



2013 Small Business Week Application & Guidelines (DUE JANUARY 31, 2013)

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 (Self nominations are permitted)

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 (online or hardcopy application accepted)
<input type="checkbox"/>	➤ Small Business Exporter of the Year (online or hardcopy application accepted)
<input type="checkbox"/>	➤ 8(a) Graduate of the Year (online or hardcopy application accepted)
<input type="checkbox"/>	➤ Environmental "Green" Conservator of the Year (hardcopy application only)
<input type="checkbox"/>	➤ Innovation Through Technology Business of the Year (hardcopy application only)
<input type="checkbox"/>	➤ Family-Owned Business of the Year (hardcopy application only)
<input type="checkbox"/>	➤ Financial Services Champion of the Year (hardcopy application only)
<input type="checkbox"/>	➤ Minority Small Business Champion of the Year (hardcopy application only)
<input type="checkbox"/>	➤ Veteran Small Business Champion of the Year (hardcopy application only)
<input type="checkbox"/>	➤ Women in Business Champion of the Year (hardcopy application only)



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 (not exceeding four pages).

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 (four to five photos is fine)

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

January 31, 2013 – Small Business Week nominations must be received by SBA district offices.

February 15, 2013 – SBA district winners will be selected from multi-district states; state winners will be selected from single-district states.

March 6, 2013 – Regional winners will be selected.

April 1, 2013 – A panel of judges will select national winners.

May 31, 2013 – National Awards will be announced (except Small Business Person of the Year).

N. WHERE TO SEND OR SUBMIT NOMINATIONS

- 1) Nominations for Small Business Person of the Year, Small Business Exporter of the Year and 8(a) Graduate of the Year can be submitted via the online nominations portal at: <http://nationalsmallbusinessweek.sba.gov/user>. All other Small Business Week awards must be submitted via hardcopy.
- 2) Nominations for all Small Business Week awards may be submitted via hardcopy 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.rodriguez@sba.gov



O. SELECTION PROCEDURES FOR SMALL BUSINESS PERSON OF THE YEAR & OTHER 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. ELIGIBILITY CRITERIA FOR SMALL BUSINESS PERSON OF THE YEAR 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. While receipt of SBA assistance is not required, it is preferred. Consult your nearest SBA district office if you have questions.

Q. WHO MAY SUBMIT NOMINATIONS FOR SMALL BUSINESS WEEK AWARDS

Any individual, business 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 SBW 2013 award category. Self-nominations are permitted.

R. 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; minimum three years.
 - 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.
 8. If applicable, a description of the products exported and markets served.

S. ELIGIBILITY CRITERIA FOR OTHER 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 nominee must fit within the category of the award:

Small Business Exporter of the Year: Any individual, or team of individuals, who own and operate a small business engaged in exporting may be nominated.

Environmental "Green" Conservator of the Year: Any individual, or team of individuals who own and operate 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.

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: Any 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.

Minority Small Business Champion of the Year: Any individual who has 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: Any individual who has 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 and/or small business owners.

Women in Business Champion of the Year: Any 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.

8(a) Graduate of the Year: All formerly certified 8(a) business participants who were graduated from the 8(a) program for at least a year as of April 1, 2012. The firm does not have to currently be a small business. Firms must still be primarily owned, managed and controlled by the person(s) whom 8(a) eligibility was based at the time of participation.

T. EVALUATION/SELECTION CRITERIA FOR SMALL BUSINESS WEEK AWARDS

What are the evaluation/selection criteria for the other 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.



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.

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. 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.

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. Evidence of increased business opportunities for veterans as a result of the nominee’s actions.
2. Advisory activities to improve awareness of small business opportunities among veterans’ groups.



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

Women in Business Champion of the Year

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

8(a) Graduate of the Year

1. Nominees must be residents of the United States or its territories and will be subject to background checks.
2. Businesses owned and operated by nominees must comply with federal civil rights laws.
3. If nominee or nominee's firm has an SBA loan, payment record must be satisfactory and the loan must be current.
4. Companies and/or their principal owner(s) must not appear on the suspended or debarred list as published by GSA (Check online at www.epls.gov.)
5. For government contracts, the nominee must have performed satisfactorily on all contracts, and have had no terminations for default.
6. Before SBA publicly announces any awards, nominee must be cleared by the SBA's Office of Inspector General and EEO/CR offices.

Additional evaluation/selection criteria for the 8(a) Graduate of the Year award?

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

1. The most recent fiscal year-end financial statement must reflect non 8(a) sales of not less than 51 percent of total sales.
2. Firm must be in satisfactory financial condition.
3. Growth in full-time employees
4. Firm must have received a reasonable amount of 8(a) contract support while in the 8(a) program.
5. Response to adversities, obstacles, etc. to achieve present level of success
6. Showing of uniqueness and special attributes
7. Use of minority firm as suppliers, subcontractors, etc.
8. Participation in community projects and charitable affairs
9. Noted employment of the disadvantaged
10. Uniqueness of the firm, originality of entrepreneurship, special attributes previous awards, etc.



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.***