



## Small Business Week 2012 Award Nomination Form (DUE DECEMBER 16, 2011)

### A. NOMINEE CONTACT INFORMATION

**Full Name:** \_\_\_\_\_  
**Title:** \_\_\_\_\_  
**Company Name:** \_\_\_\_\_  
**Work Address:** \_\_\_\_\_  
 \_\_\_\_\_  
**Home Address:** \_\_\_\_\_  
 \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Website:** \_\_\_\_\_  
**SBA Assistance (if any):** \_\_\_\_\_

### B. NOMINATOR CONTACT INFORMATION

**Full Name:** \_\_\_\_\_  
**Title:** \_\_\_\_\_  
**Company Name:** \_\_\_\_\_  
**Work Address:** \_\_\_\_\_  
 \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

### C. SMALL BUSINESS WEEK AWARD (Check ONLY one)

<input type="checkbox"/>	➤ Small Business Person of the Year
<input type="checkbox"/>	➤ Small Business Exporter of the Year
<input type="checkbox"/>	➤ SBA Young Entrepreneur of the Year
<input type="checkbox"/>	➤ Environmental "Green" Conservator of the Year
<input type="checkbox"/>	➤ Innovation Through Technology Business of the Year
<input type="checkbox"/>	➤ Jeffrey Butland Family-Owned Business of the Year
<input type="checkbox"/>	➤ Small Business Journalist of the Year
<input type="checkbox"/>	➤ Financial Services Champion of the Year
<input type="checkbox"/>	➤ Home-Based Business Champion of the Year
<input type="checkbox"/>	➤ Minority Small Business Champion of the Year
<input type="checkbox"/>	➤ Veteran Small Business Champion of the Year
<input type="checkbox"/>	➤ Women in Business Champion of the Year
<input type="checkbox"/>	➤ Entrepreneurial Success Award



**D. NOMINATION LETTER**

*Note: Not to exceed four pages. Can be included here or attached separately*

**Nomination Letter** to include a concise statement of the qualities and performance that merit the award.

**Description of business (services and/or products):**

**Reason for nomination? If jobs were created, loans obtained and/or sales increased, please provide quantified numbers if possible.**

**E. BRIEF BIOGRAPHY OF THE NOMINEE**

*Note: Not to exceed one page.*

**F. BUSINESS PROFILE**

*Note: Not to exceed one page.*

**Please include answers to these questions:**

When did you start your business (month/year)?

Any challenges that the business/business owner overcame?

What are the future plans for the business?

**G. FINANCIAL STATEMENT**

*Note: Not to exceed 12 pages.*

The nominee's financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper - for the last three years.

**H. PHOTO OF THE NOMINEE**

*Note: Original 8"x10" or 5"x7" photo or digital photo at least 300 dpi. Photocopies are not acceptable.*

**I. PHOTOS OF THE NOMINEE'S COMPANY AND EMPLOYEES AT WORK**

*Note: Original 8"x10" or 5"x7" photos or digital photos at least 300 dpi. Photocopies are not acceptable.*



#### **J. OTHER SUPPORTING DOCUMENTATION**

*Note: Supporting documentation must not exceed 10 pages. Videos will not be considered.*

Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination.

Has your business been published in any publications? If yes, what publication and when?

Do you have a copy? If available, please provide a copy via email (if possible).

#### **K. AWARD NOMINATION CONSENT FORM (SBA Form 2137)**

*Note: Attached at the end of this document*

#### **L. AWARD NOMINATION FORM-BACKGROUND (SBA Form 3300)**

*Note: Attached at the end of this document*

#### **M. KEY DEADLINES**

**December 16, 2011** Small Business Week nominations must be received by SBA district offices.

**December 30, 2011** SBA district winners will be selected from multi-district states; state winners will be selected from single-district states.

**January 20, 2012** A panel of judges will select state winners in multi-district states.

**March 13, 2012** State Small Business Persons of the Year will be announced.

#### **N. WHERE TO SEND NOMINATIONS**

Nominations must be submitted to the U.S. Small Business Administration district office in the state or territory where the nominee is located – for Los Angeles District Office please send to:

U. S. Small Business Administration  
Los Angeles District Office  
Attn: Patrick Rodriguez  
330 N. Brand Blvd., Suite 1200  
Glendale, CA, 91203  
Phone: 818-552-3201 (Main)  
Email: [patrick.rodriguez@sba.gov](mailto:patrick.rodriguez@sba.gov)



## **O. SELECTION PROCEDURES FOR AWARDS**

Small Business Persons of the Year Award winners will be selected at the district, state and national levels. In those states served by more than one SBA district office, additional awards may also be given at the district level. Winners are selected by a panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to regional SBA offices 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 Agency's National Small Business Week panel of judges. 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.

## **P. EVALUATION/SELECTION CRITERIA FOR SMALL BUSINESS PERSON OF THE YEAR**

### **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.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
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.
  - Increase over the three years must be in excesses of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
  - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years.
4. Current and past financial performance — financial reports substantiate an improved financial position of the business.
  - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, 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 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.

#### **Q. EVALUATION/SELECTION CRITERIA FOR SMALL BUSINESS WEEK AWARDS**

##### **Who is eligible to be nominated for other Small Business Week awards?**

To be nominated and receive one of these awards, the small business nominee must fit within the category of the award:

Small Business Exporter of the Year: Any individual who owns and operates a small business engaged in exporting may be nominated.

SBA 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, 2011.

Environmental "Green" Conservator of the Year\*: Any individual who owns and operates a small business that employs, promotes and exemplifies environmental innovation in manufacturing, technology, recycling, architectural design, conservation, waste reduction and/or organic/holistic products.

Innovation Through Technology Business of the Year\*: This award honors a small business that creates and/or discovers an innovation that breaks with conventional processes and goes beyond marginal improvements in areas such as manufacturing, medicine, software, the Internet, wireless and consumer electronics and can be in the form of new products, patents, inventions or services.

Jeffrey Butland Family-Owned Business of the Year: This award honors a family-owned and operated business which has been passed on from one generation to another. 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.

Small Business Journalist of the Year: Journalists representing television, radio, electronic or print media who report and champion small business issues may be nominated.

Financial Services Champion of the Year: Individuals who assist small businesses through advocacy efforts to increase the usefulness and availability of accounting or financial services for small businesses may be nominated. Nominees may or may not be small business owners.

Home-Based Business Champion of the Year: Individuals who have experienced the rewards and difficulties of owning a home-based business and have volunteered to improve the climate for these businesses may be nominated. Nominees may or may not be current small business owners.



Minority Small Business Champion of the Year: Individuals who have fulfilled a commitment to support minority entrepreneurship may be nominated. Nominees may or may not be small business owners.

Veteran Small Business Champion of the Year: Individuals who have fulfilled a commitment to advancing small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

Women in Business Champion of the Year: Individuals who have fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners.

## **R. EVALUATION/SELECTION CRITERIA FOR SMALL BUSINESS WEEK AWARDS**

### **What are the evaluation/selection criteria for the Small Business Week Awards and Champion Awards?**

Each award has specific evaluation criteria which are listed below for each award:

#### **Small Business Exporter**

1. Increased sales, profits and/or 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.

#### **SBA Young Entrepreneur of the Year**

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.

#### **Environmental "Green" Conservator of the Year**

1. Promotion of innovative ideas, techniques, and/or technologies.
2. Ability to address an environmental problem or need.
3. Savings of said accomplishments.
4. Long-term benefits for the environment.

#### **Innovation Through Technology Business of the Year**

1. Promotion of innovation through ideas, techniques, and/or technologies.
2. Ability to address a problem or need.
3. Results of the technological innovation.



4. Short-term and long-term benefits for company and/or clients.

#### **Jeffrey Butland Family-Owned Business of the Year**

1. Evidence of success as measured by sales and profits.
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.

#### **Small Business Journalist of the Year**

1. Concerted efforts to increase public understanding of the importance of small business contributions to the economy.
2. Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.
3. Voluntary community service aimed at enhancing small business opportunity and growth.
4. Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.

#### **Financial Services Champion of the Year**

1. Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
2. Advocacy for changes in the financial services industry to assist small companies.
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 through the advocacy efforts of the financial services or accounting industries to advance small business interests.

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

1. Volunteer time and energy to improve the conditions for home-based businesses.
2. Engage in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses.
3. Demonstrated interest in home-based businesses by an owner or former owner.
4. Measurable accomplishments in advancing home-based businesses, such as adoption of public policy or expansion of a program.

#### **Minority Small Business Champion of the Year**

1. Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
2. Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
3. Voluntary provision of professional services to the minority small business community in a legal, legislative, managerial or financial capacity.
4. Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.



5. Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

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

1. Active support for legislative or regulatory action designed to help small businesses.
2. Evidence of increased business opportunities for veterans as a result of the nominee's actions.
3. Advisory activities to improve awareness of small business opportunities among veterans' groups.
4. Advocacy of special consideration for veteran-owned small businesses in government policymaking.
5. Demonstrated success in obtaining support within the community for the establishment of veteran-owned small businesses.
6. Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses.

#### **Women in Business Champion of the Year**

1. Active support for legislative or regulatory action designed to help small businesses.
2. Efforts to increase business and financial opportunities for women.
3. Legal, financial or managerial assistance provided to enhance women's business ownership.
4. Voluntary efforts to strengthen the role of women business owners within the community.
5. Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
6. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

#### **Entrepreneurial Success Award**

Individual must own and operate a business initially launched as a small business according to SBA size standards and subsequently develop into a medium-to-large business; and individual must have received SBA assistance to help the business grow.

SBA will make the above referenced award to an eligible business on 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 winner will be selected from the State winners.

#### **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:
  - Number of years in business.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
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.
  - Increase over the three years must be in excesses of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
- Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years.
4. Current and past financial performance — financial reports substantiate an improved financial position of the business.
- Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. 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.
6. 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 product or service fits a niche not being adequately addressed by the competition.
7. 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.
8. 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.



Dear Supporters of America's Small Business Community:

Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners. As you might know, more than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year.

As part of National Small Business Week, the U.S. Small Business Administration takes the opportunity to highlight the impact of outstanding entrepreneurs, small business owners, and others from all 50 states and U.S. territories. Every day, they're working to grow small businesses, create 21st century jobs, drive innovation, and increase America's global competitiveness.

Thank you for helping find and nominate candidates for the most prestigious annual small business awards in America.

Warm regards,

Karen G. Mills  
Administrator

The National Small Business Person of the Year will be announced and honored at a National event during National Small Business Week. ***The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.***



## AWARD NOMINATION CONSENT FORM

I understand that I and/or my business have been nominated for a \_\_\_\_\_ award, which will be given out by the U.S. Small Business Administration (SBA). I further understand that SBA may disclose information about me (and where applicable my business) to SBA employees and other individuals who will participate in the selection of the award winners. I also understand that if I were chosen to receive this award, SBA will disclose certain information to the media, announcing the award and providing some background on the awardees. By signing this form, I agree and consent to SBA's disclosure of information supporting my nomination to those persons involved in the selection process of this award and if I were to win, to the media. This consent is given with the understanding that disclosure will be limited to information relevant to my nomination, and award where applicable, and for purposes of the selection process and publication of award winners.

\_\_\_\_\_  
Nominee Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Nominee Organization (if applicable)



United States of America  
**SMALL BUSINESS  
ADMINISTRATION**

**Award Nomination Form**

**Please Read Carefully - Print or Type**

This form must be completed by:

- (1) Each individual nominated for an award
- (2) All Members of teams nominated for an award
- (3) The official representative of a small business nominated for an award

The completed form must be submitted with the nomination package as noted in the award guidelines. Answer each question as fully as possible; if it is not applicable, state N/A. Use additional sheets if necessary.

1. State name in full, if no middle name, state (NMN), or if initial only, indicate initial. List all former names used, and dates each name was used.  
Use separate sheet if necessary.

First                      Middle                      Last

List all forms of SBA funded assistance received (e.g., SBDC, SCORE, WBC, guaranteed loan, contract, etc.) and the city and state where assistance was received.

2. Name and Address of small business company

Firm Name :  
Street :  
City, State and Zip Code :  
Business Telephone No. (Include A/C):  
Cell No. (Include A/C):  
Fax No. (Include A/C):  
E-Mail Address:

Job Title:

Amount and date of financial assistance received or applied for (if applicable)

File No. (if known)

5. Give the percentage of ownership or stock owned in the small business

6. Date of Birth (Month, Day, and Year)

7. Place of Birth (City & State or Foreign Country)

3. Present residence address:

From:  
To:

Address:

8. U.S. Citizen?       YES       NO

If No, are you a Lawful Permanent resident alien:       YES       NO

If non-U.S. citizen provide alien registration no.: \_\_\_\_\_

9. Congressional District:

**IT IS IMPORTANT THAT THE NEXT THREE QUESTIONS BE ANSWERED COMPLETELY. AN ARREST OR CONVICTION RECORD WILL NOT NECESSARILY DISQUALIFY YOU; HOWEVER, AN UNTRUTHFUL ANSWER WILL CAUSE YOUR NOMINATION TO BE DENIED.**

**IF YOU ANSWER "YES" TO 10, 11, OR 12, FURNISH DETAILS ON A SEPARATE SHEET. INCLUDE DATES, LOCATION, FINES, SENTENCES, WHETHER MISDEMEANOR OR FELONY, DATES OF PAROLE/PROBATION, UNPAID FINES OR PENALTIES, NAME(S) UNDER WHICH CHARGED, AND ANY OTHER PERTINENT INFORMATION.**

10. Are you presently under indictment, on parole or probation?

YES       NO

(If yes, indicate date parole or probation is to expire).



11. Have you ever been charged with and/or arrested for any criminal offense other than a minor motor vehicle violation? Include offenses which have been dismissed, discharged, or not prosecuted. (All arrests and charges must be disclosed and explained on an attached sheet).

YES  NO

12. Have you ever been convicted, placed on pretrial diversion, or placed on any form of probation, including adjudication withheld pending probation, for any criminal offense other than a minor vehicle violation?  YES  NO

13 I authorize the Small Business Administration Office of Inspector General to request criminal record information about me from criminal justice agencies for the purpose of determining my eligibility for a small business recognition award and to participate in the related activities, including programs authorized by sections 4(h) and 8(b)(1)(A)(iv) of the Small Business Act, 15 U.S.C. 633(h) and 637(b)(1)(A)(iv).

**CAUTION:** Knowingly making a false statement on this form is a violation of Federal law and could result in criminal prosecution, significant civil penalties, and a denial of program participation or other benefits awarded by the agency. A false statement is punishable under 18 USC 1001 by imprisonment of not more than five years and/or a fine of not more than \$10,000; under 15 USC 645 by imprisonment of not more than two years and/or a fine of not more than \$5,000; and, if submitted to a Federally insured institution, under 18 USC 1014 by imprisonment of not more than thirty years and/or a fine of not more than \$1,000,000.

Signature

Title

Date

SBA Form 3300 (7-07)

NOTICES REQUIRED BY LAW

Paperwork Reduction Act (44 U.S.C. 3501 et seq.)

SBA will use the information collected on this form, along with other information submitted by award nominees, to determine the nominee's eligibility for a particular small business award; to identify any actual or apparent conflict of interest and, to make eventual award determinations.

The estimated burden for completing this form is 15 minutes per response. However, the total estimated time for completing the nomination package, including the time for reviewing the instructions, gathering and compiling data, and completing the package is 2 hours. You are not required to respond to any collection of information unless it displays a currently valid OMB control number. Comments on these burden estimates should be sent to the U.S. Small Business Administration, Chief, AIB 409 3<sup>rd</sup> St., SW, Washington, DC 20416, and Desk Officer for the U.S. Small Business Administration, Office of Management and Budget, New Executive Office Building, Room 10202, Washington, DC 20503. **DO NOT SEND FORMS TO OMB.**

Privacy Act (5 U.S.C. § 552a)

Any person can request to see or get copies of any personal information that SBA has in his or her file when that file is retrieved by individual identifiers, such as name or social security number. SBA will protect an individual's personal information to the extent permitted by law, including the Freedom of Information Act, 5 U.S.C. § 552, and the Privacy Act of 1974, 5 U.S.C. § 552a. However, as a routine matter information collected may be disclosed as follows: (a) to the news media for public disclosure of the name, address, and biography of award recipients; (b) to communicate with State and local governments about the status of a particular nominee; (c) to an individual nominee's Congressional office when that office is inquiring on the individual's behalf; (d) to Agency volunteers, interns, judges, experts and contractors who need access to the records in order to perform an award related activity; and (e) to the Department of Justice (DOJ); the court, adjudicative body, or a dispute resolution body when any of the following is a party to litigation or has an interest in such litigation:

- (1) The agency or any of its components;
- (2) An agency employee in his or her official capacity;
- (3) An agency employee in his or her individual capacity where DOJ has agreed to represent the employee; or
- (4) The United States Government, where the agency determines that litigation is likely to affect the agency or any of its components.

Before making any disclosures SBA must determine that the use of the records is relevant and necessary to the litigation, and disclosure of the records is for a purpose that is compatible with the purpose for which the records were collected.

Additional information regarding the retention and disclosure of this collection of information is listed in the systems of record notice published in the Federal Register at 69 FR 58597, 58624(9/30/2004).