

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): Jennifer Klitzke

Name of business: The Twist Cone

Mailing Address: 503 N 3rd Street City: Aberdeen Zip: 57401

Phone Number: 605.225.9047 Email: twistconeaberdeem@gmail.com

Type of business: Food Service

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)

The Twist Cone opened in June 1970. The owners, Lee & Sandy Klitzke, purchased the business in June 2006. Their daughter, Jennifer, became manager in 2014. Lee & Sandy saw an opportunity to own a unique business and took it. We, as a family, chose to work in this industry because the opportunity arose and it was a good one.

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

Our motto is "A Little Taste of the Good Life." And our mission is "where customer service is a priority." The most distinctive part of our business is its history. We are approaching our 50th Anniversary. We have tried to keep the business as special as it was 49 years ago. As such, we try to remain consistent in the way we serve and the items we serve. Our goal is to serve our products quickly with a smile and a "thank you". We want our customers walking away happy. We also aim to build a relationship with our customers. The great thing about our company is that parents can bring their kids to the get the same great treats they had as a child.

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

I think with any business, our biggest challenge is hiring. Our best way to meet this challenge is by involving our current staff in the recruitment of new employees. Some of our best staff has come by way of current staff. Although we try to keep the main function and most popular items the same, we have upgraded equipment and some of our processes. Mostly, we have worked to increase the speed of our ordering process and some of the functionality of how our products are made. This has overall increased gross sales.

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

Jennifer takes an active role in the Exchange Club of Aberdeen. She is also her church's treasurer and children church director. Lee & Sandy are also very involved in their church. Lee serves on the board and Sandy volunteers in Women's Ministry. Besides, gift cards and items they give away to numerous non-profits and fundraising endeavors through the year - they give annually to the Boys & Girls Club of Aberdeen.