



APPLICATION FOR WATER GARDEN NEWS RETAILER OF THE YEAR

Do you have interesting and innovative ways of running a business that sells pond and water garden products? If so, you might be *Water Garden News*' 2012 Retailer of the Year.

Tell us about your store's promotions, policies and services. The more details you provide, the more we will learn about you and your business, which helps in selecting the Retailer of the Year.

**APPLICATION
DUE DATE
Nov. 1,
2012**

**Get the RECOGNITION YOU DESERVE:
Apply for the *Water Garden News*
awards today!**



Use additional paper as needed.

We will announce the winner in the November/December 2012 issue of *Water Garden News* and on WaterGardenNews.com in November. The winning retailer will be added to the *Water Garden News* 2013 Advisory Board for regular consultation about story ideas, industry insights and product questions.

This year's sponsor, **Little Giant**, will award the winner a \$1,500 credit toward its products. **Questions? Contact Sandy Chebat at 949-855-8822 ext. 3406 or schebat@bowtieinc.com.**

General Information

Business name: _____

Contact and position/title: _____

Do you read *Water Garden News* regularly? Yes No Do you have Internet access? Yes No

Address (if more than one location, please provide all addresses):

Street _____

City _____ State _____ ZIP _____

Phone: _____ Fax: _____

Email: _____ Website: _____

If you have a website, how is it used? Information Product sales Both informative and product sales

Number of stores as of Dec. 31, 2012: _____ Sales-floor square footage: _____

If two or more stores, what is the average sales-floor square footage? _____

Number of employees: Full time: _____ Part time: _____ Seasonal: _____

Inventory and Services

Main product distributor: _____

Main livestock distributor (if applicable): _____

Products carried (check all that apply):

- Amphibians Pond fish Aquatic plants
- Reptiles Gifts Other (describe) _____
- Pond equipment Wild bird

Livestock sold (check all that apply):

- None Fish, koi Amphibians
- Fish, goldfish Fish, other Reptiles
- Other (describe) _____

Services offered (check all that apply):

- New installation Veterinary services Retrofit
- Educational seminars Maintenance Pond tours
- Delivery Water testing Other (describe) _____

About Your Business

TRAINING: Describe in detail your employee training procedures.

COMMUNITY SERVICE: Describe in detail your involvement in community, professional or service groups in the past year.

POND LIFESTYLE: Explain in detail how you promoted the pond lifestyle in your community in the past year.

PROMOTION: Describe in detail your most successful, innovative in-store point-of-purchase promotion in the past year. Explain why it was a success.

MARKETING: Describe in detail your most successful marketing promotion in the past year. Explain why it was a success.

COMPETING IN THE MARKETPLACE: What steps did you take in the past year to more effectively compete in your market? Explain why they worked.

IMPACT ON BUSINESS: What single factor do you think will have the greatest impact on your business in the next three years? Why? What are you doing to prepare for it?

HONORS: What honors or awards has your business received? How has it been recognized?

RETAIL ADVISORY BOARD: As a member of the retail advisory board, what area of expertise can you contribute to *Water Garden News*?

ADDITIONAL INFORMATION: Please add any other information that you want us to know about your business.

Form completed by: _____

Position/title: _____

Mail your completed application packet to:
Water Garden News
Retailer of the Year
3 Burroughs, Irvine, CA 92618

BowTie Inc., publisher of *Water Garden News*, reserves the right to disqualify participants at its discretion. Entries become property of BowTie Inc. and will not be returned. The information provided might be used in future promotions, articles and features for the Retailer of the Year competition.