categories also play a key role in the success of the store. These range from Shinola watches & Head Pickleball paddles to clothing lines such as Cotopaxi, Smith & Quinn, Calliope, and Harleston's. In addition, we introduced unique logos throughout the year to spur on excitement. All told, these unique brands and additional product categories have helped increase shop sales by % compared to 2021.

Moreover, a driving force to increasing foot traffic in the store comes from keeping members and customers continually informed through a variety of methods.

1. Concentrating our email marketing efforts to specific days and times has resulted in an open rate of 45.2% compared to the national average of 17.38%.
2. 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 45 subscribers on both platforms.
3. The shop has its own website in HortonsHaberdashery.com which allows customers to plan for to upcoming shopping events as well as view and place a hold on in stock merchandise. YTD this website has been responsible for over \$15,000 in sales which is a 30% increase from 2021.

In conclusion, merchandising will always be a passion of mine. My philosophy is rooted on creating friendships with members and guests and continues with providing a world-class selection of high quality goods and products. 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.

This form was created inside of PGA HQ and sections - all Google users.

Google Forms