

Who Belongs in the Retailer Hall of Fame?

Year in and year out, the people in our industry work tirelessly to give growers the best products and services possible. Sometimes, one individual in a retail business stands out among the crowd year after year as going the extra mile, thanks to extraordinary leadership and vision.

It is time to recognize this individual, the leader, who has consistently demonstrated exceptional performance over time in serving his or her customers, industry, and association. The successful individual will be selected by a committee of peers based on accomplishments in the following areas:

Application Criteria

1. **Impact in the Agri-Retail Industry** – made a significant impact in the agri-retail industry over at least 10 years in the business, and is recognized as having a strong reputation for excellence and professionalism.
2. **Continued Customer Service and Satisfaction** – recognized as setting an industry standard for customer service and satisfaction, and will have a significant number of loyal, longstanding customers as a result.
3. **Effective Employee Relations** – demonstrates proven, effective employee management and retention with a strong team of motivated, well-trained and/or experienced employees while supporting employees with strong compensation packages, training opportunities, and safety initiatives.
4. **Effective Business Strategy** – demonstrates an ability to lead, adapt and thrive using an effective and successful business strategy that has resulted in long-term growth and success of the business.
5. **Community and Industry Leadership** – demonstrates a lifetime of exceptional leadership in the industry and their local community and is recognized as a mentor and an inspiration to others in the industry through their leadership and commitment to excellence.

To submit your application, or to apply on behalf of an outstanding individual at a CAAR member retailer, 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 Hall of Fame Application Form

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

To nominate an outstanding leader at a CAAR member location for the Retailer Hall of Fame Award, please complete the form below, stating **at least one specific example of how the individual excels in each of the 5 critical areas**. Forward the completed form to CAAR by fax at (204) 989-9306 or email lady@caar.org by **Friday, December 1, 2017**.

APPLICATION FORM

Name: _____ Title: _____

Company: _____

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

Ph: _____ Email: _____ Website: _____

Application submitted by:

Name: _____ Company: _____

Ph: _____ Email: _____

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

Impact in the Agri-Retail Industry: Describe how the nominee had a significant impact over at least 10 years in the business and a strong reputation for excellence and professionalism. **Please include a statement from an industry member (supplier, colleague or employee).**

Continued Customer Service and Satisfaction: Describe how the nominee sets industry standard for customer service and satisfaction attracting a significant number of loyal, longstanding customers. **Please include least one reference letter/email from a longstanding customer.**

Effective Employee Relations: Describe how the nominee demonstrates proven, effective employee management and retention with a strong team of motivated, well-trained and/or experienced employees.

Effective Business Strategy: Describe how the nominee demonstrates the ability to adapt and thrive using an effective and successful business strategy that has resulted in long-term growth and success of the business.

Community and Industry Leadership: Describe how the nominee demonstrates a lifetime of exceptional leadership in the industry and local community. **Please include a list of community or industry organizations that the individual has supported over the years.**
