



U.S. Small Business
Administration

2022 Small Business Week Awards Nomination Process

Step 1:

Email the following information to: 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 AND INDIVIDUALS MAY [SKIP THIS STEP AND JUST UPLOAD THEIR COMPLETED PACKAGES](#) IF THEY PREFER.)

Step 2:

SBA District Office will contact the nominee to submit a package

Step 3:

Where are the nominations to be sent?

All nominations must be submitted electronically to their SBA state district office [BOX ACCOUNT HERE](#) by: 3:00 P.M. on January 11, 2022

2022 Award Categories

National Awards

- Small Business Person of the Year
- Small Business Exporter 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
- Young Entrepreneur (30 or under on June 1st 2022)
- Small Business Manufacturer
- Homebased Business Champion
- Financial Services Champion

Check www.sba.gov/ma under “Business Resources and News” section for updates and related links.

Nomination Criteria by Category

National Awards

Small Business Person of the Year Award

Nominees from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam will compete for the title of the National Small Business Person of the Year, SBA's signature award. Nominees must demonstrate success in business as well as contributions to their local communities. Previous award winners include Superstition Meadery, Landmark Pest Management, Maui Brewing Company, Equator Coffee & Teas, Pacifica, and Missouri Star Quilt Company.

What information must the nomination package contain?

Nominations must contain the information below. Incomplete nomination packages will not be considered.

- 1) A completed background form ([SBA Form 3300](#), Award Nominee Background Form) which is available at www.sba.gov/nsbw. For "team" nominations, a background form is required for each team member;
- 2) A completed nomination form ([SBA Form 3301](#), Small Business Person of the Year) which is available at www.sba.gov/nsbw;
- 3) 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; and
- 4) 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 may not exceed 10 pages. Videos will not be considered.

What are the evaluation/selection criteria?

In evaluating the nomination packages, the judges will look at the following criteria:

- 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;
- 2) Growth in number of employees — Increases over the three years must be in excess of growth in Gross Domestic Product as determined by the Bureau of Economic Analysis (www.bea.gov);
- 3) Increase in sales, net profit, and net worth for the three prior calendar years, that is, 2017, 2018 and 2019;
- 4) Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them; and
- 5) Contributions to community-oriented projects — evidence of the use of his/her personal time and resources towards community-oriented projects.

Small Business Exporter of the Year Award

Nominees from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam will compete for the title of the National Small Business Person of the Year, SBA's signature award. Nominees must demonstrate success in business as well as contributions to their local communities. Previous award winners include Superstition Meadery, Landmark Pest Management, Maui Brewing Company, Equator Coffee & Teas, Pacifica, and Missouri Star Quilt Company.

What information must the nomination package contain?

Nominations must contain the information below. Incomplete nomination packages will not be considered.

- 1) A completed background form ([SBA Form 3300](#), Award Nominee Background Form) which is available at www.sba.gov/nsbw. For "team" nominations, a background form is required for each team member;
- 2) A completed nomination form ([SBA Form 3302](#), Small Business Exporter of the Year) which is available at www.sba.gov/nsbw;
- 3) 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; and
- 4) 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 may not exceed 10 pages. Videos will not be considered.

What are the evaluation/selection criteria?

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

- 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.);
- 2) Creative overseas marketing strategies, exporting history, and current export markets;
- 3) Effective solutions to export-related problems, including trade financing, payment, and currency issues, market-entry and logistical challenges, cultural differences, etc.;
- 4) Effective use of Federal and/or State government trade promotion or financing programs.

For complete details of all the national awards, please review the [National Small Business Week 2022 Award Nominations Guidelines](#)

Massachusetts District Office Award Categories

Below is the list of categories for local awards. Each of the New England District Offices will select a winner within their district. The district winners will then go on to the New England Regional office to compete as the New England Regional Winner.

JEFFREY BUTLAND FAMILY-OWNED SMALL BUSINESS OF THE YEAR

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. ([include a signed Photo Release form](#))

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.

1. Growth in number of employees over the last 3 years (2017, 2018 and 2019).
2. Increase in sales, net profit, and net worth for calendar years 2017, 2018 and 2019.
3. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition.
4. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources
5. Response to adversity – examples of problems faced in the nominee's business and the methods used to solve them.
6. Volunteer efforts to strengthen family-owned businesses within the community
7. Increased employment opportunities for family members

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. ([include a signed Photo Release form](#))

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.
2. Growth in number of employees over the last 3 years (2017, 2018 and 2019).
3. Increase in sales, net profit, and net worth for calendar years 2017, 2018 and 2019.
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition.
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources
6. Response to adversity – examples of problems faced in the nominee's business and the methods used to solve them.
7. Volunteer efforts to advance minority business interests within the community

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. ([include a signed Photo Release form](#))

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.
2. Growth in number of employees over the last 3 years (2017, 2018 and 2019).
3. Increase in sales, net profit, and net worth for calendar years 2017, 2018 and 2019.
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition.
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources
6. Response to adversity – examples of problems faced in the nominee's business and the methods used to solve them.
7. Volunteer efforts to advance veteran business interests within the community
8. Increased employment opportunities for veterans

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. ([include a signed Photo Release form](#))

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.
2. Growth in number of employees over the last 3 years (2017, 2018 and 2019).
3. Increase in sales, net profit, and net worth for calendar years 2017, 2018 and 2019.
4. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition.
5. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources
6. Response to adversity – examples of problems faced in the nominee's business and the methods used to solve them.
7. Volunteer efforts to advance woman business interests within the community

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. ([include a signed Photo Release form](#))

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.
2. Increase in sales, net profit, and net worth for calendar years 2017, 2018 and 2019.
3. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition.
4. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources
Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them.
5. Demonstrated creativity and/or commitment to a social mission in hiring policy, buying local, etc.

YOUNG ENTREPRENEUR

Any individual(s), under the age of 30 by June 1st 2022, 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. ([include a signed Photo Release form](#))

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.

1. Growth in number of employees over the last 3 years (2017, 2018 and 2019).
2. Increase in sales, net profit, and net worth for calendar years 2017, 2018 and 2019.
3. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition.
4. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources
5. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them.

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. ([include a signed Photo Release form](#))

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.

1. Growth in number of employees over the last 3 years (2017, 2018 and 2019).
2. Increase in sales, net profit, and net worth for calendar years 2017, 2018 and 2019.
3. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition.
4. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources
5. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them.
6. Demonstrated creativity and/or commitment to a social mission in hiring policy, buying local, etc.

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. ([include a signed Photo Release form](#))

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.
2. Increase in sales, net profit, and net worth for calendar years 2017, 2018 and 2019.
3. Innovativeness of product or service offered – Explanation of how the product or service fits a niche not being adequately addressed by the competition.
4. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources
5. Response to adversity – examples of problems faced in the nominee’s business and the methods used to solve them.

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 via [SBA Form 3315](#) and provide a brief narrative paragraph responding to each item. ([include a signed Photo Release form](#))

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

Frequently Asked Questions

Nominees will compete for the District Office Award within an SBA District Office. Nominees must demonstrate success in business as well as contributions to their local communities.

Who is eligible to be nominated for this award?

Nominees for this award must meet the following eligibility requirements. Consult your nearest SBA district office if you have questions.

1) Any legal resident of the United States or its Territories 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 (4).

Who is NOT eligible to be nominated for this award?

- 1) Individuals or teams who own or operate a business defined as “other than small” (i.e. large businesses) for its primary industry under the applicable SBA size standards or
- 2) Individuals or firms who are currently suspended or debarred by the Federal government.

Who may submit nominations for this award?

- 1) 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, may submit nominations.
- 2) Individuals may self-nominate.

Where are the nominations to be sent?

Instructions on page 1

When is the deadline for nominations?

3:00 p.m. ET, January 11, 2022.

What information must the nomination package contain?

Nominations must contain the information below. Incomplete nomination packages will not be considered.

- 1) A completed background form ([SBA Form 3300, Award Nominee Background Form](#)) which is available at www.sba.gov/nsbw. For “team” nominations, a background form is required for each team member;
- 2) A completed nomination form ([SBA Form 3315, District Office Award](#)) which is available at www.sba.gov/nsbw;
- 3) 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.; in addition, please [include a signed Photo Release form](#) and
- 4) 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.

What are the evaluation/selection criteria?

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Business’ staying power, growth in employees, increase in sales, improved financial position, and innovativeness of product or service offered;
- 2) Contributions to community— evidence of the use of his/her personal time and resources to contribute to its community; and
- 3) Additional criteria to be determined by the individual District Office.

What are the selection procedures?

The District Office Award will be selected by the appropriate District Director based on, but not restricted to, the recommendations of the panel of judges of federal or non-federal employees.