



Begun in 1999, the annual Retailer of the Year Award pays tribute to an outstanding retailer who demonstrates sound business practices and commitment to his or her employees, customers and communities.

NOMINATE SOMEONE TODAY FOR THE 2017 RETAILER OF THE YEAR AWARD!



(left to right) FRF Chairman Dan Doyle, 2016 Retailer of the Year recipient Lisa Mergel of Karvas Spa & Boutique, Tallahassee; and FRF President and CEO Randy Miller.

To nominate a deserving Retailer: Return this form or visit www.frf.org/roy

◆ NOMINATIONS ARE DUE MARCH 20 ◆

Who can make a nomination?

- Anyone may nominate a retailer for the award.
- Self-nominations are appropriate and encouraged.
- You may submit more than one retailer for consideration in any given award year.
- You don't 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 of retail business operating in Florida whose **annual sales volume is \$5 million or less** are eligible for nomination; however,
- Nominees must have a physical presence in the operation and/or management of the retail business.
- Previous nominees who did not receive the award may be nominated again.
- Nominees do not have to be members of FRF.
- The nomination form along with additional information provided by the nominees will serve as the basis for the selection committee.

PLEASE NOTE:

For award purposes, retailers are considered those who sell products and services directly to consumers.

This award is given to an individual retailer - not to his or her business, although the success of the business in which the candidate is engaged will be considered.

When is the deadline for nominations?

Nominations for the 2017 Award must be received in the FRF office no later than **Monday, March 20, 2017**.

How do I make a nomination?

There are many easy ways to nominate a retailer:

- Nominations can be made electronically by visiting www.frf.org/roy, or;
- Download and complete the nomination form and fax it to FRF at 850.561.6625, or mail it to:
Florida Retail Federation
ATTENTION: Retailer of the Year
227 South Adams Street
Tallahassee, FL, 32301; or
Email it to FRFAwards@frf.org.
- Complete and submit the form on the back as indicated.

All nominees who return a qualifying, completed entry to FRF will be considered.

What does the award recipient receive?

The 2017 recipient will be honored during a luncheon held in conjunction with the University of Florida's annual *Retail Smarter* symposium on **Thursday, June 8, 2017**, at the Vinoy Renaissance in St. Petersburg. **The recipient's nominator will also be invited to attend the awards luncheon.** In addition, the winner will receive:

- A 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.

SPONSORED BY

For more information, please visit FRF's website at www.frf.org/roy or contact Brenda Grindstaff, coordinator, at 1.888.FL.RETAIL (357.3824) or FRFAwards@frf.org.





NOMINATE A FLORIDA RETAILER TODAY

IMPORTANT DATES	20 MARCH	Nomination Deadline
	17 APRIL	Entry Deadline

NOMINATION FORM: 2017 RETAILER OF THE YEAR AWARD

DEADLINE TO NOMINATE: MONDAY, MARCH 20, 2017

Fill out and return this form to nominate a Florida retailer, or nominate online at www.frf.org/roy. **Please return this nomination form no later than Monday, March 20, 2017.** You may fax this nomination form to FRF at 1.850.561.6625, mail a completed form to FRF at 227 South Adams Street, Tallahassee, FL, 32301, or scan and email the form to FRFAwards@frf.org. In the event your nominee is selected as a recipient, we will notify you and you will be invited to attend the awards luncheon on Thursday, June 8, 2017, at the Vinoy Renaissance in St. Petersburg.

I am pleased to nominate:

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____ WEB SITE _____

EMAIL _____

Please remember that any Florida retailer with an annual sales volume of \$5 million or less is eligible. For award purposes, retailers are considered those who sell products and services directly to consumers.

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 (REQUIRED) _____

FAX _____

EMAIL (REQUIRED) _____

TELL US ABOUT YOURSELF

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

The Florida Retail Federation appreciates your nomination and support of this program, which helps highlight the importance of all retailers to their communities and Florida's economy. Thank you!