

WF&FSA
FLORISTS' REVIEW

retail florist
OF THE YEAR

2011 Retail Florist of the Year entry form

Deadline for Submissions - December 31, 2010

WF&FSA MEMBER WHO SUPPLIED ENTRY FORM

(stamp or print wholesalers name here)

STORE NAME _____

CONTACT NAME _____

MAILING ADDRESS _____

PHONE _____ FAX _____

E-MAIL _____

WEB SITE _____

Number of locations _____

Number of years in business _____

Number of employees _____

Number of delivery vehicles _____

Square footage _____
(Primary location, if multiple stores)

Requirements: Each entry package must include the following:

1. Completed entry form
2. Photos of each principal (store owner, operator, etc.)
3. Supporting photos and materials as well as description for each of the **8 Key Areas of Business**

Send your submission in an organized package to:

2011 Retail Florist of the Year Contest
Wholesale Florist & Florist Supplier Assn.
Suite 302, 147 Old Solomon's Island Rd.
Annapolis, MD 21401

For additional information,

call (888) 289-3372 or e-mail info@wffsa.org



2011 Retail Florist of the Year Contest Guidelines

The 2011 Retail Florist of the Year contest (co-sponsored by *Florists' Review* magazine and WF&FSA) is a contest that seeks out and salutes successful U.S. and Canadian florists.

Who can enter?

Candidates for the Retail Florist of the Year must be **traditional floral retailers** operating in the United States or Canada who are in good standing with their suppliers and have been in business for a minimum of two years.

When is the entry deadline?

All submissions must be received on or before **December 31, 2010**.

How will submissions be judged?

A panel comprising the current WF&FSA president, *Florists' Review's* publisher and editorial director, the reigning "Retail Florist of the Year" and another respected wholesale supplier and/or retail florist will evaluate each submission in the following key areas:

1. Visual Merchandising and Display, Store Design, and Image	20 points
2. Advertising, Marketing and Promotions	20 points
3. Flower Variety and Quality	10 points
4. Customer Service Policies and Programs	10 points
5. Employee Benefits and Training	10 points
6. Business Achievement	10 points
7. Floral Industry Involvement	10 points
8. Community Involvement	10 points

All entry judging is confidential.

How and when is the winner notified?

The winner will be notified by telephone in **January 2011**. The award presentation will occur at the **2011 WF&FSA Convention**.

Are there any "honorable mentions"?

In addition to the prestigious Retail Florist of the Year award, we will recognize three other florists for their outstanding efforts in the following categories:

- **Outstanding Visual Merchandising and Display**—Awarded to the florist who displays the best presentation in the following areas of the

shop: showroom/sales floor, window and in-store displays, cooler, checkout counter, design room/workroom.

- **Outstanding Advertising, Marketing and Promotions**—Awarded for the most effective print advertising (newspaper, magazine, Yellow Pages, etc.), direct-mail and e-mail promotions (postcards, coupons, event invitations, fliers, etc.), in-store promotions and other events, Web site, etc.

- **Outstanding Community Involvement**—Awarded for superior involvement in organizations and programs that benefit the community or state in which the florist is located.

What does the winner receive?

Along with fame among peers and in the community, the **Retail Florist of the Year** winner will receive:

- \$1,000
- A keepsake plaque engraved with his or her shop's logo
- A trip for two, including complimentary airfare, hotel and registration, to the 2011 WF&FSA Convention.
- Recognition at a special breakfast ceremony at the convention
- A feature article in the June 2011 issue of *Florists' Review* magazine and on www.floristsreview.com

The three recipients of the "Outstanding Visual Merchandising and Display," "Outstanding Marketing and Promotions" and "Outstanding Community Involvement" categories also will receive keepsake plaques and be featured in issues of *Florists' Review* and on the magazine's Web site.



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image. . . 20 points

Please submit photos requested. Include a brief description with each photo submitted.

Store Exterior and Signage

Description _____



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image . . continued

Please submit photos requested. Include a brief description with each photo submitted.

Showroom/Sales Floor

Description _____



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image . . continued

Please submit photos requested. Include a brief description with each photo submitted.

Display Vignette #1

Description _____



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image . . continued

Please submit photos requested. Include a brief description with each photo submitted.

Display Vignette #2

Description _____



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image . . continued

Please submit photos requested. Include a brief description with each photo submitted.

Display Vignette #3

Description _____



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image . . continued

Please submit photos requested. Include a brief description with each photo submitted.

Display Cooler(s)

Description _____



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image . . continued

Please submit photos requested. Include a brief description with each photo submitted.

Checkout Counter

Description _____



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image . . continued

Please submit photos requested. Include a brief description with each photo submitted.

Design Room/Workroom

Description _____



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image . . continued

Please submit photos requested. Include a brief description with each photo submitted.

Delivery Vehicle(s)

Description _____



2011 Retail Florist of the Year

1. Visual Merchandising and Display, Store Design, and Image . . continued

Please submit photos requested. Include a brief description with each photo submitted.

OPTIONAL

Miscellaneous photo of your choice
(consultation room/area, telephone sales, office area, etc.)

Description _____



2011 Retail Florist of the Year

2. Advertising, Marketing and Promotions

..... 20 points

Please submit copies of current **print advertising** (newspaper, magazine, Yellow Pages, etc.). Attach a minimum of 2 samples; maximum of 5. Photocopy this page if additional pages are necessary. Please include title and date of publication.

Print Advertising Sample #1

Description _____



2011 Retail Florist of the Year

2. Advertising, Marketing and Promotions

..... continued

Please submit copies of current **print advertising** (newspaper, magazine, Yellow Pages, etc.). Attach a minimum of 2 samples; maximum of 5. Photocopy this page if additional pages are necessary. Please include title and date of publication.

Print Advertising Sample #2

Description _____



2011 Retail Florist of the Year

2. Advertising, Marketing and Promotions

..... continued

Please submit copies of current direct-mail promotions (postcards, coupons, event invitations, fliers, etc.). Attach a minimum of 2 samples; maximum of 5. Photocopy this page if additional pages are necessary. Please include a brief description of the direct-mail piece.

Direct Mail #1

Description _____



2011 Retail Florist of the Year

2. Advertising, Marketing and Promotions

..... continued

Please submit copies of current direct-mail promotions (postcards, coupons, event invitations, fliers, etc.). Attach a minimum of 2 samples; maximum of 5. Photocopy this page if additional pages are necessary. Please include a brief description of the direct-mail piece.

Direct Mail #2

Description _____



2011 Retail Florist of the Year

2. Advertising, Marketing and Promotions

..... continued

Please submit a copy of a recent e-mail marketing promotion, describe the promotional offer and provide other pertinent details (number of recipients, response rates, etc.).

E-mail Marketing Promotion

Description _____



2011 Retail Florist of the Year

2. Advertising, Marketing and Promotions

..... continued

Please print a screen shot of your Web-site home page.

Web-Site Home Page

Description _____



2011 Retail Florist of the Year

2. Advertising, Marketing and Promotions

..... continued

Please submit a copy of articles about your business, you or your employees, etc. or describe any broadcast media coverage you have received.

Media Exposure/Public Relations



2011 Retail Florist of the Year

3. Flower Variety and Quality

..... 10 points

Please submit two photos of arrangements that represent the style of your shop.

Arrangement #1



2011 Retail Florist of the Year

3. Flower Variety and Quality

..... continued

Please submit two photos of arrangements that represent the style of your shop.

Arrangement #2



2011 Retail Florist of the Year

3. Flower Variety and Quality

..... continued

Please submit two photos of your in-store fresh flower selection.

Fresh Flower Selection #1



2011 Retail Florist of the Year

3. Flower Variety and Quality

..... continued

Please submit two photos of your in-store fresh flower selection.

Fresh Flower Selection #2



2011 Retail Florist of the Year

3. Flower Variety and Quality

..... continued

Please submit one photo of your in-store plant selection.

Plants



Care and Handling

Describe your daily care and handling procedures below, or attach your printed policy.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.



2011 Retail Florist of the Year

3. Flower Variety and Quality

..... continued

Flower Selection

Please provide a list of the most distinctive fresh cut flowers that you regularly stock on a weekly basis.

- | | |
|-----------|-----------|
| 1. _____ | 11. _____ |
| 2. _____ | 12. _____ |
| 3. _____ | 13. _____ |
| 4. _____ | 14. _____ |
| 5. _____ | 15. _____ |
| 6. _____ | 16. _____ |
| 7. _____ | 17. _____ |
| 8. _____ | 18. _____ |
| 9. _____ | 19. _____ |
| 10. _____ | 20. _____ |

Others



2011 Retail Florist of the Year

4. Customer Service

..... 10 points

Please submit specific examples of how your shop provides exemplary customer service.

A. Explain your customer service policies regarding handling customer complaints and resolving problems _____

B. State your fresh product guarantee (flowers and plants) _____

C. Describe extraordinary special services provided by your store (after-hours delivery, off-site consultations, etc.) _____

D. Other pertinent examples _____



2011 Retail Florist of the Year

5. Employee Benefits and Training

..... 10 points

Describe your employee benefits package.

A. Paid vacation _____

B. 401(k) or other retirement plan _____

C. Insurance (health, life, disability, dental, etc.) _____

D. Continuing education (explain the education/training programs you offer your employees; include in-store programs and participation in formal classes) _____

E. Paid florist association dues, etc. _____

F. Paid shop uniforms _____

G. Other benefits _____



2011 Retail Florist of the Year

6. Business Achievement

..... 10 points

Describe details of your retail store's recent business accomplishments.

A. Awards (local and national, industry and non-industry) _____

B. Store expansion or renovation _____

C. Sales growth achievement, etc. _____

D. Overcoming adversity/challenges _____

E. Other _____



2011 Retail Florist of the Year

7. Floral Industry Involvement

..... 10 points

List organizations of which you are a current member, and list any special positions you or your staff hold or have held within those organizations (include years).

- A. _____

- B. _____

- C. _____

- D. _____

- E. _____



2011 Retail Florist of the Year

8. Community Involvement

..... 10 points

Describe your involvement in organizations or programs that benefit your community.

Please attach documentation if available.

A. _____

B. _____

C. _____

D. _____

E. _____
