

U.S. Small Business Administration

Small Business Week Eastern Missouri

Award 2015 Guidelines

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 National Small Business Week (SBW), the U.S. Small Business Administration (SBA), 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 local entrepreneurs and those who support small business.

SBA Awards given in celebration of Small Business Week in Eastern Missouri include two awards that are also National Awards and eight that are awards only for Eastern Missouri. The awards are:

1. Small Business Person of the Year -- National and Eastern Missouri Award
2. Small Business Exporter of the Year-- National and Eastern Missouri Award
3. Young Entrepreneur of the Year -- Eastern Missouri
4. Family-Owned Small Business of the Year -- Eastern Missouri
5. Missouri Home Base Small Business of the Year -- Eastern Missouri
6. Minority Owned Small Business of the Year -- Eastern Missouri
7. Veteran Owned Small Business of the Year -- Eastern Missouri
8. Woman Owned Small Business of the Year -- Eastern Missouri
9. Rural Owned Small Business of the Year -- Eastern Missouri
10. Entrepreneurial Success Award -- Eastern Missouri

The award deadline for all awards is Monday, January 5, 2015.

The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.

The nomination and selection process, evaluation criteria and time frame for the various SBA Awards follow:

Small Business Person of the Year Award

National and Eastern Missouri

SBA will select Small Business Person of the Year awards at 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 Small Business Person of the Year is selected from the State winners.

Who is eligible to be nominated for this 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,” as 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 of the Year 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.

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:
 - a. Number of years in business; minimum three years.
 - b. Sustained expansion, addition of territories, growth in square footage occupied.
 - c. Steady growth in net worth as evidence 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.
 - a. Sustained over a minimum of three years.
 - b. Increase over the three years must be in excess of growth in Gross National Product.
3. Increase in sales and/or unit volume – an indication of continued growth over the last three years.
 - a. Consistent growth in net income as evidence by fiscal year annual profit-and-loss statements for a minimum of the last three years.

4. Current and past financial performance – financial reports substantiate an improved financial position of the business.
 - a. Profit-and-loss statements for the last three years, reflecting sustained upward growth.
 - b. 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.
 - a. Specific description of uniqueness of product or service.
 - b. 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:
 - a. Specific description of financial, physical, legal or other crisis.
 - b. Substantiation of the threat to the continuity of the business.
 - c. 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:
 - a. Listing of specific contributions of money, time, or resources to charitable causes.
 - b. 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.

Small Business Exporter of the Year Award

National and Eastern Missouri

Who is eligible to be nominated for this award?

Any individual, or team of individuals, who own and operate a small business that is defined as "small," for its primary industry under the applicable SBA size standards, and is engaged in exporting may be nominated. Nominees must also be residents of and employed in 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.

What are the evaluation/selection criteria for the Small Business Exporter of the Year Award?

In evaluating the nomination packages for the Exporter of the Year award, the judges will look at the following criteria:

- 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.

Awards for Eastern Missouri

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, 2015**.

The selection criteria includes:

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.
5. Preferred company has received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

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 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.

The selection criteria includes:

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.
5. Preferred company has received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Home Base Small Business of the Year

An individual who has experienced the rewards and difficulties of owning a home-based business.

The selection criteria includes:

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.
5. Preferred company has received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Minority Owned Small Business of the Year

An individual who has experienced the rewards and difficulties of owning a minority owned business.

The selection criteria include:

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.
5. Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

6. Preferred company has received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Veteran Owned Small Business of the Year

An individual who has experienced the rewards and difficulties of owning a veteran owned business.

The selection criteria includes:

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.
5. Other accomplishments demonstrating the nominee's merit as an effective advocate for veteran small business interests.
6. Preferred company has received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Woman Owned Small Business of the Year

An individual who has experienced the rewards and difficulties of owning a woman owned business.

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.
5. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.
6. Preferred company has received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Rural Owned Small Business of the Year

An individual who has experienced the rewards and difficulties of owning a rural owned business.

The selection criteria includes:

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.
5. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated in rural areas.
6. Preferred company has received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

In addition to the above, the judges will look at the following criteria for the Young, Family-Owned, Home Base, Minority, Veteran, Woman and Rural Small Business of the Year award:

1. Staying power – a substantiated history as an established business; including:
 - a. Number of years in business; minimum three years.
 - b. Sustained expansion, addition of territories, growth in square footage occupied.
 - c. 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.
 - a. Sustained over a minimum of three years.
 - b. Increase over the three years must be in excess of growth in Gross National Product.
3. Increase in sales and/or unit volume – an indication of continued growth over the last three years.
 - a. Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of the last three years.
4. Current and past financial performance – financial reports substantiate an improved financial position of the business.
 - a. Profit-and-loss statements for the last three years, reflecting sustained upward growth.

- b. 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.
 - a. Specific description of uniqueness of product or service.
 - b. 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:
 - a. Specific description of financial, physical, legal or other crisis.
 - b. Substantiation of the threat to the continuity of the business.
 - c. 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:
 - a. Listing of specific contributions of money, time or resources to charitable causes.
 - b. 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.
9. All nominees for the Eastern Missouri Awards must also be residents of and employed in 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.

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.

Who is eligible to be nominated for this 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," as 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. Consult your nearest SBA district office if you have questions.

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:
 - a. Number of years in business;
 - b. Sustained expansion, addition of territories, growth in square footage occupied.
 - c. 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.
 - a. Sustained over a minimum of three years.
 - b. Increase over the three years must be in excess of growth in Gross National Product.
3. Increase in sales and/or unit volume – an indication of continued growth over the last three years.
 - a. 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.
 - a. Profit-and-loss statements for the last three years, reflecting sustained upward growth.
 - b. 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.
 - a. Specific description of uniqueness of product or service.
 - b. 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:
 - a. Specific description of financial, physical, legal or other crisis.
 - b. Substantiation of the threat to the continuity of the business.
 - c. 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:

- a. Listing of specific contributions of money, time, or resources to charitable causes.
- b. Membership in councils boards and clubs providing support and services to the community.

Who may submit nominations?

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 for the awards. Individuals may not be nominated for more than one SBW 2015 award category.

What information must the nomination package contain?

Nominations must be typewritten on one side of 8 ½" x 11" white stationery, collated and secured in a 1 ½" binder. Incomplete nomination packages will not be considered. Pages should NOT be in plastic sleeves, unless the plastic sleeve contains a photograph. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page stating:
 - a. The nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address if applicable;
 - b. The award for which the nomination is being made;
 - c. The nominator's name, title place of business, business address and telephone number and e-mail address if applicable;
 - d. The type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.), if applicable; and
 - e. A one-paragraph description of the nominee's business.
2. A completed background form (SBA Form 3300, Award Nomination Form) which is available at www.sbwem.org or through SBA field offices. For "team" nominations for Small Business Person of the Year, a background form is required for each team member;
3. A completed SBA Form 2137 Award Nomination Consent Form, which is available at www.sbwem.org or through SBA field offices.
4. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable. For "team" nominations, a photo is required for each team member.

5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed one page. The nominator's name, title, place of business, address, phone and email must be included;
6. A brief biography of the nominee, not to exceed one page. For team nomination, a bio is required for each "team" member;
7. A business profile, not to exceed one page;
8. The nominee's financial statement – including balance sheets, profit-and-loss statements and financial reports – not exceeding 12 pages, on 8 ½" x 11" paper – for the last three years;
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.

What is the deadline for nominations and where are nominations submitted?

All nominations for all Awards must be postmarked or hand delivered no later than **January 5, 2015** to Gary Alexander at the St. Louis SBA office located on 10th floor of the Robert A Young Building, 1222 Spruce Street, Room 10.103, St. Louis, MO 63103.

Nominations for the Small Business Person of the Year and Exporter of the Year may be submitted via the online nominations portal at <http://awards.sba.gov> and must be submitted no later than 2:00 p.m. CT, January 5, 2015.

For more information, contact:

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SBA St. Louis District Office

1222 Spruce Street, Room 10.103

St. Louis, MO 63103