

CFA AWARDS NOMINATION FORM

Connecticut Florist of the Year

I hereby nominate _____ of (business) _____ for The CFA Award "Connecticut Florist of the Year 2009".

1. Please describe the nominee's outstanding accomplishments in the florist business.

2. For how long and where has the nominee worked in Connecticut's floral industry? (A minimum of five years is required.)

3. How has the nominee given exceptional time and service to the floral industry through floral, organizations and events? _____

4. Please describe the nominee's record of public and civic involvement in local, state, or national levels.

5. How has the nominee distinguished himself or herself as a leader and an innovator in the floral industry?

NOMINATED BY: (print name) _____

Shop _____ Date _____

Signature _____

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RETURN BEFORE JUNE 1 TO:
CFA, 590 Main Street-Bart Center,
Monroe CT 06468



**Connecticut
Florists
Association**

CFA Marketing Award

I hereby nominate _____
of (business) _____
for "The CFA Marketing Award 2009".

1. Please describe generally how the nominee has been both successful and creative in marketing and/or promoting his/her business?

2. Please provide, if possible, actual examples of the nominee's marketing efforts and tools, such as copies of advertisements, promotional items, press releases, etc.

3. Please describe the nominee's campaigns, slogans, and/or ideas and their uniqueness.

4. Please describe the results of the nominee's marketing efforts. Did they result in increased consumer traffic, calls, or sales? _____

NOMINATED BY: (print name) _____
Shop _____ Date _____
Signature _____

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CFA AWARDS NOMINATION FORM

Award for Florist Improvement

I hereby nominate _____ of (business) _____ for "The CFA Award for Florist Improvement 2009".

1. Please describe how the nominee has made significant improvements to his/her business in the areas of store facility renovation, overall business layout, relocation, new construction, and/or design of store displays: their costs, materials, lighting, fixtures, equipment, color, signage, techniques, etc.

2. Actual photos of the nominee's facilities before and after the improvements must be submitted. (The Awards Committee may, at its option, make on-site visits to finalists' facilities.)

3. Why did the nominee make these improvements to his/her facilities? What motivated the improvements?

4. Please describe the results of the nominee's improvements. Did they result in increased consumer traffic, calls, or sales? _____

5. Describe the especially clever, unique, esthetic, and/or practical ideas incorporated into the nominee's renovation.

NOMINATED BY: (print name) _____

Shop _____ Date _____

Signature _____

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**Connecticut
Florists
Association**

CFA AWARDS NOMINATION FORM

Friend of Floristry Award

I hereby nominate _____
of (organization) _____
for "The Connecticut Friend of Floristry Award 2009".

1. Please describe generally how the nominee has supported Connecticut's floral industry.

2. What motivated this particular individual to be of assistance to our industry?

3. At what costs or sacrifices did the nominee support Connecticut's floral industry?

NOMINATED BY: (print name) _____
Shop _____ Date _____
Signature _____

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**Connecticut
Florists
Association**