

January 9, 2018

National Sporting Goods Association
C/O Katie Bruce
1601 Feehanville Dr.
Ste. 300
Mount Prospect, IL, 60056

To Whom It May Concern,

I am writing to express my full support of the nomination of Mr. Nathan Goody into the Sporting Goods Industry Hall of Fame. I had the privilege of starting XYZ Sports with Nate in 1985 when we saw a need for a specialty retailer in our small town in Delaware. Shortly after we opened the business, I departed with XYZ Sports to begin a new endeavor outside of the industry. Nate has always had such a deep passion for the business and the industry, so I knew the company would prosper with his leadership.

Nate has built our two man shop into a company that now has over 130 stores spanning the region. Nate takes the time to visit stores that are struggling to assist in any way he can and go to the stores that are prospering to thank the employees for their hard work. He truly thinks that any idea is a good idea and invites his employees (which he refers to as teammates) to contact him personally with ideas for company improvement. Nate has a great amount of trust in his store managers, so he provides them with the tools they need to run the store they feel is best to attract customers and increase sales. XYZ Sports gives managers as well as store employees a percentage of their store earnings each month. This was an idea Nate came up with in order to decrease employee turnover and increase moral.

I believe that Nate has earned his place in the Sporting Goods Industry Hall of Fame through his 32 years of hard work and dedication to XYZ Sports, his teammates and the sporting goods industry.

Sincerely,

Robert Smith

Robert Smith

January 9, 2018

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C/O Katie Bruce
1601 Feehanville Dr.
Ste. 300
Mount Prospect, IL, 60056

To Whom It May Concern,

I would like to support the nomination of Mr. Nate Goody into the Sporting Goods Industry Hall of Fame, as he is one of the most deserving men for the Hall of Fame.

I have been the regional manager of the southern XYZ Sports stores for eight years; prior to my promotion, I worked at many levels in a Maine XYZ Sports store. Nate thinks of all of the employees at XYZ Sports as a team and this trickles down from the executive team, through management to the storefront employees. While working in a store through college in the early 2000s, I saw Nate at least once a year. The store that I worked in was rather successful and Nate wanted to make it known that he noticed our success and hard work by personally thanking us.

The best part about working for XYZ Sports is the clarity that the main interest of the company is for athletes that play hockey, lacrosse, football and baseball have the equipment they need to enjoy the sport they love. Our success in store sales and customer relationships allows XYZ Sports the opportunity to donate equipment to underprivileged youth athletes through *Level the Playing Field*, an organization based in Maryland.

It is a privilege to work with Nate and I have no doubt that all XYZ Sports teammates agree the Nate should be inducted into the Sporting Goods Industry Hall of Fame this year.

Best,

Anna Johnson

Anna Johnson
Regional Manager – Southern Stores
XYZ Sports

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Mount Prospect, IL, 60056

To Whom It May Concern,

I am writing to support the nomination of Nate Goody into the Sporting Goods Industry Hall of Fame. I have worked with XYZ Sports since they began offering team sports equipment in 1999. Nate was working at expanding the business, so at the time, he was running team sales in addition to his other duties. I met with Nate in person to discuss the needs of our football team, and he was extremely accommodating to the particular color of our mouth guards and adding the school logo to each of the player's helmets.

It is clear that Nate has instilled this high level of customer service to all XYZ Sports employees because I have never had a problem with ordering gear for my team. I have also had the opportunity to work with XYZ Sports in their community outreach by contributing to the donations they give to *Level the Playing Field* each year; we give our unused equipment to XYZ Sports, who in turn donates it to the organization. I believe this community engagement started with Nate and it is a great cause to support.

Nate is extremely deserving of this nomination and I look forward to seeing his induction into the Sporting Goods Industry Hall of Fame.

Sincerely,

A handwritten signature in cursive script that reads "A. Miller".

Anthony Miller
Head Football Coach
Washington High School

January 9, 2018

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C/O Katie Bruce
1601 Feehanville Dr.
Ste. 300
Mount Prospect, IL, 60056

To Whom It May Concern,

I am privileged to support the nomination of Mr. Nate Goody into the Sporting Goods Industry Hall of Fame. I have been a sales agent for over 35 years and have had a business relationship with XYZ Sports since it began selling only football equipment in 1985. Nate and the other founder, Robert had a desire to sell high and low end football equipment in a retail location for local athletes.

I am sure many people can speak to the professionalism of Nate, but I would like to highlight his character. Since the beginning of XYZ Sports, Nate has taken all stakeholders' interests into consideration before making a decision, whether it is strategically or introducing a new brand. For example, Nate decided to not carry a certain brand of hockey stick because, while the stick was cheaper for him and the customer, the sticks were known to break very easily, so he decided against stocking them in XYZ Sports stores.

Nate greets each person as if they have been friends for years, even if he has only known them for a few weeks. Most XYZ Sports employees do not see Nate as a boss, but as a teammate – this is something that Nate made sure all employees knew. In order for employees to understand the importance of this, Nate will occasionally work in a store front for a couple of days; he does this to not only refresh his knowledge on store operations but to speak with employees that work in retail locations.

It is a very rare occasion that Nate is in the XYZ Sports headquarters, and I believe that is what makes him a great leader – he is always looking for ways to improve the company. Nate is beyond deserving of being inducted into the Sporting Goods Industry Hall of Fame.

Sincerely,

A handwritten signature in black ink that reads "Liz Thompson". The signature is written in a cursive, flowing style.

Elizabeth Thompson
Independent Sales Agent