

## 2011 SBA SMALL BUSINESS AWARD NOMINATION FORM

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Help us recognize outstanding leaders in the small business community.

These five awards are presented to individuals who own and operate their own business.

- Small Business Person\***: The most prestigious of all SBA awards. This award will be presented to an entrepreneur for developing an outstanding, growing business; innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions. (\*Financial criteria required)
- Small Business Exporter\***: Awarded to a small business owner who has significantly increased export sales and profits, encouraging other firms to export, increased jobs through exporting, and innovative methods of creating markets. (\*Financial criteria required)
- SBA Young Entrepreneur\***: Candidate must not have reached the age of 30 by June 1, 2011 to be eligible. Evidence of three (3) year success in sales, profits, increased jobs, innovative products, demonstrated entrepreneurial potential. (\*Financial criteria required)
- Jeffrey Butland Family-Owned Small Business\***: Family owned and operated business which has been passed 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. (\*Financial criteria required)
- Entrepreneurial Success\***: Individuals meeting the following two criteria may be nominated. Must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and must have received SBA assistance to help the business grow. (\*Financial criteria required)

**Small Business Champion Awards:** These five awards are presented to individuals who promote small business, volunteer time and services to small business interest groups, advocate the cause of small business through legislation, or use their professional expertise to assist small business owners. Champions may or may not be small business owners.

- Financial Services Champion** - Assisting small business owners through advocacy efforts to increase the usefulness and availability of accounting or financial services for small businesses may be nominated.
- Home-based Business Champion** – Individual(s) who has experienced the rewards and difficulties of home-based businesses and has volunteered to improve the climate for these businesses may be nominated.
- Minority Small Business Champion** – Individual(s) who has fulfilled a commitment to support the advancement of small business opportunities for minority business owners may be nominated.
- Veteran Small Business Champion** – Individual(s) who has fulfilled a commitment to the advancement of small business opportunities for veterans of the U.S. armed forces may be nominated.
- Women in Business Champion** – Individual(s) who has fulfilled a commitment to the advancement of women’s business ownership may be nominated.

### NOMINEE INFORMATION

Nominee \_\_\_\_\_ Title \_\_\_\_\_  
 Company/Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
**Nominee’s Qualifications for Award # (see below)**

### NOMINATOR’S INFORMATION

Nominator Name \_\_\_\_\_ Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

*# See attached criteria for guidelines. Mail by November 22, 2010 to: Small Business Awards Committee, U.S. Small Business Administration, West Virginia District Office, 320 W. Pike St., Suite 330, Clarksburg, WV 26301. For additional information, please call Rick Haney at 304-623-7449 or email [richard.haney@sba.gov](mailto:richard.haney@sba.gov). Financial criteria - P&L and balance sheet - required.*



## **Nomination Guidelines Small Business Week 2011**

### **Introduction**

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. Leading up to that week, the U.S. Small Business Administration, often in conjunction with public- and private-sector small business supporters, will host special events at the local and state levels to honor and present awards to the nation's entrepreneurs and those who support and champion small business. Many of the award winners from those local and state events will be invited to Washington D.C. for National Small Business Week 2011.

### **To Nominate for Small Business Person and Small Business Champion Awards**

Specific instructions are outlined in the attached pages. 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. Individuals may not be nominated for more than one award category.

Please submit nominations to:

U.S. Small Business Administration  
West Virginia District Office  
320 West Pike Street, Suite 330  
Clarksburg, WV 26301  
Attn: Small Business Awards Committee

**Nominations must be postmarked or hand delivered to the West Virginia District Office by close of business on Monday, November 22, 2010.**

## **GUIDELINES FOR SUBMITTING NOMINATIONS FOR ALL AWARD CATEGORIES**

Any individual or organization dedicated to the support of the small business community in the U.S., including, but not limited to, trade and professional associations and business organizations, may submit nominations for Small Business Person awards and Small Business Champion awards. All nominees for Small Business Person must own or operate a business defined as “small” under the applicable SBA size standards.

You may not nominate an individual for more than one award category. **Nominations** must be typewritten on one side of 8-1/2” x 11” white stationery, collated and secured in a 1-1/2” binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. 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 email address if applicable;
  - the award for which the nomination is being made;
  - the nominator’s name, title, place of business, business address, telephone number and email;
  - type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.);
  - a one-paragraph description of the nominee’s business for Small Business Person of the Year, Small Business Exporter of the Year, and SBA Young Entrepreneur of the Year nominations, or the profession/occupation for all Champion nominations.
2. A completed background form (SBA Form 3300, Award Nomination Form) is available on the West Virginia District Office web page ([www.sba.gov/wv](http://www.sba.gov/wv)), or at the following URL: <http://www.sba.gov/nominationsguidelines/>. 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 digital photo at least 300 dpi; **photocopies are not acceptable**. Four to five additional photos of the nominee’s company, employees at work.
4. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not exceeding four pages.
5. A brief biography of the nominee, not exceeding one page.
6. A business profile, not exceeding one page.
7. 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 (*required for Small Business Person of the Year, Entrepreneurial Success, Exporter of the Year, Jeffrey Butland Family-Owned Business of the Year and the SBA Young Entrepreneur of the Year*).
8. Any other support documentation deemed significant by the nominator, including news clips, letters of recommendation, and other evidence of the appropriateness of the nomination. Support documentation must not exceed 10 pages. Videos will not be considered.
9. A completed SBA Form 2137 Award Nomination Consent Form, attached at the end of this document and also available on West Virginia District Office web site at [www.sba.gov/wv](http://www.sba.gov/wv).

## **Selection Procedures**

Small Business Persons of the Year and Entrepreneurial Success will be selected at the state and national level with all other award categories selected for state, regional and national levels. Winners are selected by an independent panel of judges and 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's Administrator based on the recommendations of the agency's Small Business Week panel of judges. The winner will be announced during National Small Business Week. Individuals serving as judges are required to sign a conflict of interest/non-disclosure certification.

All nominees for National Small Business Week awards 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. Contact the Rick Haney at the West Virginia District Office at 304-623-7449 or via email at [richard.haney@sba.gov](mailto:richard.haney@sba.gov) if you have questions.

## **Criteria for Nomination**

### **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. A nominee for Small Business Person of the Year must own or operate a business as 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. While receipt of SBA assistance is not required, it is preferred.

### Evaluation Criteria:

- 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.
- 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.
- 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.
- 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.
- 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.

- 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.
- 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.

### **Small Business Exporter\***

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

#### Evaluation Criteria:

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

### **SBA Young Entrepreneur\***

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, 2011.

#### Evaluation Criteria:

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

### **Jeffrey Butland Family-Owned Small Business\***

This award honors a family-owned and operated business which has been passed on from one generation to the next. 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.

#### Evaluation Criteria:

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

### **Entrepreneurial Success 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 and must have received SBA assistance to help the business grow. Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks.

Evaluation Criteria:

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

**Financial Services Champion**

An individual who assists 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.

Evaluation Criteria:

- Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
- Advocacy for changes in the financial services industry to assist small businesses.
- Encouragement of the flow of investment capital to small businesses.

- Active support for legislative or regulatory action designed to help small businesses.
- Other significant contributions through the advocacy efforts of the financial services or accounting industries to advance small business interests.

### **Home-Based Business Champion**

An individual who has experienced the rewards and difficulties of owning a home-based business and has volunteered to improve the climate for these businesses may be nominated. Nominees may or may not be current small business owners.

#### Evaluation Criteria:

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

### **Minority Small Business Champion**

An individual who has fulfilled a commitment to support the advancement of small business opportunities for minority business owners may be nominated. Nominees may or may not be small business owners.

#### Evaluation Criteria:

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

### **Veteran Small Business Champion**

An individual who has fulfilled a commitment to the advancement of small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

#### Evaluation Criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Evidence of increased business opportunities for veterans as a result of the nominee's actions.
- Advisory activities to improve awareness of small business opportunities among veterans' groups.
- Advocacy of special consideration for veteran-owned small businesses in government policymaking.
- Demonstrated success in obtaining support within the community for the establishment of veteran-owned small businesses.
- Other accomplishments demonstrating the nominee's effective advocacy of and support for veteran-owned small businesses.

### **Women in Business Champion**

An individual who has 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:

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

**\*FINANCIAL CRITERIA REQUIRED** (Profit & Loss Statement and Balance Sheet for last three (3) years)

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## 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)