



**2015 SBA North Carolina
Small Business Person of the Year &
Small Business Exporter of the Year
Award Nomination Guidelines**

U.S. Small Business Administration

Deadline for submission: 3:00pm ET, January 5, 2015

Awards Nomination Portal: <http://awards.sba.gov>

*National award winners will be announced during National Small Business Week
in May 2015.*

2015 SBA North Carolina Small Business Person of the Year

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,” 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” for its primary industry 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. Elected officials 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.

Who may submit nominations for this award?

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 Small Business Person of the Year award. Individuals may self-nominate for this award. Individuals may not be nominated for more than one SBW 2015 award category.

Where are the nominations to be sent?

North Carolina Nominations must be submitted in one of two ways:

- 1) Nominations may be submitted to

**SBA North Carolina District Office
6302 Fairview Road, Suite 300
Charlotte, NC 28210
Attn: April Gonzalez**

- 2) Nominations may be submitted via the online nominations portal at <http://awards.sba.gov>.

What is the deadline for nominations?

All nominations for Small Business Person of the Year submitted to the U.S. Small Business Administration district office in the state or territory where the nominee is located must be postmarked or hand delivered to the appropriate SBA District Office **no later than 3:00pm ET, January 5, 2015**. All nominations submitted through the online nominations portal must be uploaded and submitted no later than 3:00pm ET, January 5, 2015.

What information must the nomination package contain?

HARD COPIES: Nominations submitted to the SBA District Office at

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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.

ONLINE: Nominations submitted via the online nominations portal at <http://awards.sba.gov> must also be typewritten and contain the information required below. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed.

A complete nomination package will also include, in the following order if submitted via hard copy:

- 1) A completed background form ([SBA Form 3300, Award Nomination Form](#)) which is available through SBA district offices and the online nominations portal. For "team" nominations, a background form is required for each team member;
- 2) If applicable, 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, business address, telephone number and e-mail address must be included;
- 3) A biography of the nominee, not to exceed one page. For "team" nominations, a biography is required for each team member;
- 4) A business profile that includes a description of the nominee's business and **information to support the evaluation/selection criteria** listed below. The nominee is encouraged to copy and paste the evaluation/selection criteria and provide supporting information directly under each topic;
- 5) The nominee's financial statements — including balance sheets, profit-and-loss statements and financial reports —, on 8 1/2" x 11" paper (for the calendar years 2011, 2012 and 2013);
- 6) Additional 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;
- 7) 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.

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 calendar year end annual balance sheets for 2011, 2012 and 2013.
- 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.
 - Increases 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 three years.
 - Consistent growth in net income as evidenced by annual profit-and-loss statements for calendar years 2011, 2012 and 2013.
- 4) Current and past financial performance — financial reports substantiate an improved financial position of the business.
 - Profit-and-loss statements for calendar years 2011, 2012 and 2013, reflecting sustained upward growth.
 - Balance sheets for calendar years 2011, 2012 and 2013, 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 the 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.

2015 SBA North Carolina Small Business Exporter of the Year

SBA will make Small Business Exporter of the Year awards to eligible small businesses at 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. In those states served by more than one SBA district office, each district office will select a district level winner and the State winner will be selected at the regional level. The National Small Business Exporter of the Year will be selected from the regional level winners.

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. Consult your nearest SBA district office if you have questions.

Who may submit nominations for this award?

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 Small Business Exporter of the Year award. Individuals may also self-nominate. Individuals may not be nominated for more than one SBW 2015 award category.

Where are the nominations to be sent?

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- 1) Nominations may be submitted to

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What is the deadline for nominations?

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What information must the nomination package contain?

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- 2) If applicable, 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, business address, telephone number and e-mail address must be included;
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- 4) A business profile that includes a description of the nominee's business and **information to support the evaluation/selection criteria** listed below. The nominee is encouraged to copy and paste the evaluation/selection criteria and provide supporting information directly under each topic;
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- 6) Additional 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;
- 7) 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.

What are the evaluation/selection criteria for the 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.