



U.S. Small Business  
Administration

# Small Business Week Awards Nomination Process

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## Step 1:

**Email** the following information to: [norman.eng@sba.gov](mailto:norman.eng@sba.gov)

- **Nominator:** Full Name /Phone /Email
- **Award Nominee:** Full Name/ Business Name /Address /Phone /Email
- **Nomination Letter:** Which category? How do they fit the criteria?

(SELF-NOMINATIONS ARE ACCEPTED. DEADLINE FOR ALL NOMINATIONS: 12/20/19)

## Step 2:

**SBA District Office** will contact the nominee to request a complete package

## Step 3:

**Award Nominee** must send a completed package by mail or hand delivered to the Massachusetts District Office by: 3:00 P.M. on January 7, 2020.

## 2020 Award Categories

### National Awards

- Small Business Person of the Year
- Small Business Exporter of the Year
- 8(a) Graduate of the Year
- Small Business Development Center Excellence and Innovation Award
- Women's Business Center of the Year

### Massachusetts District & New England Regional Awards

- Jeffrey Butland Family Owned Small Business
- Minority Small Business Owner
- Veteran Small Business Owner
- Woman Small Business Owner
- Microenterprise
- Homebased Business Champion
- Young Entrepreneur (30 or under on June 1<sup>st</sup> 2020)
- Small Business Manufacturer
- Financial Services Champion

Check [www.sba.gov/ma](http://www.sba.gov/ma) under "Business Resources and News" section for updates and related links.

# 2020 Small Business Week Awards Nomination Criteria by Category

## GENERAL ELIGIBILITY REQUIREMENTS

Any legal resident of the United States or its Territories who owns and operates or who bears principal responsibility for operating a small business for a minimum of three years 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 (4).

Individuals who have received one type of SBA assistance such as, but not limited to an SBA loan, SCORE counseling, Small Business Development Center (SBDC) assistance, and Women’s Business Center (WBC) assistance, government contracting assistance, disaster assistance, Emerging Leaders Initiative, or Boots to Business training.

## NOMINATION CRITERIA

### SMALL BUSINESS PERSON OF THE YEAR

Any individual who owns or operates or bears principal responsibility for operating a small business may be nominated. Partners who jointly own or operate the business may be nominated as a team, as long as the team does not exceed four. Nominee must respond to the following criteria via SBA Form 3301:

1. Staying power – a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied. **(Question 12, Form 3301)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 8 and 13, Form 3301)**
3. Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017. **(Question 8 and 13, Form 3301)**
4. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Question 15, Form 3301)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 16, Form 3301)**

### SMALL BUSINESS EXPORTER OF THE YEAR

Any individual who owns and operates a small business engaged in exporting may be nominated.

Nominee must respond to the following criteria via SBA Form 3302:

1. Increased sales, profits and/or growth of employment because of exporting. Clearly articulate what exporting has meant to the company (e.g. exports as a percentage of sales, jobs created by exporting, etc.) **(Questions 9, 14 & 15, Form 3302)**
2. Creative overseas marketing strategies, exporting history and current export markets **(Question 16, Form 3302)**
3. Effective solutions to export-related problems, including trade financing, payment, and currency issues; market-entry and logistical challenges; cultural differences, etc. **(Question 17, Form 3302)**
4. Demonstrated encouragement of other small businesses to export and/or volunteer assistance to other small businesses entering the export market **(Question 18, Form 3302)**
5. Effective use of Federal and/or State government trade promotion or financing programs **(Question 13, Form 3302)**

## 8(a) GRADUATE OF THE YEAR

Any small business that is a graduate of SBA's 8(a) program.

Nominee must respond to the following criteria via SBA Form 3309.

1. Management – overall qualifications/expertise of management, customer interface (customer engagement), response to adversities, obstacles, etc. to achieve present level of success. **(Questions 11, 14 & 15, Form 3309)**
2. Exceptional results/special achievements – deliverables in line with or exceeding contract requirements, exceptional past performance record; and description of exceptional results and/or delivery performance that makes this company a valued product/service provider, awards and recognitions. **(Questions 10 & 16, Form 3309)**
3. Cost performance – financial stability and credit worthiness, value engineering change proposals (performance adjustments), increase in sales, net profit and net worth, growth in full-time employees. **(Questions 6, 12 & 13, Form 3309)**
4. Innovation – specific description of innovation or unique/superior product or service, explanation of how the product or service fills a niche or technical need not being adequately addressed by the competition. **(Question 8, Form 3309)**
5. Economic engagement of the disadvantaged community – use of minority firms as suppliers, subcontractors, etc., noted recruitment and employment of socially disadvantaged personnel, participation in community projects and charitable affairs. **(Questions 17 & 18, Form 3309)**

## SMALL BUSINESS DEVELOPMENT CENTER EXCELLENCE AND INNOVATION AWARD

Any of SBA's Small Business Development Center locations in good standing with the SBA and host SBDC may be nominated. Nominee organization must respond to the following criteria via SBA Form 3310.

**S – Surpasses-** Meets or exceeds the service center's performance milestones including long-term counseling clients (5 hours of counseling contact time), new businesses started, capital infusion, client satisfaction and may include other center goals (include actual results and the related goal). **(Question 5, Form 3310)**

**B – Builds -** Helps build small businesses, including startups, by creating and implementing innovative programs, events, publications, research materials, and online applications. This success is demonstrated through success stories, job creation/retention and revenue growth resulting from SBDC counseling and training assistance. **(Questions 8 & 9, Form 3310)**

**D – Develops -** Prepares the service center for success by actively participating with the lead center in the professional development of counselors in accordance with the network's strategic plan. **(Question 11, Form 3310)**

**C – Champions -** Acknowledged by the local/regional small business and economic development community as an advocate for advancing opportunities for entrepreneurial development (include any relevant news articles and/or letters from partners - limited to 4 total). Recognized by the local SBA district office as a champion for SBA products and services including effective amplification of the SBA mission and priorities and strong education efforts about the SBA and its programs to small businesses. **(Question 10, Form 3310)**

## SBA's Women's Business Center of the Year

Any of SBA's Women's Business Center's currently in good standing with SBA.

Nominee organization must respond to the following criteria via SBA Form 3312.

1. **Innovates:** Creates and develops innovative events and/or programs, publications, research materials and online applications to enhance small business awareness and solutions. **(Question 6, Form 3312)**
2. **Champions:** Advocates for women's entrepreneurship and the overall small business community. **(Questions 7 & 8, Form 3312)**
3. **Develops:** Partners with a variety of local, state and other entities (including SBDCs and SCORE) to grow the program through unique collaborations that not only bring in monetary matching funds but also help market the WBC. **(Question 10, Form 3312)**
4. **Collaborates:** Recognized by the local SBA district office as a champion for SBA products and services including effective amplification of the SBA mission and priorities and strong education efforts about the SBA and its programs to small businesses. **(Question 4, Form 3312)**

### **JEFFREY BUTLAND FAMILY OWNED SMALL BUSINESS**

Any small business that is family-owned and operated, with a 15-year track record that has been passed on from at least one generation to another. Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6-8.

1. Staying power – a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017. **(Question 12, Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
6. Response to adversity – examples of problems faced in the nominee's business and the methods used to solve them. **(Narrative paragraph)**
7. Volunteer efforts to strengthen family-owned businesses within the community **(Narrative paragraph)**
8. Increased employment opportunities for family members **(Narrative paragraph)**

### **MINORITY SMALL BUSINESS OWNER**

Any individual who qualifies as a minority and who owns at least 51% and operates a small business may be nominated. Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6 and 7.

1. Staying power – a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017. **(Question 12, Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
6. Response to adversity – examples of problems faced in the nominee's business and the methods used to solve them. **(Narrative paragraph)**
7. Volunteer efforts to advance minority business interests within the community **(Narrative paragraph)**

### **VETERAN SMALL BUSINESS OWNER**

Any individual(s) who owns at least 51% and operates a small business and is a veteran of the U.S. armed forces may be nominated. Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6-8.

1. Staying power – a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017. **(Question 12, Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**

6. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**
7. Volunteer efforts to advance veteran business interests within the community **(Narrative paragraph)**
8. Increased employment opportunities for veterans **(Narrative paragraph)**

### **WOMAN SMALL BUSINESS OWNER**

**Any woman/women who owns at least 51% and operates a small business may be nominated.**

**Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6 and 7.**

1. Staying power – a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied. **(Question 11, Form 3315)**
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. **(Question 12, Form 3315)**
3. Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017. **(Question 12 , Form 3315)**
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition.**(Address in Question 10, Form 3315)**
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
6. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**
7. Volunteer efforts to advance woman business interests within the community **(Narrative paragraph)**

### **MICROENTERPRISE**

**Any individual(s) who founded, owns and operates a business with 5 or fewer employees (including the owners), which received assistance through SBA loan programs or as a client of our SBA technical service providers. Partners who jointly own and operate the business may be nominated as a “team”, so long as the number of individuals in the team does not exceed four. Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 5 and 6.**

1. Staying power – a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied. **(Question 11, Form 3315)**
2. Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017. **(Question 12 , Form 3315)**
3. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**
4. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources **(Question 13, Form 3315)**
5. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them. **(Narrative paragraph)**
6. Demonstrated creativity and/or commitment to a social mission in hiring policy, buying local, etc. **(Narrative paragraph)**

### **HOMEBASED BUSINESS OWNER**

**Any small business operated out of a home office location may be nominated.**

**Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to element 5.**

1. Staying power – a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied. **(Question 11, Form 3315)**
2. Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017. **(Question 12 , Form 3315)**
3. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. **(Address in Question 10, Form 3315)**

4. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources (**Question 13, Form 3315**)
5. Response to adversity – examples of problems faced in the nominee's business and the methods used to solve them. (**Narrative paragraph**)

### **YOUNG ENTREPRENEUR**

Any individual(s), under the age of 30 or under as of June 1<sup>st</sup> 2020, who owns at least 51% and operates a small business may be nominated.

Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to element 6.

1. Staying power – a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied. (**Question 11, Form 3315**)
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. (**Question 12, Form 3315**)
3. Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017. (**Question 12, Form 3315**)
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. (**Address in Question 10, Form 3315**)
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources (**Question 13, Form 3315**)
6. Response to adversity – examples of problems faced in the nominee's business and the methods used to solve them. (**Narrative paragraph**)

### **SMALL BUSINESS MANUFACTURER**

Any small business manufacturer may be nominated. Nominee must respond to the following criteria via SBA Form 3315 and provide a brief narrative paragraph responding to elements 6 and 7.

1. Staying power – a substantiated history as an established business; including but not limited to expansion, exporting, addition of territories, or growth in square footage occupied. (**Question 11, Form 3315**)
2. Growth in number of employees – Increases over three years must be in excess of growth in Gross Domestic Product. (**Question 12, Form 3315**)
3. Increase in sales, net profit and net worth for calendar years 2015, 2016, and 2017. (**Question 12, Form 3315**)
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition. (**Address in Question 10, Form 3315**)
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources (**Question 13, Form 3315**)
6. Response to adversity – examples of problems faced in the nominee's business and the methods used to solve them. (**Narrative paragraph**)
7. Demonstrated creativity and/or commitment to a social mission in hiring policy, buying local, etc. (**Narrative paragraph**)

### **FINANCIAL SERVICES CHAMPION**

Any Individual who assists small businesses through advocacy to increase usefulness and availability of accounting or financial services Nominee must respond to the following criteria by writing a brief narrative on each item.

1. Outside of regular business duties, the amount and quality of assistance given small businesses in obtaining financing
2. Advocacy of changes in the financial services industry to assist small firms
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 made by the nominee through financial services or accounting industry to advance small business interests

# What needs to be included in a complete package?

Once a nomination has been made, an SBA district office staff will reach out to the nominee with complete information on submitting a complete package. Incomplete nomination packages will not be considered. Nominations must contain the information below:

- 1) A completed background form ([SBA Form 3300](#), Award Nominee Background Form) which is available at [www.sba.gov/nsbw](http://www.sba.gov/nsbw). For “team” nominations, a background form is required for each team member.
- 2) A completed nomination form ([SBA Form 3301](#), for Small Business Person of the Year; Small Business Exporter Nominees should use [SBA Form 3302](#); 8(a) Graduate should use [SBA Form 3309](#); SBDC’s should use [SBA Form 3310](#); Women’s Business Centers should use [SBA Form 3312](#); and the **Massachusetts District & New England Regional Award Nominees should use [SBA Form 3315](#)**) which is available at [www.sba.gov/nsbw](http://www.sba.gov/nsbw).
- 3) A nomination letter from the person or organization nominating the business owner for the award, not to exceed 3 pages.
- 4) An additional narrative paragraph on any criteria not contained on corresponding award form (see award criteria).
- 5) 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.
- 6) Additional supporting documentation deemed significant by the nominator, including news clips, letters of recommendation, nomination letter (if not self-nominated) and other evidence of the appropriateness of the nomination (supporting documentation must not exceed 10 pages). Videos will not be considered.

# Frequently Asked Questions

## **Why should I submit a nomination?**

Since 1963, National Small Business Week has served as our nation's salute to small business owners. That's more than 50 years of celebrating individuals like you who create two out of every three new jobs for Americans. Many household names were previous National Small Business Week award winners, including Ben and Jerry's, Callaway Golf, Chobani, Dogfish Head, Stonyfield Farm, Pacifica, Maui Brewing Company and Tom's of Maine. In addition to bragging rights, National Small Business Week has logged hundreds of millions of social media impressions and traditional media coverage in national news outlets like MSNBC, Fox News, USA Today, Entrepreneur Magazine, The Washington Post, and AP.

## **What are the national award categories?**

- Small Business Person of the Year Award
- Small Business Exporter of the Year
- Phoenix Award for Small Business Disaster Recovery
- Phoenix Award for Outstanding Contributions to Disaster Recovery- Public Official
- Phoenix Award for Outstanding Contributions to Disaster Recovery- Volunteer
- Federal Procurement Award- Small Business Prime Contractor of the Year Award
- Federal Procurement Award- Small Business Subcontractor of the Year Award
- Federal Procurement Award- Dwight D. Eisenhower Award for Excellence
- 8(a) Graduate of the Year Award
- Small Business Development Center Excellence and Innovation Award
- Veterans Business Outreach Center Excellence in Service Award
- Women's Business Center of Excellence Award
- Jody C. Raskind Lender of the Year
- Small Business Investment Company of the Year

For a description of the awards, consult the Awards Guidelines at [www.sba.gov/nsbw](http://www.sba.gov/nsbw).

## **Who may submit nominations?**

- Individuals or organizations dedicated to the support of the small business community in the United States such as trade and professional associations and business organizations. SBA employees may solicit nominations; however, they cannot submit nominations on behalf of the nominee.
- Individuals may self-nominate with the exception of the Federal Procurement Awards for Small Business Prime Contractor and Subcontractor of the Year.

## **May I submit multiple nominations?**

No. Individuals or teams may not be nominated for more than one National Small Business Week award category.

## **What's included in a nomination package?**

All nomination packages require a completed background form for all nominees, nomination form and photo of nominee(s). Depending on the award, additional information may be required. Consult the Awards Guidelines at [www.sba.gov/nsbw](http://www.sba.gov/nsbw) for additional information.



**Where can I find the required forms and awards guidelines?**

The required forms and awards guidelines are available at [www.sba.gov/nsbw](http://www.sba.gov/nsbw).

**How do I submit a nomination?**

Nominations must be hand delivered or mailed to the appropriate SBA office. Electronic submissions of SBA Awards Forms are not accepted. Consult the Awards Guidelines at [www.sba.gov/nsbw](http://www.sba.gov/nsbw) for additional information.

**When are nominations due?**

No later than 3:00 pm ET, January 7, 2020

**How are winners selected?**

Each award category includes evaluation criteria that judges use to determine the winners. Only complete nomination packages will be considered. Consult the Awards Guidelines at [www.sba.gov/nsbw](http://www.sba.gov/nsbw) for additional information.

**Who selects the winners?**

Winners at any level will be selected by a panel of judges that may be comprised of both SBA employees and non-Federal employees. Non-federal employees serving as judges are vetted by the SBA and must sign a conflict of interest/non-disclosure certification. National winners are selected by the SBA Administrator based on, but not restricted to, the recommendations of the panel of judges of federal employees.

**When will the winners be announced?**

National winners will be announced in Washington, DC during National Small Business Week, May 3-9, 2020. Travel costs are not provided. For a sneak peak of events, check out the [National Small Business Week highlights videos](#) from previous years.