



2010 GMA Retail Honors

Purpose:

The Grocery Manufacturers Association (GMA), the worlds' leading food beverage and consumer products trade organization, is pleased to announce the launch of its inaugural Retail Honors Program. GMA's Retail Honors Program provides an opportunity for GMA members to *recognize* and *inspire* their trading partners in the retail community in sustained excellence in performance, collaboration and innovation.

Eligible Nominees:

US retailers and wholesalers in all channels of trade are eligible to be nominated. The GMA Retail Honors Steering Committee will carefully consider the number of nominations, award criteria rankings and written comment submissions in determining winners in each category. The nomination window will be open from July 28 to Sept. 28, 2010. GMA manufacturer and sales agency members are eligible to nominate retailers in three award categories:

- Retailer of the Year
- Most Collaborative Retailer
- Most Innovative Retailer

GMA Retail Honors Dinner:

Awards will be given at the GMA Retail Honors Dinner on November 9, 2010 at the Naples Grande in conjunction with GMA's Shopper Momentum Conference.

GMA Retail Honors Steering Committee:

Tracy VanBibber, Senior Vice President & Chief Customer Solutions Officer, The Dial Corporation
 Dan Vucovich, Vice President, Global Chief Customer Officer, The Hershey Company
 Dave Jones, Vice President, Industry Initiatives, Kellogg Company
 Joe Bivona, Vice President, Customer Development, Time, Inc.
 Peter Thompson, Director, Customer & Industry Development, Colgate-Palmolive Company
 John Saidnawey, President & COO, Johnson O'Hare Company

Awards Nomination and Selection Process:

- Nominations will be accepted from July 28-September 28, 2010
- One winner will be selected in each category
- The GMA Retail Awards Steering Committee will review nominations and tally results.
- Winners will be notified in September of their status
- Winners will be honored at the GMA Retail Honors Awards Dinner on Nov. 9, 2010 at the Shopper Momentum Conference in Naples FL.

Please contact the following for more information or questions about the GMA Retail Honors Dinner:

Brian P. Lynch
 Director, Sales & Sales Promotion/Industry Affairs
 Grocery Manufacturers Association
 1350 I Street, NW, Suite 300, Washington, DC 20005
 P: 202-295-3976

blynch@gmaonline.org
www.gmaonline.org

Submitting Contact (GMA may reach out to discuss your submitted nomination should we have any questions):

Name: _____

Company: _____

Address: _____

Phone: _____ Email: _____



Retail Honors Nomination Form (non electronic)

Directions:

Please nominate one retail organization per award category. Under each award please rank the award criteria (Developing Capabilities / 3= Strength / 5 = Best in Class). Votes and strongest criteria rankings for each award category will be evaluated to determine award winners. One winner will be selected per award category. Completed nomination forms will be reviewed by the GMA Retail Honors Steering Committee in September.

Confidentiality:

All nominating parties will remain strictly confidential, unless GMA obtains expressed permission directly from the nominating party to reference their identity or feedback in any related materials/promotions.

Criteria Rating: Developing Capabilities / 3= Strength / 5 = Best in Class (check box)

Retailer of the Year (retailer only)

Nominee Name: _____

- Delivers top and bottom line growth 1. 2. 3. 4. 5.
- Has shopper loyalty 1. 2. 3. 4. 5.
- Has a strategic growth plan that excites the industry 1. 2. 3. 4. 5.
- Strongest partner on collaborative plans 1. 2. 3. 4. 5.
- Excellence in execution in store 1. 2. 3. 4. 5.
- Is a trusted and respected partner 1. 2. 3. 4. 5.
- Employees appreciate working for their Employer 1. 2. 3. 4. 5.

Additional Comments (please limit to 250 words/ 1 Page or less):

Most Collaborative (retailer only)

Nominee Name: _____

- Participates in joint business planning 1. 2. 3. 4. 5.
- Partners to make programs/shopper marketing bigger & better 1. 2. 3. 4. 5.
- Shows flexibility in planning as the year unfolds 1. 2. 3. 4. 5.
- Quality engagements (including Top to Tops) throughout the year to ensure we are on track 1. 2. 3. 4. 5.
- Collective scorecarding 1. 2. 3. 4. 5.
- Celebrates successes and failures together/
Learns collectively: i.e. what's working and what's not. 1. 2. 3. 4. 5.

Additional Comments (please limit to 250 words/ 1 Page or less):

Most Innovative (retailer only)

Nominee Name: _____

- Partners on new ways to go to market 1. 2. 3. 4. 5.
- Tests new concepts on a regular basis 1. 2. 3. 4. 5.
- Truly turns insight into action 1. 2. 3. 4. 5.
- Innovative marketing/shopper marketing campaigns 1. 2. 3. 4. 5.
- Open culture and listens to new thinking 1. 2. 3. 4. 5.
- Excels in new item excellence 1. 2. 3. 4. 5.
- Caring sustainability innovator 1. 2. 3. 4. 5.

Additional Comments (please limit to 250 words/ 1 Page or less):

Nominated Retailer Contact:

Please list a contact at the retail organization GMA may follow with should the nominee be selected as a winner.

Name: _____

Company: _____

Address: _____

Address: _____

Phone: _____ Email: _____

GMA Retail Honors Winner Acceptance Guidance:

- Accept the award on behalf of nominated retailer (either at the corporate or banner level)
- Send a senior level executive (VP or above) to accept the Award at the Dinner
- Agree to be listed/profiled as winner on dinner promotion material and related GMA websites
- Agree to be quoted/referenced in GMA Press Release announcing winners