



2017 ENTRY FORM

A program to recognize Florida retailers sponsored by the



Deadline to Submit: Monday, April 17, 2017

Congratulations on your nomination!

Dear Florida Retailer:

Congratulations on being nominated for the prestigious 2017 Retailer of the Year Award.

Sponsored annually by the Florida Retail Federation (FRF) since 1999, the program recognizes outstanding Florida retailers from all types of businesses who have demonstrated a blend of effective business skills with commitment to their communities, customers and employees. We believe that this award helps to acknowledge the many accomplishments and contributions of all retailers, who are so vital to the well-being of our state.

If you are interested in being considered for this award – and we sincerely hope that you are – please complete this entry form. The information provided will serve as the basis used by our selection committee to determine this year's recipient, so please **be sure to include enough details. We encourage you to use additional sheets of paper as needed.** You may also include news clippings, photographs, or any other items that you feel might assist the panel. We regret that we are unable to return nomination materials; however, photocopies of materials are certainly acceptable to include in your entry packet.

Please note that this award is given to individual retailers – not to their businesses – although the success of the business in which the candidate is engaged will be considered. Any Florida retailer with an annual sales volume of \$5 million or less is eligible for consideration. Please return the completed entry form, information requested and any supporting materials so that they are received by the Florida Retail Federation, as indicated, no later than Monday, April 17, 2017.

If you are chosen as the recipient, both you and your nominator, if applicable, will be invited to attend the awards luncheon on Thursday, June 8, 2017, at the Vinoy Renaissance, St. Petersburg. The luncheon is being held in conjunction with the University of Florida's nationally acclaimed *Retail Smarter* symposium. **In addition to recognition at the awards luncheon, the recipient receives:**

- ▶ Prestigious Retailer of the Year award for display;
- ▶ Local and statewide recognition;
- ▶ Complimentary registration to the *Retail Smarter* symposium (valued at nearly \$500); and
- ▶ Complimentary one night hotel accommodations for the awards luncheon.

Additional information about the Retailer of the Year program and the video of last year's recipient are available on FRF's website at www.frf.org/roy.

Should you have any questions or need assistance completing your entry, please contact Brenda Grindstaff, awards coordinator, at 1.888.FL.RETAIL (357.3824) or email her at FRFAwards@frf.org. Congratulations, again, on being nominated for the Florida Retailer of the Year Award. *We look forward to receiving your entry by April 17!*

Sincerely,



Scott Shalley
President and CEO





Retailer of the Year Award Entry Form

NOMINEE INFORMATION: DEADLINE FOR SUBMISSION: **MONDAY, APRIL 17, 2017**

NAME:

(AS YOU WOULD LIKE TO HAVE IT APPEAR ON THE AWARD IF SELECTED)

COMPANY:

(AS YOU WOULD LIKE TO HAVE IT APPEAR ON THE AWARD IF SELECTED)

YOUR CURRENT BUSINESS TITLE (EXAMPLES: OWNER, CEO, STORE MANAGER):

ADDRESS:

CITY: STATE: ZIP:

PHONE: FAX: EMAIL:

WEBSITE: BUSINESS TYPE:

YEARS OWNED / ENGAGED IN THIS BUSINESS: TOTAL YEARS IN RETAILING:

NOMINATED BY:

PLEASE REMEMBER THAT ANY FLORIDA RETAILER WITH AN ANNUAL SALES VOLUME OF \$5 MILLION OR LESS IS ELIGIBLE FOR CONSIDERATION. FOR AWARD PURPOSES, RETAILERS ARE CONSIDERED THOSE WHO SELL PRODUCTS AND SERVICES DIRECTLY TO CONSUMERS.

PLEASE PROVIDE THE FOLLOWING INFORMATION: THE AWARD IS GIVEN TO RETAILERS FOR OUTSTANDING SERVICE AND COMMITMENT TO THEIR COMMUNITIES, CUSTOMERS, EMPLOYEES AND FLORIDA'S RETAIL INDUSTRY. PLEASE GIVE EXAMPLES OF YOUR EFFORTS AND ACHIEVEMENTS IN THE AREAS ADDRESSED BELOW. WE ENCOURAGE YOU TO SUBMIT YOUR ANSWERS ON ADDITIONAL SHEETS OF PAPER IN ORDER TO NOT BE LIMITED BY THE SPACE PROVIDED, PLEASE REMEMBER TO NUMBER THE CORRESPONDING RESPONSES. PLEASE ALSO SUBMIT ANY SUPPLEMENTAL MATERIALS THAT YOU FEEL WOULD ASSIST THE SELECTION COMMITTEE. WE REQUEST THAT YOU INCLUDE AN INTERIOR AND EXTERIOR PHOTO(S) OF YOUR BUSINESS AND YOUR WEBSITE ADDRESS. SUBMISSION OPTIONS ARE LISTED ON THE NEXT PAGE.

1. BRIEFLY DESCRIBE YOUR CURRENT BUSINESS.

2. DESCRIBE ANYTHING YOU MAY HAVE DONE TO PROMOTE RETAILING AS AN INDUSTRY, OR ANY SERVICE TO THE RETAIL INDUSTRY (EXAMPLES: SERVE ON THE BOARD OF A BUSINESS GROUP, SPEAK TO HIGH SCHOOL STUDENTS ABOUT RETAILING, OFFER INTERNSHIPS, ETC.)

2017 Retailer of the Year Award Entry Form

(NOMINEE INFORMATION CONTINUED: PAGE 2 OF 2)

3. PLEASE TELL US OF ANY ACCOMPLISHMENTS OR INVOLVEMENT IN COMMUNITY SERVICE. LIST THE ACTIVITIES IN WHICH YOU AND/OR YOUR BUSINESS IS INVOLVED, WHAT YOU AND/OR YOUR EMPLOYEES DO FOR THESE GROUPS AND WHY THIS IS IMPORTANT TO THE COMMUNITY (EXAMPLES: SUPPORT LITTLE LEAGUE TEAM, UNITED WAY, MENTORING, ETC.).

4. HAVE YOU EVER RECEIVED ANY SPECIAL AWARDS FOR BUSINESS OR COMMUNITY SERVICE, OR IS THERE SOMETHING YOU FEEL DESERVES SPECIAL RECOGNITION?

5. DESCRIBE ANY SPECIAL PROGRAMS OR SERVICES FOR CUSTOMERS (EXAMPLES: GIFT WRAP, BEVERAGES, ETC.).

6. DESCRIBE ANY SPECIAL PROGRAMS OR INCENTIVES FOR YOUR EMPLOYEES (EXAMPLE: EDUCATION SUPPORT, ETC.).

F 7. DESCRIBE ANY CREATIVE INITIATIVES YOU HAVE TAKEN TO HELP MAKE YOUR BUSINESS SUCCESSFUL AND
R MOVE IT FORWARD (EXAMPLES: ENHANCE MARKETING THROUGH SOCIAL MEDIA, CHANGE PRODUCT MIX OVER TIME TO
REFLECT CHANGING MARKET, EXPAND ONLINE SALES, TECHNOLOGY, ETC.).

8. IN WHAT OTHER BUSINESSES HAVE YOU BEEN INVOLVED, IF ANY?

9. PLEASE INCLUDE ANY OTHER INFORMATION YOU FEEL IS PERTINENT TO THIS AWARD.

PLEASE MAKE SURE YOUR COMPLETED ENTRY INFORMATION IS RECEIVED IN THE FRF OFFICE NO LATER THAN
MONDAY, APRIL 17, 2017, TO ENSURE CONSIDERATION FOR THE 2017 AWARD.
YOU MAY MAKE YOUR SUBMISSION BY MAIL, FAX, OR EMAIL.

FRF MAILING ADDRESS:

**ATTENTION: RETAILER OF THE YEAR
FLORIDA RETAIL FEDERATION
227 S. ADAMS STREET
TALLAHASSEE, FL 32301**

FAX:

**FAXED ENTRIES ARE ACCEPTED AT 1.850.561.6625
(FOLLOW UP HARD COPY IS REQUESTED DUE TO CLARITY)**

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OR

OR YOU MAY SUBMIT YOUR ENTRY ELECTRONICALLY BY EMAILING IT TO: FRFAWARDS@FRF.ORG.
AN EDITABLE ENTRY FORM IS AVAILABLE ONLINE AT WWW.FRFOURG/ROY, OR CONTACT FRFAWARDS@FRF.ORG.
ALL SUBMISSIONS WILL BE SENT A RECEIPT RESPONSE EMAIL IF AN EMAIL ADDRESS IS PROVIDED.

FOR FURTHER INFORMATION OR ASSISTANCE, PLEASE CONTACT BRENDA GRINDSTAFF, FRF AWARDS COORDINATOR, AT
1.888.FL.RETAIL (357.3824) OR FRFAWARDS@FRF.ORG.

*Thank you for participating and helping to raise the public's awareness
of the importance of retailers in our communities.*