

## **Small Business Person of the Year Award**

SBA will make Small Business Person of the Year awards at the State level and the National level. The National Small Business Person of the Year is selected from the State level 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,” 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 the SBA Boise District Office at (208) 334-9636 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?**

Nominations must be submitted to either:

**The National Small Business Week Awards Portal**

**<http://awards.sba.gov>**

or

**U.S. Small Business Administration  
Attn: Larry Demirelli  
380 East Parkcenter Blvd., STE 330  
Boise, Idaho 83706  
(208) 334-9636**

### **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?**

Nominations submitted to the U.S. Small Business Administration district office in the state or territory where the nominee is located, must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1 1/2" binder.

Nominations submitted via the online nominations portal 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.

**What are the selection procedures for this award?**

Small Business Persons of the Year Award winners will be selected at the State and National levels. Winners at each level will be selected by a panel of judges that may be comprised of both SBA employees and non-Federal employees. Nomination packages for each state winner will be sent to the appropriate regional SBA office and prepared for transmittal to the SBA's Office of Communications and Public Liaison for review. The National Small Business Person of the Year will be selected by the SBA Administrator based on the recommendations of the panel of judges of federal employees. The winner will be announced during National Small Business Week. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.