



SIM PLAY





CW: Well, they are going to see 97 PGA golf courses in the simulators. You could pretty much take a virtual golf trip. There are overhead swing track analyzers that have 600 frames per second so you get accurate information about the golf club and ball flight. You could actually get a frame-by-frame look at your swing if you would like that.

JG: These simulators also go, I'll say, outside the world of golf.

Chuck Merritt: We have the major sports; anything you could hit against a screen - basketball, baseball, hockey, soccer and more. You could kick field goals, practice your fastball, or challenge the undead in a game of zombie dodgeball.

Golf is the main draw but we could broadcast movies, tv, or even an X-Box machine right on the

screens. We visualize people coming here for the golf and afterwards enjoying the other sports. And if Monday night football is on the big screen and people want to kick like the pros, they can.

We see this as a place where an adult would want to have a birthday party. Parents are always thinking about where they are going to have their kid's party — bouncy places, trampoline places, go-cart places, what have you. This is a great facility for an adult birthday event.

JG: To that point, beyond the eight simulators, the bar and the lounge, you have what I'll call a banquet room.

CM: We actually have two banquet rooms. One of the rooms seats about 60 people comfortably and the larger room can hold about 175. We have a



prep kitchen so you can use of our preferred caterers or your own.

JG: Let's talk about the size of SIMPLAY. It's 15,000 square feet. Golfers who have been to golf simulator facilities before may have not seen anything like this. What we've seen on Long Island before is one or two simulators, but you have eight. Plus the location — here in the Hauppauge Industrial Park seems like the perfect spot, certainly for a building this size.

CM: This location was very important in our decision. The Hauppauge Industrial Park has 1,600 companies, and 55,000 employees here every day. We knew the building and we were familiar with the General Manager of the former facility, Michael Rodriguez, who had been affiliated with this building previously. We're located between exits 53 and 55 of the LIE, and it's very convenient to get here.

JG: Chris, I'd like to go back for a second. You're sitting home one day and this idea for SIMPLAY pops into your head. Where did that come from?

CW: My brother is an avid golfer. The story is actually two-fold. I own an audio/visual company and I had clients who would ask me to install simulators installed in their homes. That was part of my interest in this endeavor.

My brother would come to me and complain that any of the golf places he went to only had one or two simulators. He couldn't get a time to go hit balls. He told me there were no places that had three or four simulators. He said there was a huge demand for it. It seemed to me that this business model was just not working. It peaked my interest. If there were only a few places and not enough simulators, why don't we do one. I know everything about the technology. I know how to put everything together. To me it was a no brainer.

What we had to figure it out was, if the biggest facility has four (simulators) and that's not enough, we can't do four because we would have the same issue of being over-

booked. We needed to go bigger. When I first brought it up with Chuck my idea was six or eight. We were able to put eight into the building. The building now has turned out how I envisioned it in my mind. It is amazing to see what it looks like now compared to the image I had in my mind. There is a need for this type of facility and there is a demand for it. We are meeting that demand.

JG: Speaking of demand... With the type of simulators you have here you are going outside the golf arena. Someone could play baseball, soccer, basketball, hockey, etc. We could assume you will have golf leagues here. Are you going to go after the little leagues, soccer leagues, the schools in the area, etc?

CM: We have had some interest from professional soccer teams. Also we are going to be reaching out to junior high schools

and high schools. We see SIMPLAY as an indoor training facility all year long. Muscle memory is a large part of most sports. If someone cannot train outside for whatever reason — it's raining, it's too hot, it's too cold, whatever — they now have a place to train that is climate-controlled 365 days a year. Not only do you get to work on mechanics, but you also get all of the data. For example, it will show you how fast the pitch is. It will show you strikes and balls. Here you could work on slap shots in hockey, free throws in basketball, passing in football — it's all here at SIMPLAY.

JG: You are about to have your first golf "off-season" which puts you guys 'in-season.' I want to wish you both the best of luck here at SIMPLAY. Congratulations on a fabulous facility. 

