



2013 Small Business Week Application & Guidelines (DUE DECEMBER 14, 2012)

A. NOMINEE CONTACT INFORMATION

Full Name: _____
Title: _____
Company Name: _____
Work Address: _____

Home Address: _____

Phone: _____
Phone: _____
Email: _____
Website: _____
SBA Assistance (if any): _____

B. NOMINATOR CONTACT INFORMATION

Full Name: _____
Title: _____
Company Name: _____
Work Address: _____

Phone: _____
Email: _____

C. SMALL BUSINESS WEEK AWARD (Check ONLY one)

<input type="checkbox"/>	➤ Small Business Person of the Year
<input type="checkbox"/>	➤ Small Business Exporter of the Year
<input type="checkbox"/>	➤ SBA Young Entrepreneur of the Year
<input type="checkbox"/>	➤ Environmental "Green" Conservator of the Year
<input type="checkbox"/>	➤ Innovation Through Technology Business of the Year
<input type="checkbox"/>	➤ Jeffrey Butland Family-Owned Business of the Year
<input type="checkbox"/>	➤ Small Business Journalist of the Year
<input type="checkbox"/>	➤ Financial Services Champion of the Year
<input type="checkbox"/>	➤ Home-Based Business Champion of the Year
<input type="checkbox"/>	➤ Minority Small Business Champion of the Year
<input type="checkbox"/>	➤ Veteran Small Business Champion of the Year
<input type="checkbox"/>	➤ Women in Business Champion of the Year
<input type="checkbox"/>	➤ Entrepreneurial Success Award



D. NOMINATION LETTER

Note: Not to exceed four pages. Can be included here or attached separately

Nomination Letter to include a concise statement of the qualities and performance that merit the award.

Description of business (services and/or products):

Reason for nomination? If jobs were created, loans obtained and/or sales increased, please provide quantified numbers if possible.

E. BRIEF BIOGRAPHY OF THE NOMINEE

Note: Not to exceed one page.

F. BUSINESS PROFILE

Note: Not to exceed one page.

Please include answers to these questions:

When did you start your business (month/year)?

Any challenges that the business/business owner overcame?

What are the future plans for the business?

G. FINANCIAL STATEMENT

Note: Not to exceed 12 pages.

The nominee's financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper - for the last three years.

H. PHOTO OF THE NOMINEE

*Note: Original 8"x10" or 5"x7" photo or digital photo at least 300 dpi.
Photocopies are not acceptable.*

I. PHOTOS OF THE NOMINEE'S COMPANY AND EMPLOYEES AT WORK

*Note: Original 8"x10" or 5"x7" photos or digital photos at least 300 dpi.
Photocopies are not acceptable.*



J. OTHER SUPPORTING DOCUMENTATION

Note: Supporting documentation must not exceed 10 pages. Videos will not be considered.

Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination.

Has your business been published in any publications? If yes, what publication and when?

Do you have a copy? If available, please provide a copy via email (if possible).

K. AWARD NOMINATION CONSENT FORM (SBA Form 2137)

Link: [SBA Award Nomination Consent Form \(SBA Form 2137\)](#)

L. AWARD NOMINATION FORM-BACKGROUND (SBA Form 3300)

Link: [SBA Award Nomination Background Form \(SBA Form 3300\)](#)

M. KEY DEADLINES

December 14, 2012 Small Business Week nominations must be received by SBA district offices.

December 28, 2012 SBA district winners will be selected from multi-district states; state winners will be selected from single-district states.

January 18, 2013 A panel of judges will select state winners in multi-district states.

March 12, 2013 State Small Business Persons of the Year will be announced.

N. WHERE TO SEND NOMINATIONS

Nominations must be submitted to the U.S. Small Business Administration district office in the state or territory where the nominee is located – for Los Angeles District Office please send to:

U. S. Small Business Administration
Los Angeles District Office
Attn: Patrick Rodriguez
330 N. Brand Blvd., Suite 1200
Glendale, CA, 91203
Phone: 818-552-3201 (Main)
Email: patrick.rodriquez@sba.gov



O. SELECTION PROCEDURES FOR AWARDS

Small Business Persons of the Year Award winners will be selected at the district, 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 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. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.

P. EVALUATION/SELECTION CRITERIA FOR SMALL BUSINESS PERSON OF THE YEAR

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 councils, boards and clubs providing support and services to the community.

Q. ELIGIBILITY CRITERIA FOR SMALL BUSINESS WEEK AWARDS

Who is eligible to be nominated for other Small Business Week awards?

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

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, 2013.

Environmental “Green” Conservator of the Year*: Any individual who owns and operates a small business that employs, promotes and exemplifies environmental innovation in manufacturing, technology, recycling, architectural design, conservation, waste reduction and/or organic/holistic products.

Innovation Through Technology Business of the Year*: This award honors a small business that creates and/or discovers an innovation that breaks with conventional processes and goes beyond marginal improvements in areas such as manufacturing, medicine, software, the Internet, wireless and consumer electronics and can be in the form of new products, patents, inventions or services.

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.

Small Business Journalist of the Year: Journalists representing television, radio, electronic or print media who report and champion small business issues may be nominated.

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.

R. EVALUATION/SELECTION CRITERIA FOR SMALL BUSINESS WEEK AWARDS

What are the evaluation/selection criteria for the Small Business Week Awards and Champion Awards?

Each award 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.

Environmental "Green" Conservator of the Year

1. Promotion of innovative ideas, techniques, and/or technologies.
2. Ability to address an environmental problem or need.
3. Savings of said accomplishments.
4. Long-term benefits for the environment.



Innovation Through Technology Business of the Year

1. Promotion of innovation through ideas, techniques, and/or technologies.
2. Ability to address a problem or need.
3. Results of the technological innovation.
4. Short-term and long-term benefits for company and/or clients.

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.

Small Business Journalist of the Year

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.

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 services 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.

Entrepreneurial Success Award

Individual must own and operate a business initially launched as a small business according to SBA size standards and subsequently develop into a medium-to-large business; and individual must have received SBA assistance to help the business grow.

SBA will make the above referenced award to an eligible business 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 winner will be selected from the State winners.

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 it was 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 councils, boards and clubs providing support and services to the community.



Dear Supporters of America's Small Business Community:

Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners. As you might know, more than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year.

As part of National Small Business Week, the U.S. Small Business Administration takes the opportunity to highlight the impact of outstanding entrepreneurs, small business owners, and others from all 50 states and U.S. territories. Every day, they're working to grow small businesses, create 21st century jobs, drive innovation, and increase America's global competitiveness.

Thank you for helping find and nominate candidates for the most prestigious annual small business awards in America.

Warm regards,

Karen G. Mills
Administrator

The National Small Business Person of the Year will be announced and honored at a National event during National Small Business Week. ***The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.***