



THE VOICE OF FLORIDA RETAILING

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NEWS

2009 FLORIDA RETAILER OF THE YEAR AWARD FOR LEADERSHIP RECIPIENTS NAMED

Tallahassee, FL – The Florida Retail Federation (FRF) has named **Carl and Joan Allison, owners of Baya Pharmacy, Lake City; Dan Cash, president of Floor City USA, Pensacola; and Cynthia Murphy, owner of Pies and Plates, Punta Gorda,** as the **2009 winners of the prestigious Retailer of the Year Award for Leadership (ROYAL).** They will be honored and receive their awards at a luncheon held in conjunction with the University of Florida's nationally acclaimed "Retailing Smarter" symposium on **Thursday, June 25, 2009, at the Omni Orlando Resort at ChampionsGate in Orlando, Florida.**

"We had an outstanding group of nominees representing all types of retailers from throughout the state, which made the task of selecting just a few retailers for special recognition particularly difficult," said Rick McAllister, FRF's president and CEO. *"Our 2009 ROYAL recipients reflect just a few of Florida's many fine retailers whose economic impact and goodwill efforts directly benefit the citizens and communities in which they live and do business."*

The ROYAL award, in its 11th year, recognizes retailers who have successfully blended astute business skills with commitment to their customers, communities, employees and the state's retail industry. A selection committee comprising retail business operators, educators and others chose the recipients from a pool of retailer nominees from across the state. Although given to individual retailers, the award categories are based on annual sales of the business in which the retailer is currently engaged.

Carl and Joan Allison took honors in the "more than \$10 million in annual sales" category while Dan Cash was named top retailer in the "\$1 million to \$10 million" category. Cynthia Murphy was selected in the "less than \$1 million" category.

Additional information about each recipient will be released in the near future. For details about the ROYAL award, please visit FRF's Web site at www.frf.org and click on Industry Awards.

The Florida Retail Federation is a statewide trade association that represents Florida's most important industry – retailing – and has served as "The Voice of Florida Retailing" since its inception in 1937. Florida retailers pay more than \$35 billion in wages annually, employ nearly 20 percent of the state's workforce, and collect and remit approximately \$22 billion in sales and retail-related taxes for Florida's government each year. Visit FRF on the Web at www.frf.org.

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