

Who is this Year's Retailer of the Year?

It is time to put credit where credit is due. Every year holds its challenges, and yet there are retail locations who manage to stand out among the rest. CAAR would like to recognize the team at one member location that went above and beyond in 2017 to serve their customers. The successful location will be selected by a committee of peers based on accomplishments in the following areas:

NOMINATION CRITERIA

1. **Customer Service and Satisfaction** – demonstrates excellent customer service and satisfaction, and significant customer retention.
2. **Effective Employee Relations** – demonstrates effective employee management and satisfaction, and be recognized for its motivated, knowledgeable and helpful team.
3. **Business Innovation, Efficiency and Safety** – demonstrates the successful application of innovative business practices and technology to improve business operations and stresses the importance of safety in the workplace.
4. **Environmental Stewardship** – demonstrates exceptional leadership in environmental stewardship by meeting or exceeding compliance with environmental regulations and guidelines.
5. **Community and Industry Leadership** – demonstrates exceptional professionalism and leadership in their local community and the industry at large through volunteering, sponsorship, or donations all while taking steps to improve the image of the agricultural industry.

To apply for your own or another CAAR member location, please fill out the attached application form and forward to the CAAR office at fax (204) 989-9306 or e-mail lady@caar.org by **Friday, December 1, 2017**.

The winner will be announced at the CAAR's Choice Awards Banquet on February 14, 2018 during the 2018 CAAR Conference in Saskatoon, SK.



Retailer of the Year Application Form

PRIZE: \$1,000 and a complimentary trip to the 2018 CAAR Conference

To apply for your location or another CAAR member location for the Retailer of the Year Award, please complete the form below, stating **at least one specific example from 2017 of how the nominee location excels in each of the five critical areas**. Forward the completed form to CAAR by fax at (204) 989-9306 or e-mail lady@caar.org by **Friday, December 1, 2017**.

APPLICATION FORM

Location Name: _____ Manager/Owner: _____

Address: _____ Town: _____ Prov: _____ Code: _____

Ph: _____ Email: _____ Website: _____

Application submitted by (if not self-nominated):

Name: _____ Company: _____

Ph: _____ Email: _____

QUALIFICATIONS OF LOCATION (PLEASE ATTACH MORE PAGES AS REQUIRED):

Customer Service and Satisfaction: Describe how the nominee demonstrates excellent customer service and satisfaction, and significant customer retention. **Please also include least one letter or email of reference from a customer.**

Effective Employee Relations: Describe how the nominee demonstrates effective employee management and satisfaction; recognized for a motivated, knowledgeable and helpful team.

Business Innovation, Efficiency and Safety: Describe how the nominee demonstrates innovative business practices and technology, and importance of safety in the workplace.

Environmental Stewardship: Describe how the nominee demonstrates exceptional leadership in environmental stewardship and

Community and Industry Leadership: Describe how the nominee demonstrates exceptional professionalism and leadership in local community and the industry and how they are taking steps to improve the image of the agricultural industry. **Please also include a letter from a community or industry organization that the company supported in 2017.**
