

South Dakota Retailer of the Year Award Nomination (Deadline: Nov. 2, 2018)



WHO YOU ARE NOMINATING

DATE September 1, 2018

Name/s of person/people you are nominating Lynn Watts

Name of nominee's business Heartstrings, Ltd

Mailing address 218 N. Broadway Ave. City Miller

State SD Zip 57362 Phone number 605 853-3893

Type of business Coffee and Gift Shop

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? See attached

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

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

See attached

YOUR CONTACT INFORMATION

Your name Tammy Caffee Phone number 605 853-3098

Your address 526 N Broadway City Miller

State SD Zip Code 57362 Email tammy@millersd.org

*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.

South Dakota Retailer of the Year Award Nomination

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

For nearly twenty years, Heartstrings has been the center hub of our busy downtown district in Miller. They provide a great gathering place for women and men who desire a steaming cup of coffee (or latte, or espresso) and some good conversation. This coffee shop is certainly more than just coffee! Lynn Watts not only provides delicious gourmet coffee drinks to warm our bodies, she also finds just the right type of home décor to sell in her shop that makes our homes warm and inviting (like her coffee). Lynn should receive this award because she invested in a building, renovated it, and devotes a good share of her time and energy to make this business a success. As her business succeeds, customers find a bit of peace, beauty and social interaction that can be hard to find out on the prairie.

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

Part of being a successful entrepreneur is the ability to pick out quality merchandise that is practical and functional as well as appealing to customers in their everyday lives. There are many departments within the store – home and seasonal décor, kitchen, bath, accessories, gift, floral and gourmet foods. Heartstrings also has a gift center for babies and young children. There is an excellent toy section that includes games that are both educational and age appropriate. Customers might find themselves playing the newest game, racing a car, or even modeling with sand as they go Christmas shopping! With each retail season, Lynn and her staff totally recreate the whole store. She takes the time to embrace each holiday season and gives it all the room available in the store to shine! Lynn puts in long after business hours to accomplish this. And her work is not unnoticed! People drive from all over South Dakota just to visit her store. Heartstrings is a destination store! Because of the store's stellar reputation for excellence, shoppers are drawn here and their shopping benefits the rest of the town as they stay awhile and enjoy other stores and specialty shops in the Miller area.

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

Lynn is a current member and past board member of Miller Civic and Commerce. She started the "Festival of Trees" event at the Hand County Courthouse during December. She is a former high school FACS teacher, and is a past board member of Hand in

Hand Daycare. She was instrumental in helping the daycare find a good fundraising event, "Tour of Tables" where she help to raise thousands of dollars for the daycare during the years she served on the board. Lynn went above and beyond the call of duty by providing numerous raffle baskets during the "Tour of Tables". She brought elegance to the event with her decorative talents and attention to detail. She is always willing to share her talents and generously gives her time to worthy events such as Snow Queen, decorating her church, and leading Cub Scouts when her son was young. Lynn is also a member of P.E.O. and cares very much about the advancement of education for women not only in Hand County and in South Dakota, but for all women around the world. She has a knack for gathering a crowd for a cause and is willing and able to follow through with success. More importantly, Lynn inspires young women who think about entrepreneurship and shows through her example that it is possible to be a successful business owner, a devoted wife and mother as well as a community leader!

November 2, 2018

Dear South Dakota Retailer of the Year Award Committee,

I am writing this letter in support of the nomination of Heartstrings of Miller, South Dakota for your prestigious award. It is difficult to explain what Heartstrings has meant to the economic well being and social environment in Miller. Heartstrings has turned Miller into a destination. Every time I am in the store, I see women shopping that I have never seen before. Because Miller is somewhat centrally located, it is a logical place for family or friends to gather for a day out. The quality of merchandise, friendly service and general ambiance of the store makes it a perfect spot for that special day out. When I am out of town for various events, I often meet people who, upon finding out I live in Miller, will want to tell me stories of making it a point to always stop at Heartstrings if they are travelling through town, or that it is their favorite meeting spot for a "girl's day out".

The quality of merchandise that is offered at Heartstrings means that local residents do not need to travel out of town to buy that special wedding or birthday gift. Nor do we need to travel out of town to buy something new to brighten our personal home décor. The merchandise offered in this store is top quality, trendy, and priced reasonably for the quality. Lynn Watts, the store owner, has a unique gift of knowing her customers and their interests. She knows what people want, and stocks items to appeal to a wide variety of tastes. Lynn is always so helpful in selecting the perfect gift for someone. Her warm greetings to every customer as they enter the store makes one feel an instant part of the Heartstring family.

The coffee bar is the finishing touch on a perfect shopping experience as a wide variety of coffees, teas, and smoothies are offered. Stepping into Heartstrings simply gives us an upscale experience that is not generally found in small, rural, South Dakota towns. What fun it is to escape the mundane and spend a little time some place special.

Thank you for taking the time to consider this nomination.

Eleanor Iverson

1000 W. 2nd St

Miller SD

853-3120

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