



News Release

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Nominations Sought for Georgia's 2013 Small Business/Champion Awards

Deadline: April 15th, 2013

ATLANTA -- The U.S. Small Business Administration (SBA) Georgia District Office is seeking nominations for Georgia's 2013 Small Business/Champion of the Year awards. The award categories are:

- Entrepreneurial Success Award
- 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
- Small Business Media Advocate of the Year
- Veteran Small Business Champion of the Year
- Women in Business Champion of the Year
- Young Entrepreneur of the Year

"These awards are part of the Georgia Small Business Week celebration which will be observed May 20-24" said Terri Denison, District Director. "There are many outstanding entrepreneurs and small business champions throughout Georgia. This annual awards program is one way of recognizing excellence and the spirit of entrepreneurship."

Attached please find complete details and nomination criteria which can also be located at www.sba.gov/ga. Nominations can be made by any individual or organization that supports the small business community. **The deadline to submit nominations to the Georgia District Office is April 15th, 2013. Submit all nominations to mark.gibson@sba.gov.**

Entrepreneurial Success Award

Individuals 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.

Family-Owned Business of the Year

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.

Financial Services Champion of the Year

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.

Home-Based Business Champion of the Year

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.

Minority Small Business Champion of the Year

An individual who has fulfilled a commitment to the advancement of small business opportunities for minority business owners may be nominated.

Small Business Media Advocate of the Year

The Small Business Media Advocate of the Year Award will recognize an outstanding journalist from television, radio, web, electronic or print media whose work supports the growth and expansion of small businesses throughout the state of Georgia.

Veteran Small Business Champion of the Year

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.

Women in Business Champion of the Year

An individual who has fulfilled a commitment to the advancement of women's business ownership may be nominated.

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.

For more information, please contact Mark D. Gibson, SBA Georgia District Public Affairs, 404.331.0100 Ext. 215 or mark.gibson@sba.gov.

For complete Champion Awards Program details and instructions please visit www.sba.gov/ga.

A completed [SBA Form 3300](#) is required for all submissions.

Entrepreneurial Success Award

Individuals 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. They are judged based on the following criteria:

- Sustainability — a substantiated history as an established business
- Growth in number of employees — a benchmark to judge the impact of the business on the job market
- Increase in sales and/or unit volume — an indication of continued growth over the last three years.
- Current and past financial performance — financial reports substantiate an improved financial position of the business.
- 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.
- Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them
- Contributions to community-oriented projects — evidence of the use of his/her personal time and resources.

Family-Owned Business of the Year

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. Nominees are judged on the following 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.

Financial Services Champion of the Year

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 and are judged on the following 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 companies.
- Encouragement of the flow of investment capital to small ventures.
- Active support for legislative or regulatory action designed to help small firms.
- Measurable accomplishments through the advocacy efforts of the financial services or accounting industries to advance small business interests.

Home-Based Business Champion of the Year

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 and are judged on the following criteria:

- Volunteer efforts to improve the conditions for home-based businesses.
- 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 of the Year

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

Small Business Media Advocate of the Year

The Small Business Media Advocate of the Year Award will recognize an outstanding journalist from television, radio, web, electronic or print media whose work supports the growth and expansion of small businesses in the state of Georgia. The nomination package must include a minimum of three of the nominee's originally authored and published articles or URL links. The selection will be based on:

- Concerted and demonstrated efforts to increase public understanding of the importance of small business contributions to the economy, especially in Georgia.
- Contribution of content and feature stories, editorials, columns and commentary that highlight and analyze small business issues in Georgia.
- Voluntary community service aimed at enhancing small business opportunity and growth.
- Other achievements that exemplify the nominee's efforts to improve the understanding and importance of small businesses to the U.S. economy with a particular focus on those in Georgia.

Veteran Small Business Champion of the Year

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 and are judged on the following 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 veteran-owned small businesses.

Women in Business Champion of the Year

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 and are judged on the following 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.

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, 2012. Nominees are judged on the following 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.

TEN TIPS FOR WRITING WINNING NOMINATION PACKAGES

1. Use the rating criteria as an outline for organizing your nomination and use headings to transition from one rating criteria to the next. Doing so enables judges, who have limited time to review each nomination, to quickly evaluate the nomination. It will also reduce the chance that critical information will be overlooked. Be aware, judges may not go searching for information that is out of order.
2. Speak directly to each rating criteria. Failing to respond to any one of the rating criteria could prevent an otherwise outstanding nominee from being selected. And have someone else proof read your nomination - grammatical errors and misspelled words detract from the quality of the nomination.
3. Keep your narrative to a minimum. Critical facts about your nominee's successes can easily get lost in unnecessary verbiage. However, include all information necessary to highlight the nominee's accomplishments in simple language and explain technical terms in a manner the non-expert will understand.
4. Include all information required for the award category. Nominations may be disqualified if nominators fail to submit all information required for that particular award. When in doubt, contact your local district office for direction.
5. Substantive content is more important than decorative presentations.
6. Include a high resolution, 300 dpi or higher, color headshot and candid action shots showing the nominee(s) with their employees, customers or engaged in work or community activities.
7. Highlight any and all SBA assistance a nominee has received, including SBA loans, procurement assistance, or assistance from SCORE, SBDC, Women's Business Center, or direct counseling/assistance from an SBA district office.
8. Businesses and individuals with compelling stories are often seen very favorably by judges; look for a factual, yet engaging angle to present your nominee.
9. Letters in support of nominations are an excellent way to highlight individual or business accomplishments, but seek letters from individuals having firsthand knowledge of these accomplishments and ask that the letters site specific examples of the nominee's successes and contributions.
10. Use underlines to bring attention to important facts in your supporting documents - such as letters of support and news clippings. Don't use highlights; doing so may turn out to mask the words when duplicates are made.

Award Nomination Checklist

All evaluation/selection criteria must be specifically addressed. A complete nomination package will include, in the following order:

A single cover page stating:

- Award for which the nomination is being made
- Nominee’s full name, title, business addresses, telephone number and e-mail.
- Nominator’s name, title, business address and telephone number and e-mail.
- Explain type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.),
- A one-paragraph description of the nominee’s business.
- An original 8” x 10” or 5” x 7” digital photo of the nominee (300 dpi or greater)
 - Additional photos of the nominee’s company and employees at work are also acceptable. (Action shots are best).
- A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed one page.
- A brief biography of the nominee, not to exceed one page.
- A business profile, not to exceed one page.
- Three Year Financial Summary:

Financial Summary Information			
	Fiscal Year _____	Fiscal Year _____	Fiscal Year _____
Total Sales			
Net Profit (Before Tax)			
Total Assets			
Total Liabilities			
Net Worth			

[A completed SBA Form 3300, Award Nomination Form](#)