

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



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.

South Dakota Retailers Association

Award Nominee Form

Deadline: November 11, 2019

You have been nominated for one of the SD Retailers Association Awards. To complete the nomination process and be eligible for one of the 2020 SDRA Awards, please fill out this form and return to us by the date above.

WHO YOU ARE

Name(s): Kyle Walz

Name of business: Miller Athletic Goods Inc. DBA: Shoe Science

Mailing Address: 3315 East 6th Ave SW City: Aberdeen Zip: 57401

Phone Number: 605-225-5111 Email: shoescience14@gmail.com

Type of business: Footwear Retail

Do you own or manage the business? Own Manage

SUBMIT TO: SDRA Mail: PO Box 638 • Pierre, SD 57501 Fax: 605.224.2059 Email: tharmon@sdra.org Questions? 800.658.5545

ABOUT YOU AND YOUR BUSINESS

You can use this form to answer the questions or email this information. When completing the form, be specific and informative.

What year was your business established? Why did you choose to work in this industry? (2 questions)

Shoe Science was established in 1981 as a Athletes Foot Franchise. We became Shoe Science in 2010 dropping the franchise. I chose this industry because it allows me to make a massive difference in my customers health/comfort. The correct pair of shoes make a large difference in my customer's life.

What is your business philosophy? What makes you and your business stand out from others? (2 questions)

Shoe Science's business philosophy is to fit each individual we meet with the perfect footwear technology. No two feet are made equal and understanding the difference in footwear technology allows us to custom fit individuals in the perfect pair of shoes. Shoe Science stands out from the rest by showcasing out personal touch and interaction. Our customers are family and I, as well as my staff, treat them that way. Whether it's a basketball player coming in yearly for some fresh shoes for the season, a marathoner running their hundreth race, or a child in need of some back to school shoes, we help each on an individual basis, and make sure everyone gets their perfect pair of shoes.

What adversities and challenges has your business faced? What changes have you made to better the business? (2 questions)

All of retail is challenged by online competition. Brick and Mortor is a grind. We have made adjustments to what products and brands we offer in store to compete. There is nothing comparable to trying on a pair of shoes. We let you do that while comparing mulitple different products. We have made it so there is no advantage of shopping online. I have worked personally with families in financial need and made sure they have shoes that will work for them. This is not something online stores will match.

What organizations are you involved in? (Community projects, volunteer work, financial contributions, etc.)

I have served for the last 3 years on a "1 Million Cups" program that has connected us with many other entrepreneurs the region offers. I have also served on the Safe Harbor foundation board for the previous 2 years. I have enjoyed serving as a mentor by being a confirmation sponsor for a young man in our community church programs. There are various fundraisers and auction items that I have given to financially as well as given products to give away. Each program is near to my heart and to my community.