

Gold Standard Retailer Award



To Our Valued Members:

The WFCGA believes in giving recognition where recognition is due. That's why we are recognizing and rewarding excellence in our retailer community with our Gold Standard Award.

The award, to be given annually during Surfaces, will be given to one exemplary business that has well-demonstrated the standards of a WFCGA member and has created an outstanding consumer retail experience.

The Gold Standard Award winner will be rewarded with \$5,000, a trophy, featured in trade advertising and will be honored with a custom designed seal for their business entrance.

It is time to begin the process of nominating outstanding retailers. In the following pages you will find all of the information necessary for you to submit your store or nominate a retailer, as well as the judging criteria. The information packet is also available on our website: www.wfca-pro.org.

Please note that the entry deadline is December 31. All entry material will be treated with complete confidentiality and will be reviewed only the judging panel.

If you have any questions, please contact the membership department at 1-800-624-6880 or info@wfca.org.

Sincerely,

*D. CHRISTOPHER DAVIS
President & Chief Executive Officer
World Floor Covering Association*



Guidelines for nomination eligibility:

- Member in good standing of the WFCA.
- Must have been in business for at least three years.
- Clean BBB report.
- Anyone may nominate a retailer they believe meets the criteria or companies may nominate themselves.

Gold Standard Award Criteria:

Once a store has met all of the above eligibility criteria, the winner will be selected based on the following:

- **Knowledge:**

Knowledgeable management and staff who work to keep actively informed on the industry.

- **Customer Service:**

Providing courteous service, and offering customers help throughout the purchase process.

- **Quality of Store Image:**

Must maintain a clean, professional, well-maintained store – both inside and out.

- **Adherence to the WFCA Code of Conduct.**

Nomination Information and Questionnaire



Store Name _____

Store Owner _____

Address _____

City _____ State _____

Zip _____ Telephone (day) _____

Fax _____ Telephone (evening) _____

E-mail _____ Web site _____

Nominating Organization and/or Individual:

Name _____ Company/Organization _____

Telephone (day) _____ Fax _____

E-mail _____

Please complete the questionnaire and include the following information and supporting evidence where possible:

If you are nominating another store, please leave this section blank.

- Testimonials/endorsements
- Examples of media coverage, press releases, etc.
- Marketing or promotional material about your store

1. Describe creative and innovative ways in which you have merchandised your store that enhance the customer experience (i.e. Design center, lounging space, children's area).



2. Describe how your store is involved in your community/charitable causes.

3. How would you describe your approach to customer service? Please give one or more examples of how you provided excellent customer service.

4. What have you done to (a) retain existing customers? (b) win new customers?



5. How do you ensure you keep your product knowledge up-to-date?

6. What new ideas did you introduce to your business in the last 12 months and how successful have they proved?

7. What plans do you have to improve your business over the next 12 months?



8. What sets your store apart from others making it truly outstanding?

9. How are you coping with the current economic crisis and its impact on business?

10. How important is your staff to your success? What specific measures do you have in place to increase employee retention?

Nomination Period:

The deadline for nominations is December 31. Entries must be postmarked or emailed by no later than midnight on this date to be eligible.

Submission Process:

Only entries by email and mail will be accepted. Entries by mail should be directed to:

Gold Standard Award
WFCA
2211 East Howell Avenue
Anaheim, CA 92806

Entries by email should be sent to: goldstandard@wfca.org

All entries must be accompanied by 3 store images. These photos may be hard copies, digital photos or DVDs. Digital photos should be in JPEG, GIF, or TIF format and must be 500k or less in size.

The WFCA is not responsible for lost, incomplete, late or misdirected entries.

Notification:

The Gold Standard winner will be presented at SURFACES 2011.

Gold Standard Award winners will be rewarded with \$5,000, a trophy, featured in trade advertising and will be honored with a custom designed seal for their business entrance.