



# 2017

# National Small Business Week

Do you know a small business worthy of recognition?  
Nominate them for a Small Business Week Award!



**NOMINATION DEADLINE**

## JANUARY 10

Each year the President of the United States sets aside one week in the spring to honor and celebrate small business —National Small Business Week. SBA recognizes small business owners from winning nominations from lenders, SCORE, SBDCs, WBCs, chambers of commerce and economic developers.

If you have a nominee for Small Business Week, please review the relevant details for the award category on pages 2-4 and top tips for nominations of page 5. Questions on award criteria? Contact Cathy Pokines at (315) 471-9393 ext. 241 or [cathy.pokines@sba.gov](mailto:cathy.pokines@sba.gov).

## 2016 AWARD CATEGORIES

- ◆ Small Business Person of the Year
- ◆ Small Business Exporter of the Year
- ◆ SBA Young Entrepreneur of the Year

**NEW! All nominations must demonstrate SBA assistance.**

Completed nomination packages should be submitted by mail or hand delivered to:

**SBA Syracuse District Office  
Attn: Cathy Pokines  
224 Harrison Street, Suite 506  
Syracuse, NY 13202**

**Find required forms online at:**

<https://www.sba.gov/nsbw/awards>

**Winners Will Be Recognized in Albany on May 2nd and Syracuse on May 5th**

# 2017 National Small Business Week Awards --- SBA Syracuse District

## January 10, 2017---Nominations Due

### THREE AWARD CATEGORIES

1. **Small Business Person of the Year**- The Syracuse District winner will compete at the State level. State winners go on to compete at the National level.
2. **Small Business Exporter of the Year** –The Syracuse District winner will compete at the State level. State winners go on to compete at the National level.
3. **Young Entrepreneur of the Year** - District level competition only

### Small Business Person of the Year (SBP)

#### SBP Eligibility

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 three years are not eligible. Elected officials are not eligible. Nominees must also be residents of the United States or its territories. Nominees will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. Receipt of SBA assistance is required. Consult your nearest SBA district office if you have questions. Nominations may be submitted by mail or hand delivered.

**SBP Selection Criteria** -In evaluating the nomination packages, the judges will look for the following criteria:

- 1) **Staying power — a substantiated history as an established business; including:**
  - Number of years in business (minimum three years).
  - Sustained growth including but not limited to expansion, addition of territories, growth in square footage occupied, or web traffic.
- 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, net profit and net worth for calendar years 2013, 2014 and 2015.**
- 4) **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.
- 5) **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.
- 6) **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.
- 7) **If applicable, a description of the products exported and markets served.**

## **Small Business Exporter of the Year**

### **Small Business Exporter Eligibility**

Any individual, or team of individuals, who own and operate a small business that is defined as "small" 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. Receipt of SBA assistance is required. Nominations may be submitted by mail or hand delivered.

**Small Business Exporter Selection Criteria** -the judges will look for 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, including trade financing, payment, and currency issues; market-entry and logistical challenges; cultural differences, etc.**
- 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.**

## **SBA Young Entrepreneur of the Year \*\*\* Syracuse District Award Only \*\*\***

### **Young Entrepreneur Eligibility**

The individual must serve as a majority owner and operate or bear principal responsibility for operating a small business. The business owner will not have reached the age of 30 by June 1, 2016. The small business must have a three-year track record. Receipt of SBA assistance is required. Nominations may be submitted by mail or hand delivered.

**Young Entrepreneur Selection Criteria** -the judges will look for the following criteria:

- 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.**

## **PUTTING THE NOMINATION PACKAGE TOGETHER FOR SUBMISSION BY MAIL**

**Place in a 1 ½” binder.**

**Organize in the following order:**

**A single cover page stating:**

Nominee’s full name, title, business and home addresses with telephone and fax numbers, and e-mail address.

Award for which the nomination is being made.

Nominator’s name, title, place of business, business address and telephone number and e-mail address.

Type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.).

One-paragraph description of the nominee’s business.

**A completed background form (SBA Form 3300, Award Nominee Background Form)** – available online at <https://www.sba.gov/nsbw/awards>. For “team” nominations for Small Business Person, a background form is required for each team member.

**A completed nomination form (SBA Form 3301 for Small Business Person of the Year and Young Entrepreneur of the Year nominations; SBA Form 3302 for Exporter of the Year nominations)** available online at <https://www.sba.gov/nsbw/awards>.

**An original 8” x 10” or 5” x 7” photo of the nominee or a digital photo – at least 300 dpi is required; photocopies are not acceptable. For “team” nominations, a photo of each nominee or group photo is acceptable.**

**Four to five additional photos of the nominee’s company and employees at work.**

**A nomination letter--** to include a concise statement of the qualities and performance that merit the award, not to exceed four pages.

Address **eligibility** and the **selection criteria** that merit the award.

**Supporting documentation** –not to exceed 10 pages. Videos will **not** be considered.

Include news clips, letters of recommendation or other evidence of the appropriateness of the nomination.

# TOP TIPS FOR *WINNING NOMINATIONS*

- **Start Your Package Right Away** – Decide on a nominee that you are proud to be associated with, contact them and start to gather information as soon as possible.
- **Be Sure to Read and Follow Nomination Guidelines Exactly** – The guidelines are not difficult, just precise. For example, nominations must be typewritten on one side of 8 ½" x 11" white stationery, collated and secured in a 1½" binder. The consistent organization of the package helps judges easily compare nominations and to rate the nomination against the competition.
- **Use the Evaluation/Selection Criteria as an Outline** – Each award has a different set of criteria used to rate the nomination. Make sure that you explain how your nominee meets *each* of the criteria in your nomination letter. Use the headings as an outline so that it is easy for the judges to read. Failing to respond to any criteria could prevent an otherwise outstanding nominee from being selected.
- **Put Together a Strong Financial Package** – Financial statements are no longer required, but three years of financial information are part of the new nomination form for this year. In your nomination letter, *briefly* explain what the data means. Some judges do not have a financial background and they need to know the story behind the numbers.
- **Always Include Supporting Documentation** – The support section is limited to 10 pages, so you'll want to include the most persuasive evidence possible. Make sure all photocopies are easy to read. If you submit letters of support, seek them from individuals with first hand knowledge of the nominee's accomplishments and give specific examples.
- **Photo** - Photos are a required item in the packet and can really add to the nomination. Provide either an 8"x10" or 5"x7" photo (B&W or color) of the nominee and 4-5 photos of products or employees. You can email digital photos of at least 300dpi to [cathy.pokines@sba.gov](mailto:cathy.pokines@sba.gov). Photo copies of a photo will not be accepted.
- **SBA Assistance** - ASBA assistance is required. Explain what type(s) of SBA assistance the business received, including loans, procurement assistance, assistance from SCORE, SBDC, WBC or SBA office, etc.
- **Make the Package Look Good** – Just like kindergarten, neatness counts! It may not be a rated element, but it does create an impression for the judges. Grammatical errors and typos distract from the quality of the nomination.