

2011 Distinguished Retailer of the Year

The Distinguished Retailer of the Year Award has been presented since 1966. It is designed to honor a Retail Merchants Association member who is a proven leader in his/her firm and actively involved in community endeavors without regard to personal benefit. The award program will be held on Friday, December 2, 2011 (First Friday Forum) at the Westin Hotel, 6631 West Broad Street, Richmond, VA 23230. The nominated retailer must be a Retail Merchants Association Member in good standing.

AWARD CRITERIA

The retailer should demonstrate superior commitment to exceptional standards that benefit their customers, employees and community. The nominee must provide supporting documentation in three areas for consideration. While examples from all three areas must be provided, the points below are only suggestions and not all points are required to be addressed in order for a retail business to win.

1. Management Practices

- A vision, mission or core values statement describing the company's commitment to exceptional standards that benefit its customers, employees and community
- Examples of sound environmental practices
- Examples from the company employee manual showing how the company's commitment to exceptional standards are communicated and implemented by employees

2. Industry Reputation

- Media coverage reflecting the retailer's reputation as a trustworthy business
- Awards, recognition from within the company's industry, trade group or community

3. Contributions to and Relationship with the Community

- Examples of volunteer or charity work by the owner/operator/business
- Examples of charity/causes that the employees chose to give back to the community
- Examples of the company working closely within the community and making a positive social impact and any recognition for charitable and/or community service projects
- One or two (maximum) letters from customers, vendors, suppliers or community leaders that speak to your contributions.
- Include any community event sponsorships

Entries will be reviewed by a panel of former Award winners.

Entries must include a completed application form (see reverse side) and a two page summary (maximum) that:

- Explains why the nominee merits consideration for the Distinguished Retailer of the Year
- Highlights specific business and management practices relevant to the award
- Illustrates the company's commitment to standards that build trust in the marketplace
- Highlights actions taken by the nominee demonstrating community service "beyond the call of duty"

Submissions must be postmarked no later than October 31, 2011.

The winner will be notified in mid-November.





Distinguished Retailer Past Recipients

- 2010 William Selden, C.P. Dean
- 2009 Mark Smith, *Midas of Richmond*
- 2008 Lisa McSherry, *Lex's of Carytown*
- 2007 Frederick W. Siewers, Jr. and John C, Siewers, II,
Siewers Lumber and Millwork
- 2006 Pat Patrick, *Patrick Auto Group*
- 2005 Gary Glover, *Puritan Cleaners*
- 2004 Jacques Moore, *Moore Family of Dealerships*
- 2003 Neil Gulati, *Mattress King*
- 2002 Paul & Marie Antoinette Elbling, *La Petite France*
- 2001 Richard L. Sharp, *Circuit City*
- 2000 Tom Sands, *Target*
- 1999 Sarah Paxton and Andy Thornton, *LaDifference*
- 1998 Jo Anne Draucker, *Premiere, Inc. / Ellman's*
- 1997 Franco Ambrogi, *Franco's Fine Clothier*
- 1996 Gary Weiner, *Saxon Shoes*
- 1995 John A. Williams, *Pleasants Hardware*
- 1994 Millie Jones, *Festival Flags*
- 1993 Leonard L. Edloe, *Leonard L. Edloe Corp.*
- 1992 Joseph M. Kelleher, Jr., *Kelleher Corp.*
- 1991 Stuart C. Siegel, *S&K Famous Brands*
- 1990 William B. Thalhimers, Jr., *Thalhimers*
- 1989 Frank B. Bradley, III, *Fas Mart Stores*
- 1988 Max H. Pearson, *Richmond Honda*
- 1987 William D. Selden, IV, *C. P. Dean*
- 1986 James T. Hatcher, Sr., Jr. & III, *Pleasants Hardware*
- 1985 Frances & Sydney Lewis, *Best Products*
- 1984 Malcolm Kalman, *Siegel's Super Markets*
- 1983 Jack M. Kreuter, *Jack Kreuter Jewelers*
- 1982 David G. Taylor, *Bon Air Hardware*
- 1981 Richard E. Strauss, *Dick Strauss Ford-Isuzu*
- 1980 James & Robert Ukrop, *Ukrop's Super Markets*
- 1979 Jack L. Weiner, *Saxon Shoes*
- 1978 Morton Marks, Jr., *Morton Marks & Sons*
- 1977 Walter M. Fisher, *Thalhimers*
- 1976 Robert C. Kennedy, *Old Dominion Camera Shop*
- 1975 Mel Burns, *Mel Burns Clothes*
- 1974 Carl E. Bain, *Westhampton Pharmacy*
- 1973 Newman Hamblet, *Thalhimers*
- 1972 James T. Matthews, *Sears, Roebuck & Co.*
- 1971 Emmet R. Kelley, *Kelley's*
- 1970 Kenneth Lord, *Kenneth Lord Furniture Shop*
- 1969 Raymond M. Munsch, *Miller & Rhoads*
- 1968 Daniel Schiller, *Thalhimers*
- 1967 Webster S. Rhoads, *Miller & Rhoads*
- 1966 William B. Thalhimers, Jr., *Thalhimers*

Company Name: _____

Business Owner Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____

Email Address: _____

Number of full- time employees: _____

Number of part-time employees: _____

Number of years in business: _____

Why did this applicant choose retail as a profession?

Distinguished Retailer of the Year applications **must be postmarked by October 31, 2011**. The award will be presented at the First Friday Forum on December 2, 2011 at the Westin Hotel, 6631 West Broad Street, Richmond, VA.

For additional information, please contact Jenny Price at (804) 288-8389 or email jprice@retailmerchants.com

Please mail your application to: _____ Or fax to: 662-5507
Retail Merchants Association
Attn: Distinguished Retailer Applications
5101 Monument Ave, Richmond, VA 23230