

## DTC 200 Club History

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The DTC 200 Club (200 Club) is an incentive program for stores that achieve \$200,000 in sales in one month for the first time. When a store reaches this impressive milestone, full-time employees of the store are offered a once-in-a-lifetime opportunity to fly on the company jet to a fun destination.

The 200 Club officially launched its first incentive flight in 1983. Stores raced to become the first to reach the \$200,000 milestone. Store AZP 02, led by Store Manager Kim Lobb and assisted by Matt Malley, was first to achieve that goal with \$232,635 in sales and 4,211 units sold in the month of June. Even by today's standards, a spectacular achievement!

The AZP 02 team became the first members to the 200 Club. As a reward for their hard work, on July 24<sup>th</sup>, 1983, the team took to the skies and flew to Aspen, Colorado on the company's first Learjet, N28BG. During their trip, they enjoyed a delicious meal of fresh trout at a local tavern, shopped, and enjoyed the beautiful scenery of Aspen. The trip concluded with a tour of Lake Powell.

Since then, the Flight Department has led over 1,000 flights and carried nearly 10,000 passengers from all company regions to fun destinations all over the country!

This incentive program prevails due to the generosity of the Halle Family and the hard work and dedication of Our People in the stores.

### DTC 200 Club Eligibility:

- Stores that achieve \$200,000 in sales in one month for the first time.
- All full-time employees of the store who have not been on a previous incentive flight.
- The manager of the store is always eligible to go, regardless of having been on a previous flight.
- Employees may bring one guest.