

2017 Best Birding Retailer's Awards

Sponsored by Gold Crest Distributing

Official Nomination Form

Please complete your nomination for a store that, in your opinion, demonstrates conscientious effort in advancing the birding hobby and industry through their attention to merchandising, marketing, product selection, and community involvement.

After review by an Award Selection Team, category winners will be announced and presented their awards at the 2017 Wild Bird Expo™ in Mexico, Missouri October 4th, 2017 at the Wednesday evening Share Night event.

Best Large Store with a Birding Emphasis (over 1,800 sq. ft.)

Must be a veteran specialty retailer with a primary emphasis on birding and backyard nature products, customer education, and community outreach. The ideal candidate would subscribe to ethical business practices and project an image of integrity in their daily operations. This retailer should have a store space over 1,800 sq. ft.

Best Small Store with a Birding Emphasis (less than 1,800 sq. ft.)

Must be a specialty retailer with a primary emphasis on birding and backyard nature products, customer education, and community outreach. The ideal candidate would subscribe to ethical business practices and project an image of integrity in their daily operations. This retailer should have a store space of less than 1,800 sq. ft. and not be considered a "branch" of any other store.

Best Birding Department (in a multi-Line store)

Must be a retailer that carries multiple product lines, including a separate wild bird department. The ideal candidate would have a trained staff or department manager knowledgeable in birding products that could advance the hobby of birding to meet their customers' needs. Possible candidates could include select garden centers, farm and home stores, and hardware stores.

Best Birding Department (as a funding source for a nonprofit organization)

Must be a specialty retailer directly affiliated with a non-profit organization that advances the hobby of birding through sales of birding-related and nature products. This store may also provide customer education on birding in harmony with their organization's mission. Candidates include stores that directly support bird sanctuaries, wildlife refuges, conservation and wetlands projects, bird rescue and rehabilitation efforts, and bird-specific educational associations

(Continued)

Official Nomination Form

Best Birding Retailer's Awards

Please nominate the birding retailer you think has demonstrated and projected the best in merchandising, marketing, best system practices, community involvement, and customer education that further advances the birding hobby.

Please check next to the category your nominee best fits. You are not limited to one nomination and may nominate several candidates. Additional nomination forms are available upon request to Dawn@goldcrestdistributing.com.

Best Large Store with a Birding Emphasis (over 1,800 sq. ft.)

Best Small Store with a Birding Emphasis (less than 1,800 sq. ft.)

Best Birding Department (in a multi-Line store)

Best Birding Department (as a funding source for a non-profit organization)

The Candidate Search Committee will present their findings and recommendations in September 2017 to the Award Selection Team. The AST, made up of birding business industry leaders, will further evaluate the candidates using established criteria. Criteria considered includes sales volume (total and per/sq. ft.), growth trends, product lines, merchandising, advertising, customer communication (websites, social media), and overall impact in their community and beyond. Winning Retailers will be announced at the 2017 Wild Bird Expo™, October 3-5th, in Mexico, Missouri.

I nominate _____

Located in _____, _____

For the award of: _____

Reasons: _____

Your Signature _____

Printed Name _____

Your Position _____

Company/Store _____

Date _____

**Return nomination form to Attn: Dawn, Gold Crest Distributing, Box 157, Mexico, MO 65265
OR scan/email to dawn@goldcrestdistributing.com. Your prompt response is appreciated!**

Please return ALL nomination forms no later than 9/1/17!