

South Dakota Retailer of the Year Award Nomination (Deadline: Nov. 3, 2017)



WHO YOU ARE NOMINATING

DATE _____

Name/s of person/people you are nominating _____

Name of nominee's business _____

Mailing address _____ City _____

State _____ Zip _____ Phone number _____

Type of business _____

Does the nominee own or manage the business? Own Manage

SUBMIT TO:
SDRA • PO Box 638 •
Pierre, SD 57501
-or fax 605.224.2059
-or email donna@sdra.org
Questions? 800.658.5545

HOW DO YOU KNOW THE NOMINEE? (Check as many as apply):

- I am a customer
- We have a business relationship
- We belong to the same organization
- I am an employee
- I am related to the nominee
- Other _____

TELL US ABOUT THE NOMINEE

You can use this form to answer questions about the person you're nominating, or you are welcome to provide information about the nominee on a separate sheet or sheets of paper, or via email. You are very welcome to include other letters of support, newspaper clippings, and other information.*

How long has the nominee owned/managed this business? (To be eligible, must be in business 5 years or more) _____

Why do you think this person should win this award? What makes them stand out from the crowd? _____

Tell us about the business they operate; what is special about the business? _____

What organizations or special projects are they involved in, either through volunteer work or financial contributions? _____

YOUR CONTACT INFORMATION

Your name _____ Phone number _____

Your address _____ City _____

State _____ Zip Code _____ Email _____

***NOTE:** The more specific information you supply, the better. And while it isn't necessary to include letters of support from other people, input from more than one person does help the Awards Committee get a clearer idea of why you believe this person/people deserve to be named Retailer of the Year.



October 31, 2017

South Dakota Retailers Association (SDRA)
320 Capitol Ave
Pierre, SD 57078

RE: Nomination for South Dakota Retailer of the Year – Larry & Peggy Olson Larry's Heating & Cooling/Slumberland Furniture

I would like to nominate Larry's Heating & Cooling/Slumberland Furniture, (Larry & Peggy Olson) for the South Dakota Retailer of the Year. These two businesses are a couple of gems in our community that everyone in Yankton knows, but I don't think know the magnitude in which they help the community.

Larry & Peggy Olson started Larry's Heating & Cooling in 1981. They used their last \$20 to purchase business cards and take out an ad letting people know he would service their HVAC any time, day, or night. To this day, when a customer calls for service day or night, they will get a human voice that will answer the phone. This seems to carry over in the personal lives of Larry and Peggy, when someone needs something they are always a phone call away. In 1992, they built a new storefront and soon after expanded adding more store fronts for businesses in Yankton. In 1997, they purchased a larger building and in 1998, purchased the Slumberland Furniture franchise. In 2017, they opened their newly renovated building. With over 20 employees and revenue in excess of \$4.2 million, their dream has paid off. Larry & Peggy are also the owners of two laundromats, multiple rental houses, storage units and buildings in Yankton.

They have supported:

- Yankton Little League Baseball
- Yankton Girls Softball
- Parents for a Safe Prom
- Yankton Soccer
- 4-H/ Ice Hockey Rink by donating the dehumidifier for the rink
- 40 Winks - All year they give away mattresses to children that don't have beds and sleep on the floor
- They also have donated many beds to displaced families due to fire or flood
- They have donated a fireplace to The Center so our seniors stay warm

- They are a part of Onward Yankton which help entrepreneurs in our community get their start
- Mutton Bustin' - main sponsor of event for the Riverboat Days Rodeo
- Donated air conditioner for the Yankton Baseball press box
- Gold Sponsor of Lewis & Clark Home Builders Association
- Home for the Holidays - they donated over 40 pieces of furniture to the United Way for families in need
- Larry and Peggy are a driving force behind the Workforce Development Internships Program. This year, they also partnered with Build Dakota Scholarships on a full ride scholarships to their intern.
- They have an A+ rating with the BBB
- Five Star Rating on Home Advisor

This list is just a few of the many things that Larry & Peggy Olson do for the City of Yankton and its people. They are a very unassuming couple that believe in Yankton and strive to make it the best that it can be.

Sincerely,



Carmen Bodden
Yankton Area Chamber of Commerce
803 E. 4th St.
Yankton, SD 57078
(605) 665-3636

October 31, 2017

Nomination for Larry's Heating & Cooling South Dakota Retailer of the Year

Larry & Peggy are pillars in the Yankton community, not only through the businesses they own, but also through their generosity and customer focused ways.

One of Larry's biggest things with Larry's Heating & Cooling is that our customers don't go without heat or cooling. If there are times where a customer must wait for a part to come in to repair their system, it is not an uncommon thing for us to take a new furnace or air conditioner from the warehouse and take parts off that new unit, so we can get the customer up and running. I know of numerous situations where Larry's has drove to Sioux Falls or Sioux City to get parts for our service department, so we could get repairs done that same day. When we run into cases where there is nothing we can do besides wait for parts to come in, Larry has purchased numerous portable air conditioning systems and heaters, so we are able to at least provide some relief for a customer who must wait.

A few years ago, the A/C for the server/communications room at Mt. Marty went out. Larry's immediate solution was to remove a similar A/C unit from his own store at 920 Broadway and installed it at Mt. Marty to prevent them from facing equipment damage or failure.

I've taken phone calls from customers who have seen Larry helping either service technicians or installation crews on different jobs. They are often impressed to see him out there helping, or even cleaning up debris left behind from a recent storm.

Larry & Peggy are truly great employers. They understand employee's situations and that their employees do have families.

Along with the typical benefits of health insurance, 401k, etc. they also send their employees, along with their spouse and children up to the age of 16 on an all expense vacation every 5 years.

Kaylynn Saylor
Office Manager
Larry's Heating & Cooling
2401 Broadway Ave. Ste.3
Yankton, SD 57078
(605) 665-9461

October 31, 2017

South Dakota Retailers Association (SDRA)
320 Capitol Ave
Pierre, SD 57501

RE: 2018 South Dakota Retailer of the Year Award
Letter of Support for Larry and Peggy Olson – Yankton, SD

Dear SDRA Nominations Committee:

This letter is to support the nomination of Larry and Peggy Olson for the 2018 SD Retailer of the Year award. Larry and Peggy play a strong leadership role in workforce development in our community.

- Larry's Heating & Cooling was a pioneer in participating in the pilot Yankton High School Internship Program during spring semester 2016. Larry and Peggy invested in the development of our youth by hiring a high school senior to work as an HVAC intern. They are currently working with a second high school intern in the fall semester 2017.
- Larry's Heating & Cooling was the first employer in our community to partner with the Build Dakota Scholarship, offering their first high school intern a full ride scholarship to the Mitchell Technical Institute HVAC program. [YHS Student Accepts Full Ride Scholarship - Yankton Press and Dakotan](#)



- Larry and Peggy regularly visit with youth about career exploration. Larry and Peggy conduct tours, talk to students and invite students to shadow them and their team. In the fall of 2016, Larry joined the Build Dakota Road Show to enlighten students and parents about the importance of technical education, trades and skills. [Build Dakota Scholarship Working to Educate the State's Next Workforce](#)

- At a spring 2017 Meet and Greet between employers, students and parents, Larry inspired another local employer to partner on a Build Dakota Scholarship. Larry plays a key role in promoting Build Dakota Scholarships in Yankton. [2 YHS Students Receive Double Edge Scholarships](#)

Larry and Peggy strongly and generously support workforce development through example and community leadership. It is an honor to support Larry and Peggy Olson's nomination for 2018 South Dakota Retailer of the Year.

Sincerely,



Rita Nelson, SPHR, SHRM-SCP
Workforce Development Coordinator



October 31, 2017

Dear SD Retailers,

We cannot say enough about Larry and Peggy Olson of Larry's Heating & Cooling/Slumberland. Between the programs they support to the donations they make to the various non-profit community, they continue to give back to Yankton in a big way!

Some of the diverse partnerships this couple has done that is impacting unique and various entities in Yankton includes:

- 1) Serving on the Onward Yankton Board of Directors to help revitalize Downtown and support entrepreneurs
- 2) Supporting the Yankton Hockey Association and the Ice Arena with time, materials and improvements making our arena one of finest in South Dakota for a community our size
- 3) Partnering with the Yankton Convention & Visitors Bureau with materials for our unstaffed Yankton Information Center in the Westroads Mall in Omaha, NE

These are a few things that show just how involved Larry and Peggy and how wide a range their giving and commitment is.

They have been long time Chamber members and are constantly reinvesting in this community. They have expanded both businesses and opened numerous others providing jobs and a better quality of life for the citizens of Yankton.

Thank you in advance for considering Larry and Peggy Olson for the SD Retailer of the Year – they certainly deserve it.

Sincerely,

A handwritten signature in black ink that reads "Carmen Schramm".

Carmen Schramm
Executive Director
Yankton Area Chamber of Commerce

Dear South Dakota Business of the Year Selection Committee,

In April of 2015 a small group of community members wanted to see something “big” happen in Yankton, a game changer that would prompt change momentum. A campaign for “big ideas” was launched seeking community input on big ways to change our community. Over 500 ideas were submitted and a general theme in many of them was “making use of the old Save-U-More building” which had sat vacant for many years and became a stable eye-sore in the heart of the commercial business district. While the group, who named themselves Onward Yankton, agreed that something must be done with the building the funds weren’t available to make the necessary change. An idea that centered on community growth and had less upfront expense was selected.

Thankfully the Olsen’s agreed that a change needed to be made. Shortly after the ideas were published the community learned that the building had been purchased and was going to be renovated. Maybe the Olsen’s had these plans in the works for a while, but the timing appeared directly in line with the community outcry of something needing to be done. Neighboring businesses followed suit with façade upgrades and the positive momentum sparked by this change continues today.

Larry also stepped up to be a board member for the newly formed Onward Yankton non-profit. Most significantly he has helped to renovate a downtown building purchased by the group that is being used as a co-working space. His knowledge of and access to renovation resources was vital to saving the group money and helping the project progress quickly. Larry is a “do-er” and as busy as he was with his own business renovation, he devoted just as much time and energy to the community non-profit project.

The Olsen’s renovation project was exactly the kind of momentum Onward Yankton was hoping to spark. Thank you, Larry and Peggy for devoting your own time and resources for advancing this community, which is at the heart of the mission of Onward Yankton.

Sincerely,

Tabitha Likness

Onward Yankton Board Member and President
VP of Finance & Administration at Mount Marty College
1105 W. 8th St.
Yankton, SD 57078
(605) 668-1011