



Call for Nominations!

2009 ARA RETAILER OF THE YEAR

Sponsored by

Monsanto Company, the Agricultural Retailers Association (ARA) and *Ag Professional* magazine

Winner Receives

- Two round-trip airline tickets to the ARA Conference & Exposition, December 1 – 3.
- Two-night accommodations at the Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach, Florida.
- VIP Dinner with Monsanto representatives and ARA officers.
- Two-page article in *Ag Professional* magazine spotlighting retail facility.
- Special award presentation at the ARA Conference & Exposition.
- A beautifully cut lead crystal award to display at retail facility.
- **Bonus:** Round-trip flight aboard Monsanto's corporate jet for an overview of biotech research and industry meeting senior executives.

Nomination Deadline: September 15, 2009



ARA RETAILER OF THE YEAR CRITERIA

Do you know someone who consistently outperforms other retailers? Someone who exceeds customers' expectations? Someone who successfully leads by outstanding and innovative business practices? Then you know someone who should be nominated for the "ARA Retailer of the Year Award." Specific criteria are outlined below. ***Nominations must be received by September 15, 2009.***

Criteria:

1. Effective Employee Relations

- Hires, trains and retains highly skilled, professional employees
- Competitive compensation & benefits plan
- Commits resources for employees to participate in professional certification and/or self improvement programs

2. Environmental Stewardship

- Respect for the environment beyond compliance
- Implements daily practices that improve the environment and the image of our industry

3. Reliability

- Meets customer expectations, especially during the busiest time of the year
- Implements practices to reduce downtime (fleet management, preventive maintenance, etc.)

4. Community & Industry Leadership

- Civic involvement
- Local, state and national industry association involvement

5. Relationship Building

- Continually refines strategic alliances with customers, suppliers, employees and state and local governments
- Manages insurance coverage in today's environment

6. Technology Utilization

- Embraces a business philosophy that maximizes revenue service streams by focusing on profitable customer services
- Turns raw customer data into more profitable crop production decisions

7. Innovative Business Practices

- Optimizes changing markets by providing personalized services (value added)
- Strives to diversify business strategies
- Implements cutting-edge management tools in all facets of retail business

Help us to recognize the "Best of the Best" — nominate the retailer you most highly regard for "ARA Retailer of the Year" today! **Nominations MUST be received by September 15, 2009!**



ARA RETAILER OF THE YEAR NOMINATION

Retailer Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Submitted By: _____

Written Comments (If necessary, please submit additional pages.): _____

Deadline: September 15, 2009



Return to:
AGRICULTURAL RETAILERS ASSOCIATION
Attn: Michelle Hummel
Director of Marketing & Communications
1156 15th Street, NW
Suite 302
Washington, DC 20005

T: (202) 457-0825 F: (202) 457-0864 E-mail: michelle@aradc.org