



# 2010 SBA NATIONAL SMALL BUSINESS WEEK

The SBA San Antonio District Office is seeking nominations for next year's Small Business Week!

Complete nomination packages are **due no later than close of business November 13, 2009.**

Complete nomination packages must be **postmarked** or **hand delivered** to the SBA San Antonio District Office no later than November 13th. Office hours are from 8:00 a.m. to 4:30 p.m. Monday – Friday.

**Nomination packages must be sent to:**

U.S. Small Business Administration, North Park Corporate Center, 17319 San Pedro Avenue, Bldg #2, Ste 200, San Antonio, TX 78232,  
**Attn:** Mary Alice Blanco

Nominations will **not** be considered, if not completed according to the set guidelines given for each category. See the attached guidelines for complete information and instructions.

If you have questions please feel free to contact SBW Coordinator Mary Alice Blanco preferably by email [sado.email@sba.gov](mailto:sado.email@sba.gov) or phone 210.403.5929

Thank You



# INTRODUCTION

**Small Business Week 2009 will be celebrated the week of May 23, 2010**

“During National Small Business Week, we honor the entrepreneurs and small business owners who are the engine of our economy. Their ingenuity and hard work are critical to our Nation’s prosperity...I call upon Government officials, industry leaders, and advocates across the Nation to encourage our citizens to celebrate the achievements of small business owners and encourage the creation of new businesses.”

**Barack Obama**  
**President of the United States**

Dear Supporters of America’s Small Business Community:

Every year since 1963, the President of the United States has proclaimed National Small Business Week to recognize the contributions of small businesses to the economic well-being of America. As part of National Small Business Week, the U.S. Small Business Administration recognizes this special impact made by outstanding entrepreneurs and small business owners.

In 2010, National Small Business Week will honor the estimated 27.2 million small businesses in America. Small businesses are major contributors to the strength of the American economy. More than half of Americans either own or work for a small business. They also create 60-80 percent of new jobs in the country. Small businesses drive innovation, create 21<sup>st</sup> century jobs, and increase U.S. competitiveness.

During National Small Business Week, we showcase and recognize some of the most successful and inspiring of these entrepreneurs. We would ask for your assistance in finding and nominating candidates for these awards. Please take the time over the coming weeks to identify outstanding small companies in your district and to champion them through this nomination process. Through your support of the finest candidates in your region, you will be helping the most important national recognition for American small businesses.

With warmest regards,  
Karen G. Mills  
SBA Administrator

**SBA Awards given in celebration of National Small Business Week include the following awards:**

- Small Business Person of the Year (one from each of the 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands, and Guam);
- Entrepreneurial Success Award;
- Small Business Champions (individuals or organizations dedicated to supporting small businesses);
  - Small Business Exporter of the Year
  - SBA Young Entrepreneur of the Year
  - Jeffrey Butland Family-Owned Business of the Year
  - Financial Services Champion of the Year
  - Home-Based Business Champion of the Year
  - Minority Small Business Champion of the Year
  - Veteran Small Business Champion of the Year
  - Women in Business Champion of the Year

**All of the required forms have been attached to guidelines:**

- ◆ SBA Form 3300, Award Nomination Form (attached to email)
- ◆ SBA Form 2137, Small Business Week Consent For Disclosure of Information
- ◆ Award Nomination Consent Form

**The U.S. Small Business Administration reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.**

# 2010 National Small Business Week Award - Guidelines -

The nomination and selection process, evaluation criteria, and time frame for the various SBA Awards are set forth below.

## Small Business Person of the Year Award

SBA will make Small Business Person of the Year awards on the district level (in multi-district states), the State level (from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam), and the National level. The National Small Business Person of the Year is selected from the State winners.

### **Who is eligible to be nominated for this award?**

Any individual who owns and operates or who bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a “team,” so long as the number of individuals in the team nomination does not exceed four. A nominee for Small Business Person of the Year must own or operate a business defined as “small” under the applicable SBA size standards. Individuals who have received the small business person award at the state level within the past five years are not eligible.

Nominees must also be residents of the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws – SBA will verify. While receipt of SBA program & services assistance to the nominee/business is not required, it is preferred.

### **Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for the Small Business Person of the Year award. **Individuals may not be nominated for more than one award category.**

## What information must the nomination package contain?

Nominations must be typewritten on one side of 8½" x 11" white stationery, collated, and secured in a 1 ½" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed.

A complete nomination package will also include, in the following order:

1. A single cover page with —
  - The nominee's full name, title, business, and home addresses with telephone, and fax numbers, and e-mail address if applicable;
  - The award for which the nomination is being made;
  - The nominator's name, title, place of business, business address and telephone number and e-mail address if applicable;
  - Type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.); and
  - A one-paragraph description of the nominee's business
2. A completed background form, SBA Form 3300 Award Nomination Form, (attached). For "team" nominations for Small Business Person of the Year, a background form is required for each team member.
3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable.
4. Four to five additional photos of the nominee's company and employees at work.
5. A nomination letter, to include a concise statement of the qualities and performance that merits the award, not to exceed four pages.
6. A brief biography of the nominee, not to exceed one page.
7. A business profile, not to exceed one page.
8. The nominee's financial statement, including balance sheets, profit and loss statements and financial reports, and not to exceed 12 pages, on 8 ½" x 11" paper for the last three years.
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the

appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.

10. A completed SBA Form 2137 Award Nomination Consent Form (attached).

### **What are the selection procedures for this award?**

Small Business Persons of the Year Award winners will be selected at the district (in multi-district states), state, and national levels. In those states served by more than one SBA district office, additional awards may also be given at the district level. Winners are selected by a panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent by SBA District Office to regional SBA offices and prepared for transmittal to the SBA's Office of Communications and Public Liaison for review. The National Small Business Person of the Year will be selected by the SBA Administrator based on the recommendations of the Agency's National Small Business Week panel of judges. The winner will be announced during National Small Business Week.

### **What are the evaluation/selection criteria for the Small Business Person of the Year award?**

In evaluating the nomination packages, the judges will look at the following criteria:

1. **Staying Power** — a substantiated history as an established business; including:
  - Number of years in business.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. **Growth in number of employees** — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years
  - Increase over the three years must be in excesses of growth in Gross National Product.
3. **Increase in sales and/or unit volume** — an indication of continued growth over the last three years.

- Consistent growth in net income as evidenced by fiscal year annual profit and loss statements for a minimum of three years.
- 4. Current and past financial performance** — financial reports substantiate an improved financial position of the business.
- Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
- 5. Innovativeness** of product or service offered — an illustration of the creativity and imagination of the nominee.
- Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.
- 6. Response to adversity** — examples of problems faced in the nominee's business and the methods used to solve them, including:
- Specific description of financial, physical, legal, or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
- 7. Contributions to community-oriented projects** — evidence of the use of his/her personal time and resources, including:
- Listing of specific contributions of money, time, or resources to charitable causes.
  - Membership in council's, boards and clubs providing support and services to the community.

## **Entrepreneurial Success Award**

Individuals meeting the following two criteria may be nominated: They must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the businesses grow. SBA will make the above referenced award to eligible businesses at the district level (in multi-district states), the

state level (from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam), and the national level. The National winners will be selected from the State winners.

### **Who is eligible to be nominated for this award?**

To be nominated and receive this award, the nominee must be an individual who owns and operates or who bears principal responsibility for operating a business. Partners who jointly own and operate a business may be nominated as a “team,” so long as the number of individuals in the team nomination does not exceed four. A nominee for this award must own or operate a business that initially was defined as “small” under the applicable SBA size standards, developed into a large business.

Nominees must have received SBA program & service assistance, additionally must also be residents of and employed in the United States or its territories and will be subject to background checks.

### **Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for this Award. **Individuals may not be nominated for more than one award category.**

### **What information must the nomination package contain?**

Nominations must be typewritten on one side of 8½” x 11” white stationery, collated, and secured in a 1½” binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page with —
  - The nominee’s full name, title, business, and home addresses with telephone and fax numbers, and e-mail address if applicable;
  - The award for which the nomination is being made;
  - The nominator’s name, title, place of business, business address and telephone number and e-mail address if applicable; and
  - A one-paragraph description of the nominee’s business.
2. A completed background form SBA Form 3300 Award Nomination Form (attached). For “team” nominations for this award, a background form is required for each team member.

3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable.
4. Four to five additional photos of the nominee's company, employees at work
5. A nomination letter, to include a concise statement of the qualities and performance that merits the award, not exceeding four pages.
6. A brief biography of the nominee, not exceeding one page.
7. A business profile, not exceeding one page.
8. The nominee's financial statement, including balance sheets, profit-and-loss statements, and financial reports, not exceeding 12 pages, on 8 ½" x 11" paper for the last three years.
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. **Videos will not be considered.**
10. A completed SBA Form 2137 Award Nomination Consent Form (attached).

#### **What are the selection procedures for this award?**

The SBA Entrepreneurial Success Award winners will be selected at the district (in multi-district states), state, and national levels. Winners are selected by a panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent by the district to regional SBA offices and prepared for transmittal to the SBA's Office of Field Operations for review. The National Entrepreneurial Success Award winner will be selected by the SBA Administrator based on the recommendations of the Agency's National Small Business Week panel of judges. The winner will be announced during National Small Business Week.

#### **What are the evaluation/selection criteria for the SBA Entrepreneurial Success award?**

In evaluating the nomination packages, the judges will look at the following criteria:

1. **Staying Power** — a substantiated history as an established business; including:
  - Number of years in business.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.

2. **Growth in number of employees** — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years
  - Increase over the three years must be in excesses of growth in Gross National Product.
3. **Increase in sales and/or unit volume** — an indication of continued growth over the last three years.
  - Consistent growth in net income as evidenced by fiscal year annual profit and loss statements for a minimum of three years.
4. **Current and past financial performance** — financial reports substantiate an improved financial position of the business.
  - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. **SBA Assistance** – documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which they were received.
6. **Innovativeness** of product or service offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.
7. **Response to adversity** — examples of problems faced in the nominee's business and the methods used to solve them, including:
  - Specific description of financial, physical, legal, or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
8. **Contributions to community-oriented projects** — evidence of the use of his/her personal time and resources, including:

- Listing of specific contributions of money, time, or resources to charitable causes.
- Membership in council's, boards and clubs providing support and services to the community.

## **Small Business Champion Awards**

- Small Business Exporter of the Year
- SBA Young Entrepreneur of the Year
- Jeffrey Butland Family-Owned Business of the Year
- Financial Services Champion of the Year
- Home-Based Business Champion of the Year
- Minority Small Business Champion of the Year
- Veteran Small Business Champion of the Year
- Women in Business Champion of the Year

SBA will make the above referenced awards to eligible small businesses on the district level (in multi-district states), the state level (from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam), the regional level, and the national level. The National winners will be selected from the Regional winners.

### **Who is eligible to be nominated for this award?**

To be nominated and receive one of these awards, the small business nominee must fit within the category of the award as follows:

**Small Business Exporter of the Year:** Any individual who owns and operates a small business engaged in exporting may be nominated.

**SBA Young Entrepreneur of the Year:** To be considered a young entrepreneur, the individual must serve as a majority owner and operate or bear principal responsibility for operating a small business with a three year track record, and who will not have reached the age of 30 by June 1, 2009.

**Jeffrey Butland Family-Owned Business of the Year:** This award honors a family-owned and operated business which has been passed on from one generation to another. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record.

**Financial Services Champion of the Year:** Individuals who assist small businesses through advocacy efforts to increase the usefulness and availability of accounting or financial services for small businesses may be nominated. Nominees may or may not be small business owners.

**Home-Based Business Champion of the Year:** Individuals who have experienced the rewards and difficulties of owning a home-based business and have volunteered to improve the climate for these businesses may be nominated. Nominees may or may not be current small business owners.

**Minority Small Business Champion of the Year:** Individuals who have fulfilled a commitment to support minority entrepreneurship may be nominated. Nominees may or may not be small business owners.

**Veteran Small Business Champion of the Year:** Individuals who have fulfilled a commitment to advancing small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

**Women in Business Champion of the Year:** Individuals who have fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners.

Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws – SBA will verify.

**Who may submit nominations for these awards?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for these Small Business Champion Awards. **Individuals may not be nominated for more than one award category.**

**What information must the nomination package contain?**

Nominations must be typewritten on one side of an 8 ½" x 11" white stationery, collated, and secured in a 1 ½" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed.

A complete nomination package will also include, in the following order:

1. A single cover page with —
  - The nominee's full name, title, business, and home addresses with telephone and fax numbers, and e-mail address if applicable;
  - The award for which the nomination is being made;

- The nominator's name, title, place of business, business address and telephone number and e-mail address if applicable; and
  - A one-paragraph description of the nominee's business.
2. A completed background form SBA Form 3300 Award Nomination Form (attached). For "team" nominations for this award, a background form is required for each team member.
  3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable.
  4. Four to five additional photos of the nominee's company, employees at work
  5. A nomination letter, to include a concise statement of the qualities and performance that merits the award, not exceeding four pages.
  6. A brief biography of the nominee, not exceeding one page.
  7. A business profile, not exceeding one page.
  8. The nominee's financial statement, including balance sheets, profit-and-loss statements, and financial reports, not exceeding 12 pages, on 8 ½" x 11" paper for the last three years.  
Note: Financials are not required for the champion categories; Financial, Home-based, Minority, Veteran and Women.
  9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. **Videos will not be considered.**
  10. A completed SBA Form 2137 Award Nomination Consent Form (attached).
  11. For Small Business Exporter of the Year, the nomination package must include a description of the products exported and markets served.

### **What are the selection procedures for this award?**

The SBA Small Business Champions will be selected at the district (in multi-district states), state, regional and national levels. Winners at each level are selected by a panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent by SBA district to regional SBA offices and prepared for transmittal to the SBA's Office of Field Operations for review. The National Small Business Awardees will be selected by the SBA

Administrator based on the recommendations of the Agency's National Small Business Week panel of judges. The winners will be announced during National Small Business Week.

### **What are the evaluation/selection criteria for the Small Business Champion awards?**

Each of the above awards has specific evaluation criteria which are listed below for each award:

#### **Small Business Exporter**

1. Increased sales, profits, and/or growth of employment because of exporting.
2. Creative overseas marketing strategies.
3. Effective solutions to export-related problems.
4. Demonstrated encouragement of other small businesses to export.
5. Volunteer assistance to other small businesses entering the export market.
6. Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products, or services.

#### **SBA Young Entrepreneur of the Year**

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

#### **Jeffrey Butland Family-Owned Business of the Year**

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities for family members and non-family members for the nominee's business.
3. Demonstrated potential necessary for long-term business success and economic growth.
4. Voluntary efforts to strengthen family-owned businesses within the community.

#### **Financial Services Champion of the Year**

1. Outside of regular business duties, the amount, and quality of assistance given small businesses to obtain financing.

2. Advocacy for changes in the financial services industry to assist small companies.
3. Encouragement of the flow of investment capital to small ventures.
4. Active support for legislative or regulatory action designed to help small firms.
5. Other significant contributions through the advocacy efforts of the financial service or accounting industries to advance small business interests.

### **Home-Based Business Champion of the Year**

1. Volunteer time and energy to improve the conditions for home-based businesses.
2. Engage in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses.
3. Demonstrated interest in home-based businesses by an owner or former owner.
4. Measurable accomplishments in advancing home-based businesses, such as adoption of public policy or expansion of a program.

### **Minority Small Business Champion of the Year**

1. Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state, and/or nation.
2. Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
3. Voluntary provision of professional services to the minority small business community in a legal, legislative, managerial, or financial capacity.
4. Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.
5. Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

### **Veteran Small Business Champion of the Year**

1. Active support for legislative or regulatory action designed to help small businesses.
2. Evidence of increased business opportunities for veterans as a result of the nominee's actions.
3. Advisory activities to improve awareness of small business opportunities among veterans' groups.

4. Advocacy of special consideration for veteran-owned small businesses in government policymaking.
5. Demonstrated success in obtaining support within the community for the establishment of veteran-owned small businesses.
6. Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses.

### **Women in Business Champion of the Year**

1. Active support for legislative or regulatory action designed to help small businesses.
2. Efforts to increase business and financial opportunities for women.
3. Legal, financial, or managerial assistance provided to enhance women's business ownership.
4. Voluntary efforts to strengthen the role of women business owners within the community.
5. Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
6. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

## AWARD NOMINATION CONSENT FORM

I understand that I and/or my business have been nominated for a \_\_\_\_\_ award, which will be given out by the U.S. Small Business Administration (SBA). I further understand that SBA may disclose information about me (and where applicable my business) to SBA employees and other individuals who will participate in the selection of the award winners. I also understand that if I were chosen to receive this award, SBA will disclose certain information to the media, announcing the award and providing some background on the awardees. By signing this form, I agree and consent to SBA's disclosure of information supporting my nomination to those persons involved in the selection process of this award and if I were to win, to the media. This consent is given with the understanding that disclosure will be limited to information relevant to my nomination, and award where applicable, and for purposes of the selection process and publication of award winners.

\_\_\_\_\_  
Nominee Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Nominee Organization (if applicable)



**SMALL BUSINESS WEEK**  
**CONSENT FOR DISCLOSURE OF INFORMATION**

The undersigned herewith agrees and consents to the disclosure by the Small Business Administration (SBA) of the information in its file concerning his/her nomination for the Small Business Person of the Year, Advocate of the Year, or Special Award winners (Phoenix Award) to those persons chosen by the SBA as judges for these awards.

This consent is given with the understanding that disclosure shall be limited to the information contained in that file, and that no disclosure shall take place after the selection of the Small Business Person of the Year and Advocate and Special Award winners is made.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_