



## **2008.09 SIA SNOWSPORTS RETAILER OF THE YEAR**

### Award criteria:

- 1) Have been in the business for a minimum of five years
- 2) Have been devoted either exclusively or primarily to snowboarding, skiing, telemark, cross-country or snowshoe.
- 3) Have properly handled their financial obligations.
- 4) Have made a direct and major contribution to the snow sports industry via retailing in the following way –
  - innovative/ marketing ideas
  - outstanding retail promotions
  - exemplary customer service
  - other
  - introduction of new snow sport enthusiast, expanding their customer base
- 5) Does the shop carry an expansive product line that will introduce new customers to snow sports?