

COUNTRY SAMPLER'S  
**CountryBusiness**

SEND IN YOUR NOMINATIONS FOR

# 10th Annual Retailer & Vendor of the Year

## Previous Retailers of the Year

Tailings Country Store,  
Shullsburg, WI

Cranberry Hollow,  
Lenoir City, TN

Little Red Schoolhouse,  
Independence, IA

Country Furniture & Gifts,  
West Jordan, UT

The Round Barn,  
Andover, MN

Mill Street Junction,  
Green Lake, WI

Apple Tree Gift Shop & Inn,  
Brockport, NY

Pride & Country Gift Shoppe,  
Saginaw, MI

## Previous Vendors of the Year

Honey & Me  
Primitives by Kathy  
Legacy Publishing  
Ohio Wholesale  
J & J Wire  
Country Home Creations



JB Winterberry Company, Wheaton, IL

Homespice  
Décor

## 2006 Winners



**ENTER  
TODAY**

# Retailer of the Year Contest

## Why Enter:

*Country Business*' Retailer of the Year award recognizes outstanding specialty gift stores that exemplify the spirit of independent retailing. In addition to having the honor of being named "the best," this year's winner also will receive gift certificates from several vendors and free airfare and hotel stay for two to the January 2008 Chicago Market: Living and Giving. Take a moment to enter, and we could be showering you with prizes and praises at a special awards presentation!

## What We Are Looking For:

- Strong business management and savvy retail expertise in keeping your business on top of its game
- Creative merchandising skills in choosing inventory and creating displays
- Exemplary customer service
- Outstanding marketing and promotional campaigns
- Community and industry involvement

## How to Enter:

- On a sheet of paper, type or clearly write the store name, owner's name, store address, phone number, Web site, year started and number of employees.
- Submit at least three photographs of the store, including the front of store, the cash/wrap area and one or two displays, accompanied by a brief description of each photo.
- Submit any marketing materials, such as newsletters, advertisements, direct-mail postcards, brochures, etc., created for your business.
- Give detailed answers to the following questions, including examples when possible.
  1. What is the store's location and how does its decor, both inside and out, enhance the overall look of the business?
  2. How does the retailer choose merchandise and what types of merchandise does the store sell?
  3. How does the retailer practice strong business management?
  4. How does the retailer practice exemplary customer service?
  5. How does the retailer innovatively market his or her store in regard to display, advertising/PR or special events?
  6. How has the business grown in recent years, and what are its future goals?
  7. What makes this store unique?



## Official Rules:

Retailers may be nominated by store owners, employees, sales representatives or vendors. Send nomination packet to Retailer of the Year, Dept. SW, 707 Kautz Road, St. Charles, IL 60174. All nomination entries (including photographs) become the property of *Country Business* magazine and cannot be returned. Entries must be received by September 1, 2007. Late entries will not be accepted. *Country Business* is not responsible for lost, late, damaged, misdirected, incomplete, illegible or postage-due mail. The contest is open to everyone except employees of Country Sampler Group, Emmis Publishing LP, affiliated companies, agents and the immediate families of each. All applicable federal, state and local laws apply. All decisions will be made by the *Country Business* awards committee, and all decisions are final.

## Prizes:

### First-Place Winner will receive:

- A 24k gold-plated trophy on a marble base
- Free airfare and a three-night hotel stay for two to the January 2008 Chicago Market: Living and Giving in Chicago, Illinois
- Numerous gift certificates from various vendors
- A store profile published in the February 2008 *Country Business* magazine
- Recognition during a special awards ceremony at the January 2008 Chicago Market
- A professionally written press release
- A digital image of the *Country Business* Retailer of the Year logo

### Two Runners-Up will receive:

- Engraved plaque and various prizes
- A store profile published in *Country Business*
- Recognition during an awards ceremony

## Deadline:

September 1, 2007

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