

# U.S. Small Business Administration

## Small Business Week Eastern Missouri

### Award 2016 Guidelines

(Revised October 22, 2015 – GDA)

In recognition of the small business community's contributions 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 businesses.

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: All forms for the awards can be found at <https://nationalsmallbusinessweek.sba.gov/user>.

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. StartUp of the Year – **Eastern Missouri**
4. Young Entrepreneur of the Year -- **Eastern Missouri**
5. Technology Business of the Year – **Eastern Missouri**
6. Family-Owned Small Business of the Year -- **Eastern Missouri**
7. Missouri Home - Based Small Business of the Year -- **Eastern Missouri**
8. Immigrant-Owned Small Business of the Year – **Eastern Missouri**
9. Minority Owned Small Business of the Year -- **Eastern Missouri**
10. Veteran Owned Small Business of the Year -- **Eastern Missouri**
11. Woman Owned Small Business of the Year -- **Eastern Missouri**
12. Rural Owned Small Business of the Year -- **Eastern Missouri**
13. Small Business Advocate of the Year – **Eastern Missouri**
14. Entrepreneurial Success Award -- **Eastern Missouri**

**The award deadline for all Eastern Missouri Awards is Friday, December 4, 2015. For the two National and Eastern Missouri Awards the deadline is January 11, 2016.**

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 Award categories is as follow: All applicants must fill out (**Background Form 3300**).

## **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. Applicants for this award must also fill out (**Small Business Person of The Year Award Form 3301**).

### **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.

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. 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.
5. 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.
6. 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.
7. 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. Applicants for this award must also fill out (**Small Business Exporter of the Year Form 3302**).

## **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 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 StartUp of the Year**

To be considered a startup business, the individual must serve as a majority owner and operate or bear principal responsibility for operating small business with not more than a two year track record. All applicants must fill out **(Background Form 3300)**.

1. Evidence of success.
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, Veterans Business Resource Center, or the Small Business and Technical Development Center.

## **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, 2016**. All applicants must fill out **(Background Form 3300)**.

The selection criteria includes:

1. Evidence of success.
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, Veterans Business Resource Center, or the Small Business and Technical Development Center.

### **Technology Business of the Year**

This award honors a technology operated business in which the owner has experienced the rewards and difficulties of owning a technology business. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 3-year track record. All applicants must fill out (**Background Form 3300**).

The selection criteria includes:

1. Evidence of success.
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, Veterans 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. All applicants must fill out (**Background Form 3300**).

The selection criteria includes:

1. Evidence of success.

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, Veterans Business Resource Center, or the Small Business and Technical Development Center.

### **Home-Based Small Business of the Year**

An individual who has experienced the rewards and difficulties of owning a home-based business. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 3-year track record. All applicants must fill out (**Background Form 3300**).

The selection criteria includes:

1. Evidence of success.
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, Veterans Business Resource Center, or the Small Business and Technical Development Center.

### **Immigrant-Owned Small Business of the Year**

An individual who has experienced the rewards and difficulties of owning an immigrant owned business. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 3-year track record. All applicants must fill out (**Background Form 3300**).

The selection criteria includes:

1. Evidence of success.
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, Veterans 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 owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 3-year track record. All applicants must fill out (**Background Form 3300**).

The selection criteria include:

1. Evidence of success.
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, Veterans Business Resource Center, or the Small Business and Technical Development Center.

### **Veteran Owned Small Business of the Year**

A military veteran who has experienced the rewards and difficulties of owning a veteran owned business. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 3-year track record. All applicants must fill out (**Background Form 3300**).

The selection criteria includes:

1. Evidence of success.
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**

A woman entrepreneur who has experienced the rewards and difficulties of owning a business. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 3-year track record. All applicants must fill out **(Background Form 3300)**.

1. Evidence of success.
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, Veterans Business Resource Center, or the Small Business and Technical Development Center.

### **Rural-Based Small Business of the Year**

An individual who has experienced the rewards and difficulties of owning a rural-based business. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 3-year track record. All applicants must fill out **(Background Form 3300)**.

The selection criteria includes:

1. Evidence of success.
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.

### **Small Business Advocate of the Year**

An individual who has experienced the rewards and difficulties of owning a business that is an advocate of small businesses. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 3-year track record. All applicants must fill out (**Background Form 3300**).

The selection criteria includes:

1. Evidence of success.
2. Evidence of successfully mentoring or fostering success among small businesses.
3. Increased employment opportunities created by the nominee's business.
4. Development and/or utilization of innovative or creative business methods.
5. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
6. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of small businesses owned and operated by entrepreneurs.
7. 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 StartUp, Young, Technology, Family-Owned, Home-Based, Immigrant, Minority, Veteran, Woman, Advocate 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.
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.
3. 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.
4. 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.
5. 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.
6. If applicable, a description of the products exported and markets served.
7. 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. All applicants must fill out (**Background Form 3300**).

#### **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.
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. 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.
4. 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.
5. 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.
6. 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 2016 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 through SBA field offices. 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 a digital photo – at least 300 dpi; photocopies are not acceptable. For "team" nominations, a photo is required for each team member.
4. 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;
5. A brief biography of the nominee, not to exceed one page. For team nomination, a bio is required for each "team" member;
6. A business profile, not to exceed one page;
7. 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.
8. A completed SBA Form 2137 Award Nomination Consent Form, which is available through SBA field offices or the SBW portal.
9. A completed SBA Background Form 3300.

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

Nominations for the Eastern Missouri Awards must be postmarked or hand delivered no later than Friday, December 4, 2015 to Gary Alexander at the St. Louis SBA office located on 10<sup>th</sup> floor of the Robert A Young Building, 1222 Spruce Street, Room 10.103, St. Louis, MO 63103. : All forms for the awards can be found at <https://nationalsmallbusinessweek.sba.gov/user>.

Nominations for the Small Business Person of the Year and Exporter of the Year may be submitted via the online nominations portal at <https://nationalsmallbusinessweek.sba.gov/user> and must be submitted no later than 2:00 p.m. CT, January 11, 2016.

### **For more information, contact:**

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