

Do you know a Florida retailer or two who deserves to be recognized? If so, please nominate them now for the 2010 Retailer of the Year Award for Leadership (ROYAL).

Who can make a nomination?

- Anyone may nominate a retailer for the ROYAL award including chamber of commerce executives, legislators, other retailers and business associates, suppliers, employees, customers, and members of the media.
- Self-nominations are appropriate and encouraged.
- You may submit more than one retailer for consideration in any given award year.
- You do not have to be a member of the Florida Retail Federation (FRF) to make a nomination or to be nominated.

What are the qualifications for a retailer to be nominated and considered?

- Individuals affiliated with any type or size of retail business operating in Florida are eligible for nomination; however, nominees must have a physical presence in the operation and/or management of the retail business. **Please note that for award purposes, retailers are considered those who sell products and services directly to consumers.**
- Previous nominees who did not receive the ROYAL award may be nominated again.
- Nominees do not have to be members of FRF.
- Once FRF receives a nomination, the nominee will be sent an entry form along with a congratulatory letter informing them of their nomination and letting them know who nominated them. For the retailer to be considered further, the retailer, or his or her designee/s, must then complete the entry form and return it to FRF no later than **Wednesday, May 5, 2010**. Retailers should include information about their business accomplishments, contributions to the community and any special commitments demonstrated to customers and/or employees as well as to the retail industry. This information will serve as the basis on which the award committee makes its selections.
- **Please note that this award is given to individual retailers—not to their businesses, although the success of the business in which the ROYAL candidate is engaged will be considered.** The award categories, however, are based on the annual sales volume of the company with which the nominee is currently affiliated. These are: less than \$1 million, \$1 to \$10 million, and more than \$10 million.

What is the deadline for nominations?

- Nominations for the 2010 ROYAL must be received in the FRF office no later than **Wednesday, April 14, 2010**.

How do I make a nomination?

Nominating is easy!

- Nominations can be made electronically by visiting FRF’s Web site at www.frf.org. Click on the ROYAL online form, fill it out, save it to your computer, then email the completed form to FRFAwards@frf.org. A reply will be emailed when your online nomination is received; or
- Complete the attached nomination form, clip it, add postage, and drop the card in the mail; or
- Fax the nomination to FRF, as indicated on the form, at 1.850.561.6625.

All retailers who return a completed entry form to FRF on or before **Wednesday, May 5, 2010**, will be considered. Winners will be selected after that time and should be notified no later than May 28, 2010. Results will also be posted on FRF’s Web site at www.frf.org.

What does the ROYAL recipient receive?

The 2010 ROYAL recipients will be honored during a luncheon held in conjunction with the University of Florida’s annual *Retailing Smarter* symposium in Orlando, Florida, on **Thursday, June 24, 2010**, at the Omni Orlando Resort at ChampionsGate. **The recipients’ nominators will also be invited to attend the awards luncheon.**

In addition, each ROYAL winner will receive:

- an attractive ROYAL award;
- local and statewide recognition;
- complimentary registration to the *Retailing Smarter* symposium (valued at more than \$400); and
- complimentary hotel accommodations in regard to the awards luncheon.

All nominees submitting entries will receive recognition in the awards luncheon program.

For more information, please visit FRF’s Web site at www.frf.org or contact Brenda Grindstaff, ROYAL coordinator, at 1.888.FL.RETAIL (357.3824) or FRFAwards@frf.org.

Information provided by both nominators and nominees is used for ROYAL program purposes only.

ON THE COVER: The 2009 ROYAL recipients, pictured with 2009 Chair of the Board Debbie Harvey, Ron Jon Surf Shop, Cocoa Beach (left) and FRF President and CEO Rick McAllister (right) are (second from left): Cynthia Murphy, Pies & Plates, Punta Gorda; Dan Cash, Floor City USA, Pensacola; and Carl and Joan Allison, Baya Pharmacy, Lake City.

**NOMINATION FORM
2010 RETAILER OF THE YEAR AWARD FOR LEADERSHIP**

The **Florida Retail Federation** appreciates your nomination. In making this nomination, you are recognizing all of Florida’s retailers for their contributions to our state’s economy and their respective communities.

Please return this nomination card no later than Wednesday, April 14, 2010. In the event your nominee is selected as a ROYAL recipient, we will notify you and you will be invited to attend the awards luncheon on **Thursday, June 24, 2010**, at the Omni Orlando Resort at ChampionsGate. You may also fax this nomination to FRF at 1.850.561.6625 or nominate online at www.frf.org.

I am pleased to nominate:

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____ WEB SITE _____

EMAIL _____

ENTRY CATEGORY (if known) ANNUAL SALES VOLUME:
 Less than \$1 million \$1-\$10 million More than \$10 million

TELL US WHY YOU ARE NOMINATING THIS PARTICULAR INDIVIDUAL _____

Name of person making nomination (if different from nominee):

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____


CITY _____ STATE _____

ZIP _____ PHONE _____

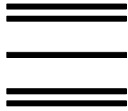
FAX _____ EMAIL _____

TELL US ABOUT YOURSELF _____

This form may be photocopied to make additional nominations.
Questions? Call FRF at 1.888.FL.RETAIL (357.3824).


 FLORIDA RETAIL FEDERATION
 227 S ADAMS ST
 TALLAHASSEE FL 32301-1720

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**Florida
 Retail Federation**
 THE VOICE OF FLORIDA RETAILING
 227 SOUTH ADAMS STREET
 TALLAHASSEE, FL 32301-1720

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DATED MATERIAL. PLEASE ACT NOW.

Do you know a Florida retailer or two who deserves to be recognized? If so, please nominate them now for the prestigious Retailer of the Year Award for Leadership.

2010 Retailer of the Year Nomination Deadline: Wednesday, April 14, 2010

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2010 CALL FOR NOMINATIONS



From providing jobs to philanthropic support, retailers are vital to the communities they serve. Begun in 1999, the annual Retailer of the Year Award for Leadership (ROYAL) pays tribute to just a few of Florida's many outstanding retailers who demonstrate sound business practices and commitment to their employees, customers and communities. **We encourage you to honor a Florida retailer or two by nominating them for the prestigious 2010 ROYAL.**

SPONSORED BY THE



THE VOICE OF FLORIDA RETAILING

THE PROGRAM IS OPEN TO ALL FLORIDA RETAILERS.
DEADLINE TO NOMINATE: April 14, 2010 PLEASE ACT NOW!