

VDTA/SDTA Dealer of The Month Form

Company Name Owner Name(s)
Address Phone
City, State, Zip
Web site E-mail address

1. What year was your store established?
2. How many stores do you operate?
3. How many employees do you have?
4. What product lines do you carry?
5. What services do you provide?
6. Is your business family run? Yes No How many generations?
7. What is your age: 40-under 41-50 51-60 61 plus
8. What best describes your business: Vacuum Vac & Sew
Quilt Shop with Sewing Machines Quilt Shop without Sewing Machines
Janitorial Vacuum/Central Vac Other
9. Do you have and maintain e-mail lists of your customers? Yes No
10. Do you have and maintain direct mail lists of your customers? Yes No
11. Do you have a rental program for sewing machines? Yes No
12. Do you rent time on a longarm quilting machine to quilters Yes No
13. Do you offer sewing /quilting classes in your store? Yes No
14. How often do you offer classes Targeted age group?
15. Are you a member of the VDTA/SDTA? Yes No 16. What year did you join?

17. Tell us about the history of your business

18. What community projects do you participate in/or support?

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19. Do your employees volunteer in community projects? Which ones and what do they do?

20. Tell us what makes your shop stand out above the rest in your community.

21. Tell us about marketing plans you have done that draws people to your store.

22. Tell us about any awards received from a manufacturer or from your community?

23. What tips of success or advice do you have for other independent retailers in the industry?

24. How often do you attend the VDTA/SDTA Annual Conventions?

Print and mail this form to: Dealer of the Month, VDTA/SDTA, 2724 2nd Ave, Des Moines, IA 50313.

E-mail this information by clicking the button in the upper left corner. You must be a current member of VDTA/SDTA to be selected as the Dealer of the Month.