



# Nomination Guidelines

*Indiana*

*Small Business Week*

*2005*

**NOMINATIONS DUE DECEMBER 3, 2004**

U.S. Small Business Administration  
Indiana District Office  
429 North Pennsylvania Street, Suite 100  
Indianapolis, Indiana 46204-1873  
Contact – Ronda Crouch  
317-226-7272 ext. 255  
[www.sba.gov/in](http://www.sba.gov/in)

*In recognition of the small business community's contribution to the American economy and society, the President of the United States designates one week each year as National Small Business Week. We will be celebrating Small Business Week 2005 from April 10<sup>th</sup> to April 16<sup>th</sup>. During this week, the country's small business community is recognized for its significant contributions to the American economy and society.*

*During Small Business Week, we also recognize the "champions" of small business (formerly known as "advocates"). Champions are the individuals who contribute their time and expertise beyond their regular work responsibilities to help entrepreneurs start and grow their businesses.*

## **Indiana Small Business Week – April 10 – 16, 2005**

### **Who can nominate an entrepreneur or individual?**

- Employees of small businesses
- Counselors
- Lenders
- Customers
- Associations
- Governmental agencies
- Friends

### **What is the nomination procedure?**

- Contact your candidate and have that person complete the forms & materials
- Submit the completed package by December 3, 2004

### **Where is the completed nomination package sent to?**

- U.S. Small Business Administration  
429 N. Pennsylvania St., Suite 100  
Indianapolis, IN 46204
- Mark envelope "Nominations"

### **For more information?**

- Contact Ronda Crouch at (317) 226-7272 ext. 255 or [ronda.crouch@sba.gov](mailto:ronda.crouch@sba.gov)

## **AWARDS CATEGORIES**

- Indiana Small Business Person of the Year
- Small Business Exporter of the Year
- SBA Young Entrepreneur of the Year
- SBA Family-Owned Small Business of the Year
- Financial Services Champion of the Year
- Home-Based Business Champion of the Year
- Minority Small Business Champion of the Year
- Small Business Journalist of the Year
- Women in Business Champion of the Year

# GENERAL GUIDELINES AND ELIGIBILITY

Nominees must be residents of and employed in the United States and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. The U.S. Small Business Administration's size standards apply in defining a business as small. Consult the SBA Indiana District Office if you have questions.

## NOMINATION PACKAGE

Individuals may be nominated for only one award category. 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. A complete nomination package will 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 available;
  - 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 available; and
  - for Small Business Person of the Year, Small Business Exporter of the Year, SBA Young Entrepreneur of the Year or SBA Family-Owned Small Business of the Year nominations, **a one-paragraph description of the nominee's business**
  - for Financial Services Champion of the Year, Home-Based Business Champion of the Year, Minority Small Business of the Year, Small Business Journalist of the Year or Women in Business Champion of the Year nominations, **a one-paragraph description of the nominee's profession or occupation.**
2. A completed background form (SBA Form 898 – 2 pages, attached). For multiple nominees in a category (e.g. husband and wife owned business), a background form is required for **each** person.
3. An original 8" x 10" or 5" x 7" photo of the nominee; photocopies are not acceptable. (Do not delay submitting an application in order to include a photo. This can be obtained later.)
4. Nomination letter (two pages or less)
5. Nominee biography (one page or less)
6. For small business person awards only (e.g. – Small Business Person of the Year), a business profile of one page or less.
7. A concise statement of the qualities and performance that merit the award. Be specific. Provide concrete details relating to the listed criteria (pages 4-8) for that award category. (two pages or less)

8. Three years' financial statements of the nominee's business including balance sheets, profit-and-loss statements and related financial reports, 12 pages or less on 8½" x 11" paper. **Required only for Small Business Person of the Year, Home-Based Business Champion of the Year, SBA Young Entrepreneur of the Year, Small Business Exporter of the Year, and SBA Family-Owned Small Business of the Year.**
9. This section is for other details and documentation that supports your nominee. It may be up to ten pages in length. Address the "**evaluation criteria**" listed for the award category in this section. **This is the focus of the judging.** Other supporting information for a business owner category might include a company brochure, news clips or details about how the business has evolved. For Champion categories, other supporting information might include specific volunteer contributions a champion nominee has made to small businesses in the community, photocopies or pictures of awards received. **Use of color printing and photocopies are very helpful.** Videos are not accepted. Letters of recommendation are welcome; however, limit these to two. These letters should provide specific details related to the evaluation criteria (pages 4-8) and describe specific examples of accomplishments or contributions by the nominee.
10. A completed Consent for Disclosure of Information (SBA Form 2137, attached).

## **Nominations due December 3, 2004**

**U.S. Small Business Administration  
429 N. Pennsylvania St., Suite 100  
Indianapolis, IN 46204**

**Contact - Ronda Crouch  
(317) 226-7272 ext. 255**

## **Small Business Person of the Year**

Any individual who owns and operates or 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.

### ***Evaluation Criteria:***

1. *Staying power - a substantiated history as an established business.*
  - 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 on annual profit-and-loss statements over a minimum of three years.
4. *Current and past financial reports - a substantiation of improved financial position of the business.*
  - Profit-and-loss statements for 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.*
  - 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 aid community-oriented projects - evidence of the use of his/her personal time and resources.*
  - Specific listing of contributions of money, time, or resources to charitable causes.
  - Membership in councils boards and clubs providing support and services to the community.

## **Small Business Exporter of the Year**

Any individual who owns and operates a small business engaged in exporting may be nominated.

### ***Evaluation Criteria:***

1. *Increased sales, profits and/or growth of employment because of exporting.* (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
2. *Creative overseas marketing strategies, with a description of the products exported and markets served.*
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**

Any individual who serves as a majority owner and operates or bears 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, 2005, may be nominated.

### ***Evaluation Criteria:***

1. *Evidence of success as measured by sales and profits.* (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
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.*

## **SBA Family-Owned Small Business of the Year**

This award honors a family owned and operated business which has been passed on from one generation to another. Nominees 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.

### ***Evaluation Criteria:***

1. *Evidence of success as measured by sales and profits. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)*
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**

Individuals who assist small businesses through advocacy efforts to increase the usefulness and availability of accounting or financial services may be nominated. Nominees may or may not be small business owners.

### ***Evaluation Criteria:***

1. *Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.*
2. *Advocacy of 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 financial services or accounting industries to advance small business interests.*

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

Individuals who have experienced the rewards and difficulties of home-based businesses and have volunteered to improve the climate for these businesses may be nominated. Nominees may or may not be small business owners.

### ***Evaluation Criteria:***

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

## **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.

### ***Evaluation Criteria:***

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 champion for minority small business interests.*

## **Small Business Journalist of the Year**

Journalists representing television, radio, electronic or print media may be nominated. Sample articles or tapes are encouraged.

### ***Evaluation Criteria:***

1. *Concerted efforts to increase public understanding of the importance of small business contributions to the economy.*
2. *Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.*
3. *Voluntary community service aimed at enhancing small business opportunity and growth.*
4. *Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.*

## **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.

### ***Evaluation Criteria:***

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. *Volunteer 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.*

**For more information, contact Ronda Crouch at (317) 226-7272 or [ronda.crouch@sba.gov](mailto:ronda.crouch@sba.gov).**