

Retailers Choice Awards 2006 winners

Sixth-annual selection sees surprise wins, success with movie tie-in products



BY MARCIA BARTENHAGEN

John Eldredge was the top individual winner in this year's *Christian Retailing* Retailers Choice Awards, claiming one trophy on his own and two more with his co-author, wife Stasi.

The best-selling author took the award for best Devotional with *The Ransomed Heart* (Nelson Books), which gathered material from some of his previous award-winning writings.

Written with his wife, *Captivating* took the Women's Nonfiction trophy, while the ancillary *Captivating: A Guided Journal* took first place in Spiritual Growth.

Eldredge's publisher, Thomas Nelson, saw the most corporate wins this year with six, while Zondervan collected five trophies for its Zondervan and Zonderkidz brands. DaySpring was the top gift winner with four awards for Wall Décor, General Gift Product, Paper/Stationery and Gift Books.

What Every Man Wants in a Woman/What Every Woman Wants in a Man by John and Diana Hagee (Charisma House) took the Relationships award, passing up finalists Gary Chapman and John C. Maxwell. In addition, *The Storekeeper's Daughter* by Wanda E. Brunstetter (Barbour Books) won, despite stiff competition from two Karen Kingsbury titles in the Women's

Fiction category.

Movie-related products proved popular with retailers as *End of the Spear* by Steve Saint (SaltRiver/Tyndale) claimed the top Auto/biography spot and "The Chronicles of Narnia" Jewelry Display (Bob Siemon Designs) won in the Gift Series/Collection category.

While home-viewing editions of both Video/DVD products will be eligible for nomination in next year's awards, this year's top honors went to Rob Bell's *Nooma O10: Lump* (Zondervan) in Video/DVD and VeggieTales' *Lord of the Beans* (Big Idea) in the newly created Children's Media category.

This year's awards saw not only more retailer voting response than ever before but also an all-time high of 300 products nominated. Four new categories were created in response to growing markets. In addition to the Children's Media category, which included videos and games, children's products were divided into Nonfiction and Fiction, and the Youth/Teen category was



The top product picks in this year's Retailers Choice Awards

added for the first time.

Additional top winners included Strang Communications, which took home four trophies, including the Spanish award for *Su mejor vida ahora (Your Best Life Now)* by Joel Osteen (Casa Creación), and NavPress and Barbour, which claimed two each.

Fourteen Christian suppliers took home Retailers Choice Awards in 30 categories,

which were presented at the International Christian Retail Show last month in Denver. Products were nominated by suppliers and voted on by retailers, with votes compiled by an independent certified public accountant.

The full list of winners is below and also available online at www.RetailersChoiceAwards.com.

2006 Retailers Choice Awards Winners

Accessories/Apparel

Live For Him wristband
Kerusso

Auto/biography

End of the Spear
Steve Saint
SaltRiver (Tyndale House Publishers)

Bibles

The Message: Numbered Edition
Eugene H. Peterson
NavPress

Charismatic

The Threshing Floor
Juanita Bynum
Charisma House

Children's Fiction

Gigi, God's Little Princess
Sheila Walsh
Tommy Nelson

Children's Media

Lord of the Beans
VeggieTales
Big Idea

Children's Nonfiction

The Beginner's Bible
Mission City Press
Zonderkidz

Christian Living

Dinner With a Perfect Stranger
David Gregory
WaterBrook Press

Devotionals

The Ransomed Heart
John Eldredge
Nelson Books

Evangelism

The Case for Faith: Visual Edition
Lee Strobel
Zondervan

General Fiction

Monster
Frank Peretti
WestBow Press

General Gift Product

Really Woolly Christmas plush
DaySpring

Gift Books

365 Day Brightener—In Your Time of Need
DaySpring

Gift Series/Collection

"The Chronicles of Narnia" Jewelry Display
Bob Siemon Designs

Health

Stress Less
Don Colbert
Siloam

Music

Amusing
Chris Rice
INO

Mystery/Suspense

Last Light
Terri Blackstock
Zondervan

Nonfiction (tie)

The Leadership
Secrets of Billy Graham
Harold Myra, Marshall Shelley
Zondervan
Who's Who and Where's Where in the Bible
Stephen M. Miller
Barbour Books

Paper/Stationery

Everyday Boxed Card program
DaySpring

Relationships

What Every Man Wants in a Woman/What Every Woman Wants in a Man
John and Diana Hagee
Charisma House

Self-improvement

Approval Addiction
Joyce Meyer
Warner Faith

Series

"By Design"
Melody Carlson
NavPress

Social Issues

Why Men Hate Going to Church
David Murrow
Nelson Books

Spanish

Su mejor vida ahora (Your Best Life Now)
Joel Osteen
Casa Creación

Spiritual Growth

Captivating: A Guided Journal
John and Stasi Eldredge
Nelson Impact

Video/DVD

NOOMA O10: Lump
Rob Bell
Zondervan

Wall Décor

Forgiven (giclee print)
Thomas Blackshear
DaySpring

Women's Fiction

The Storekeeper's Daughter
Wanda E. Brunstetter
Barbour Books

Women's Nonfiction

Captivating
John and Stasi Eldredge
Nelson Books

Youth/Teen

Girls of Grace: Make It Real
Point of Grace
Howard Publishing

RETAIL WINNERS

All retailers that voted in the Retailers Choice Awards were entered in a random drawing, with five winners each receiving hundreds of dollars worth of nominated product. This year's winners are:

Alvin Trace, director of marketing, Lifestyle Center of America in Sulphur, Okla.
Diane Busch, manager, RiverTree Christian Church

Bookstore in Massillon, Ohio

Janice Schultz, lead sales associate, CrossWalk Bookstore in Ellisville, Mo.

Kat Isbell, associate, Family Christian Stores No. 13 in Evansville, Ind.

Steve Howells, owner, The Lantern Book & Bible House in Grand Rapids, Mich.