
NEWS

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Big Rock Sports Announces 2007 Vendor & Rep Agency of the Year Awards

Newport, NC - Big Rock Sports, headquartered in Newport, NC recently announced their 2007 Vendor and Rep Agency of the Year Awards.

The Vendor Awards are presented to vendors that have achieved excellence in the following categories: Operational Excellence, Marketing Support, Product Innovation, Top Line Sales and Operational Achievements. This category includes one National Overall Award, one National Fishing Award, one National Fall Award and three Regional Awards.

This year's recipients of the Vendor of the Year Awards were announced at the recent 2008 Henry's Dealer Show in Greenville, South Carolina and they are:

Shakespeare - 2007 National Vendor of the Year
Shimano - 2007 National Fishing Vendor of the Year
Winchester Ammunition - 2007 National Shooting Sports Vendor of the Year
Eagle Claw - 2007 Eastern Region Vendor of the Year
Springfield Armory - 2007 Western Region Vendor of the Year
Normark - 2007 Central Region Vendor of the Year

Big Rock Sports awards three regional Representative of the Year Awards. Nominees for the Rep Agency of the Year Award must have achieved excellence in the following categories: Two-Step Distribution, Field Sales Force Excellence, Excellence in Vendor Partnering and Professional Excellence. This year's Rep of the Year Award went to the following nominees:

Wild West Marketing 2007 Western Region Rep Award
Sokol Associates 2007 Central Region Rep Award
RDO Marketing 2007 Eastern Region Rep Award

Big Rock Sports is the parent company of All Sports, AWR Sports, CSI Sports, Henry's and MT Sports, wholesale sporting goods distribution centers located across the nation. Big Rock Sports companies service more than 15,000 hunting and fishing retailers from coast to coast and internationally.

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